

# Parenting the iGen

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Smart **GIRL** Society

SmartGirlSociety.org @smartgirlsociety #smartgirlsociety





# What we do

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1. **INSPIRE** – Personal Brand development and Leadership skills
2. **ACTIVATE** – Authenticity and Respect on digital footprints
3. **PROTECT** – Reduce risks on technology and social media
4. **EMPOWER** – Smart and Confident girls, women, and families



# Just the Facts

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AMERICAN KID'S  
AVERAGE  
MEDIA

10 H  
45

It only takes **6** clicks  
for a predator to find name,  
address and more

OR



# Ticket to fly





# Definitions

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**Six-Clicks** : the ease of finding personal information (names, ages, addresses, school, schedule, etc.) to exploit, harm or even employ

**Sexting** : sending sexual based pictures and messages using cell phone, tablet or computer technology

**Sextortion** : a form of sexual extortion, the extortion of a person through the use of the history of their sexual conduct (such as saved sexting messages)

**COPPA** : Children's Online Privacy and Protection Act



# COPPA

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## Children's Online Privacy Protection Act (COPPA)

Rule Summary: COPPA imposes certain requirements on operators of websites or online services directed to children under **13 years of age**, and on operators of other websites or online services that have actual knowledge that they are collecting personal information online from a child under 13 years of age.



SPSL

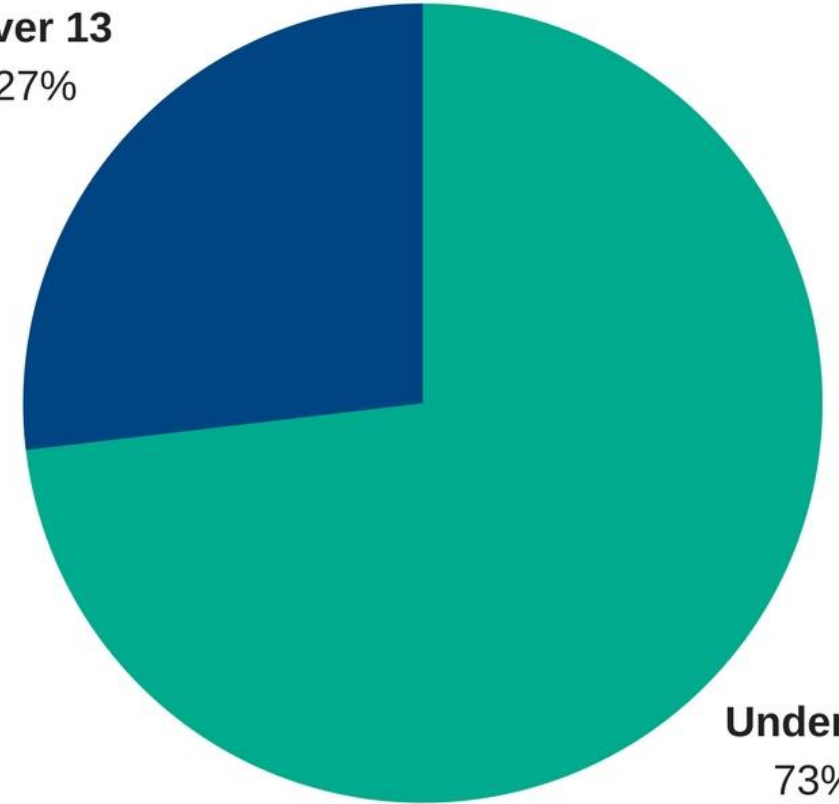
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\$40,000 per

\$8,600,000

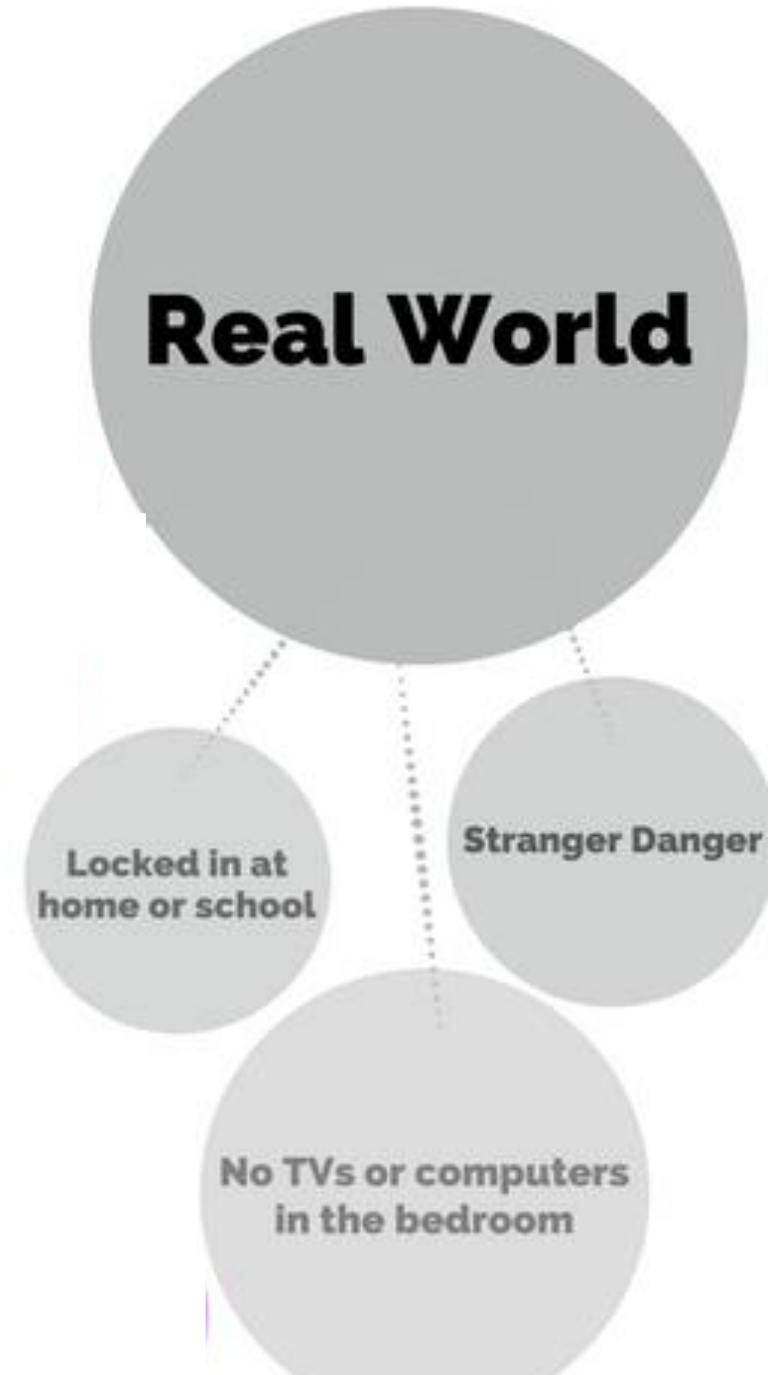
## Social Media Users

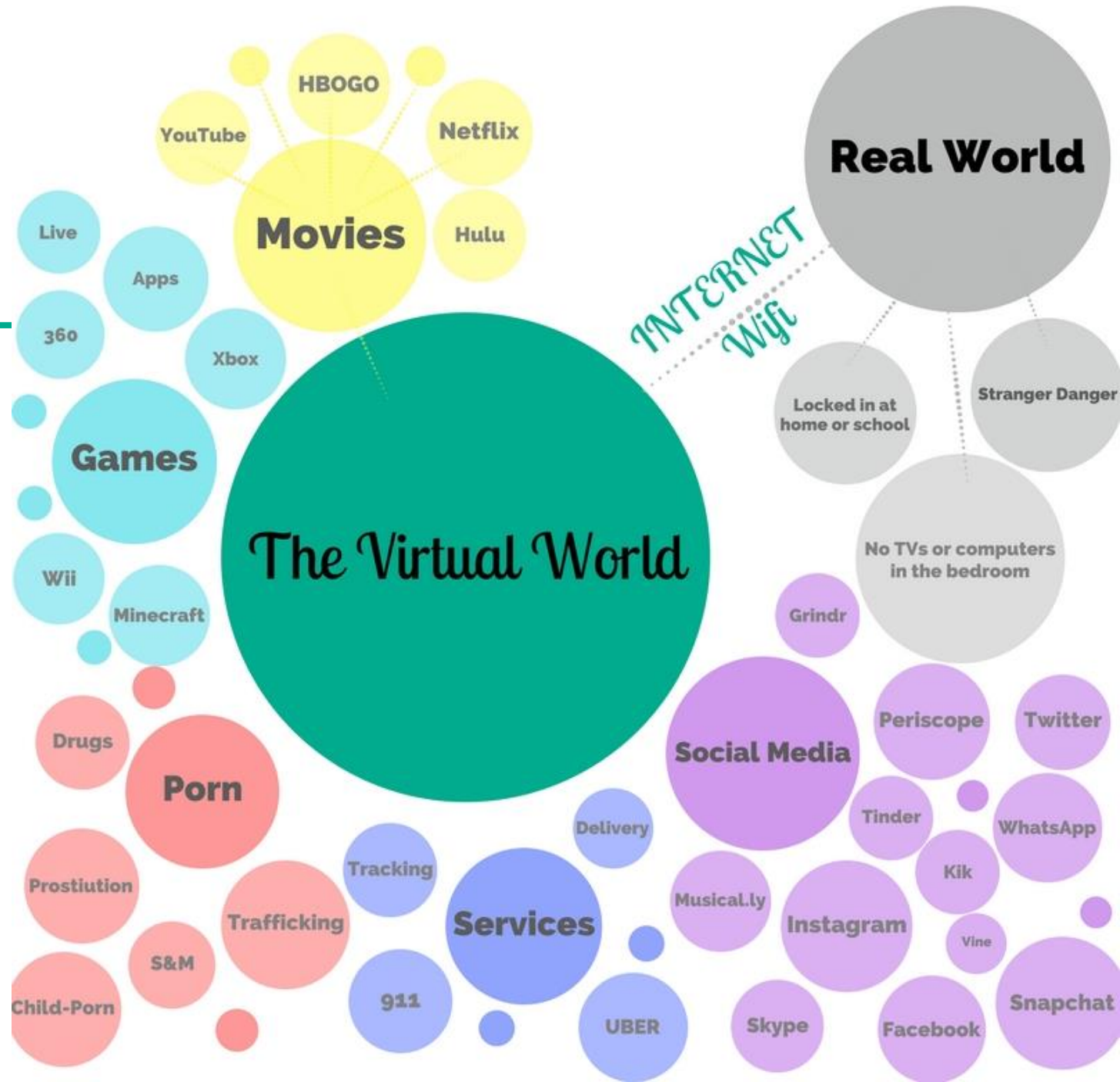
Over 13  
27%



Under 13  
73%

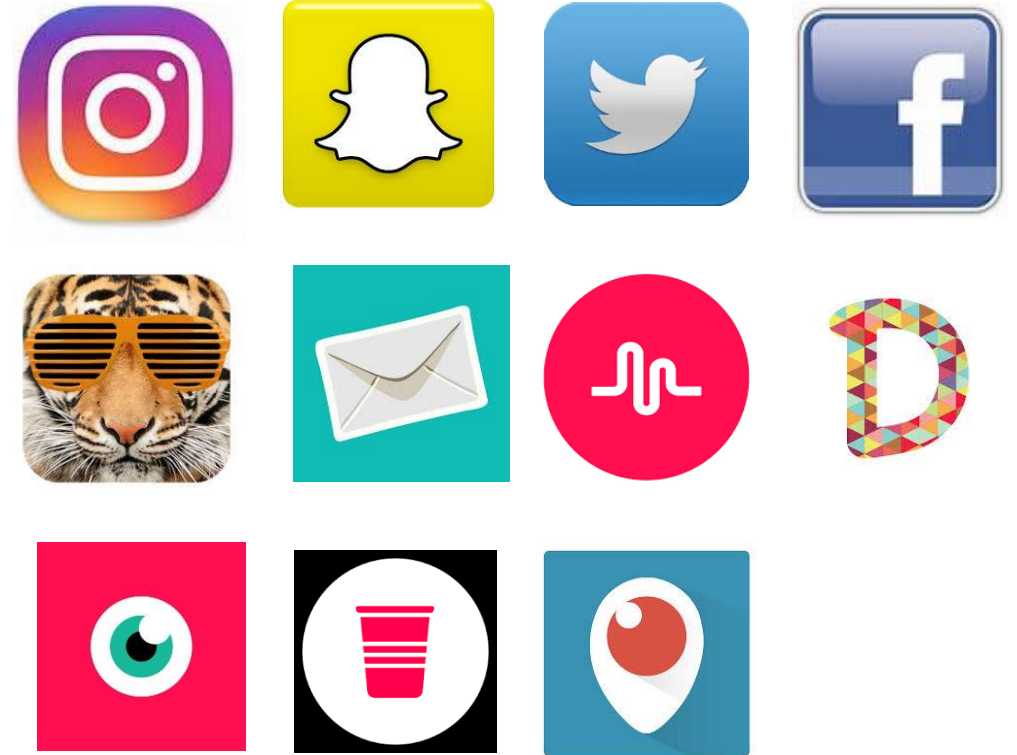
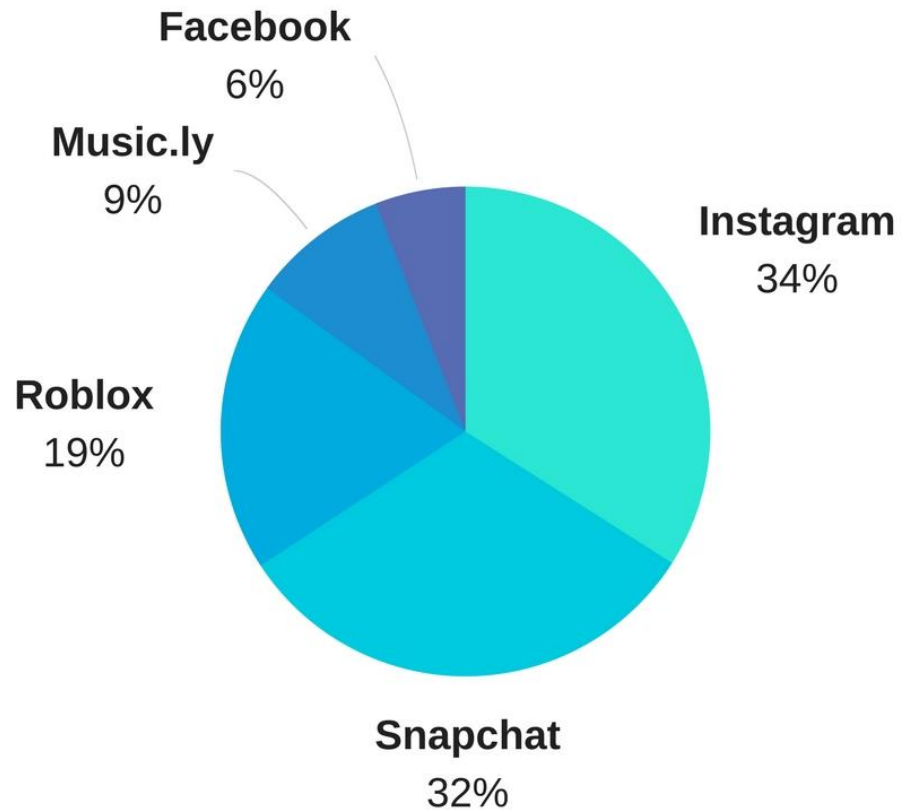








# What is Trending in SM

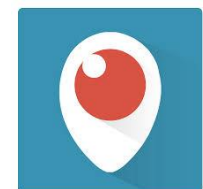
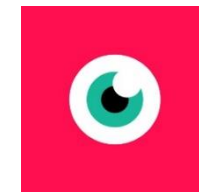




# Keep in Mind

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- No “Privacy” in SM
- Held accountable for what is posted, liked, retweeted, etc.
- You must be **13 for SM**



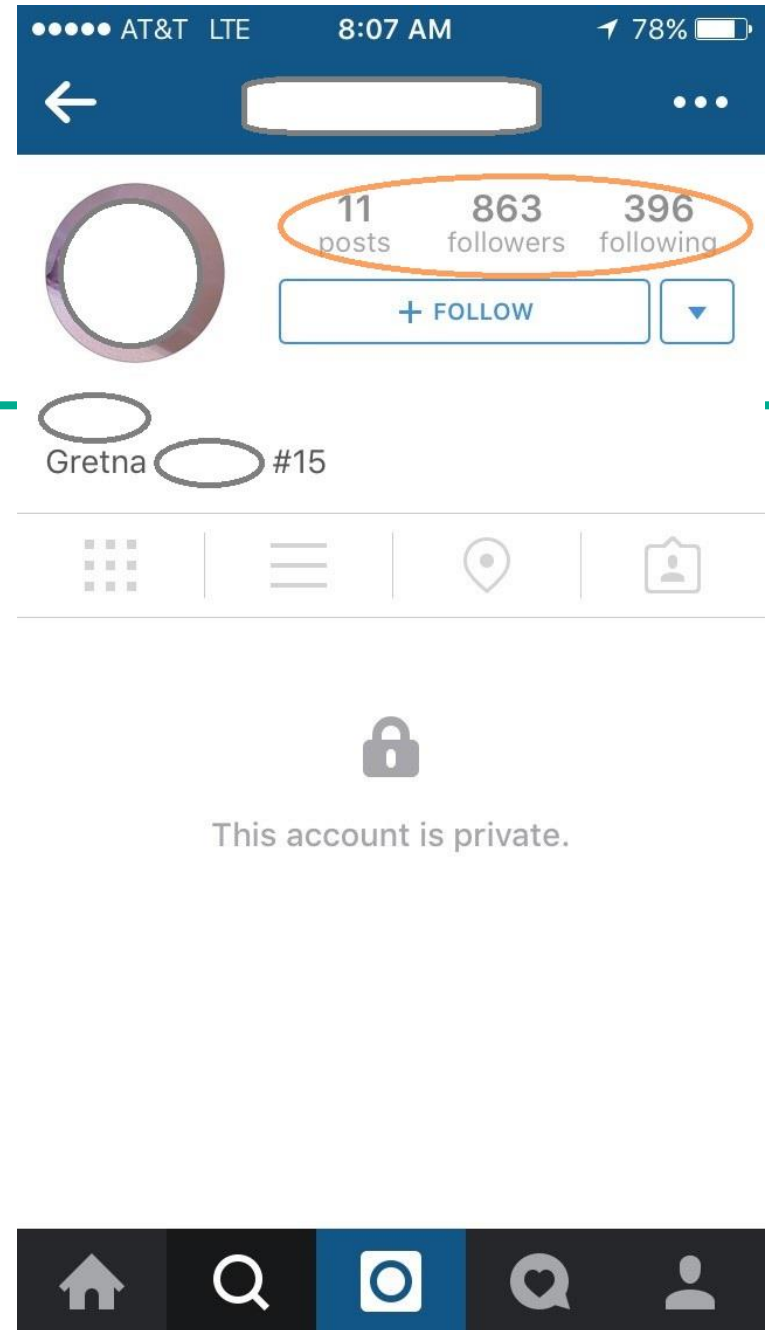


# Instagram

**COPPA:** Requires users to be **age 13**

**Privacy:** Yes, has a Private mode

**Negative:** Sinstas (Finstas or Spam),  
Comments, Subtweeting, Allows IM.



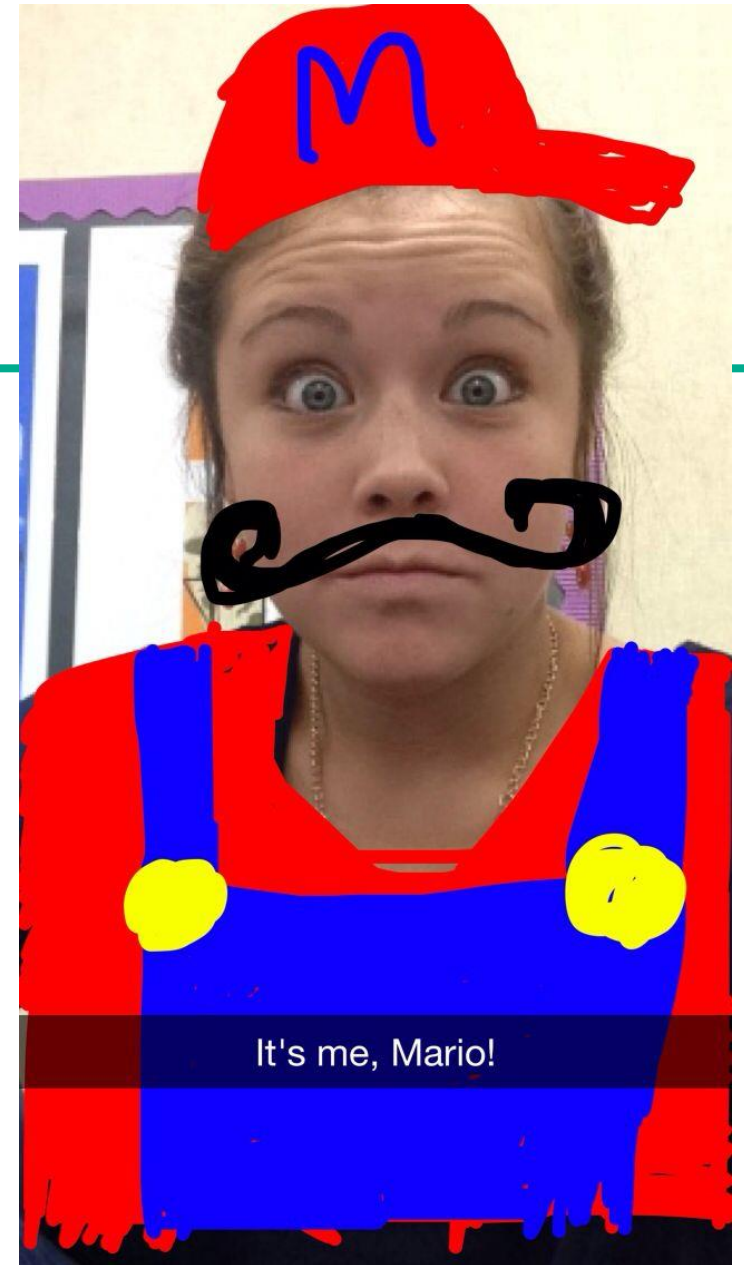


# Snapchat

**COPPA:** Requires users to be **age 13**

**Privacy:** Default is zero Privacy

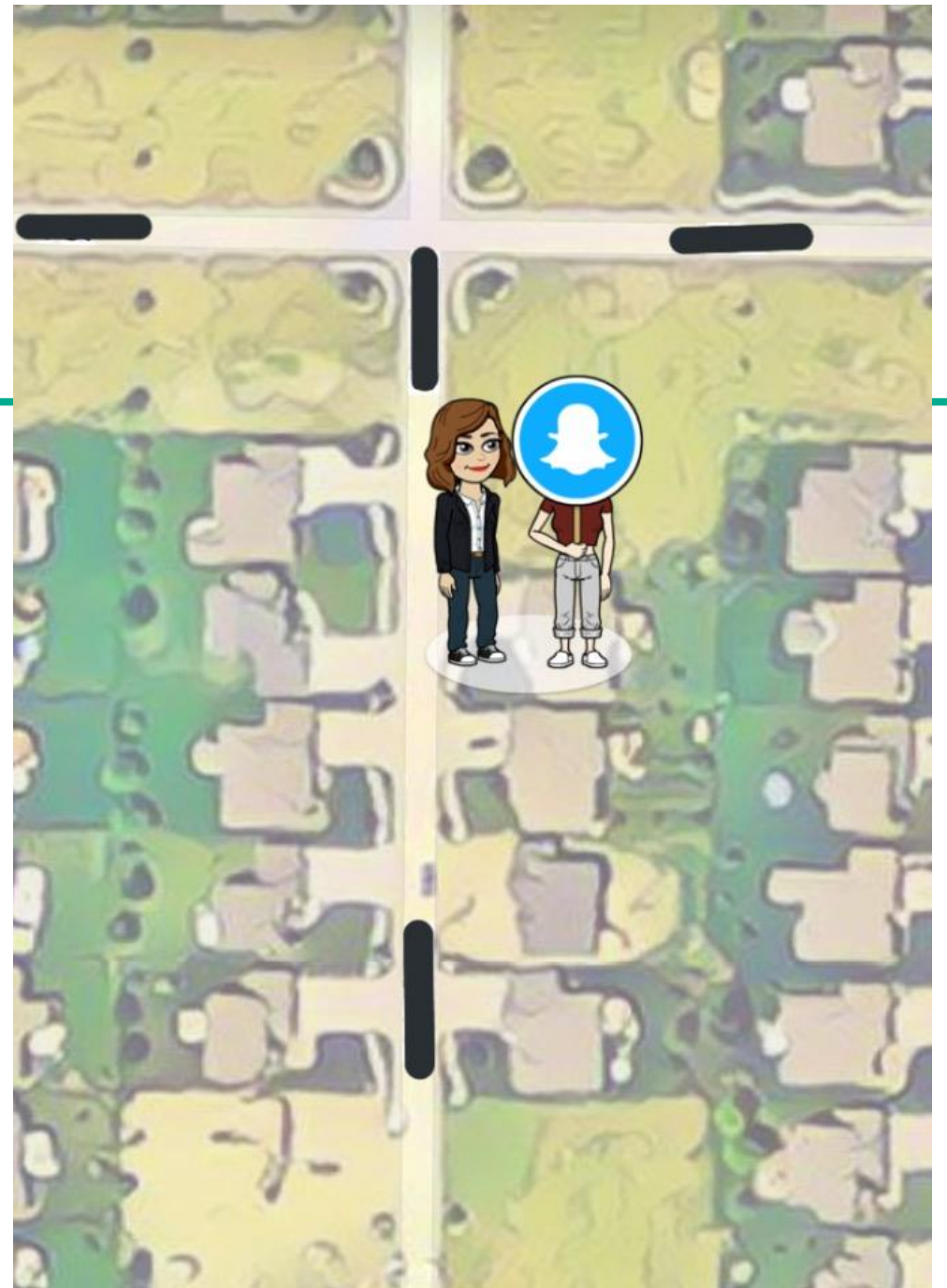
**Negative:** Misleading that pictures actually disappear. Nudes are often sent by minors. Streaks, Bullying, Snap Map, SnapCash.





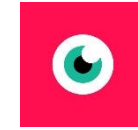
# Snap Map

- Uses Geolocation to reveal user's locations, latitude and longitude
- Privacy Danger
- Must turn on **Ghost Mode**





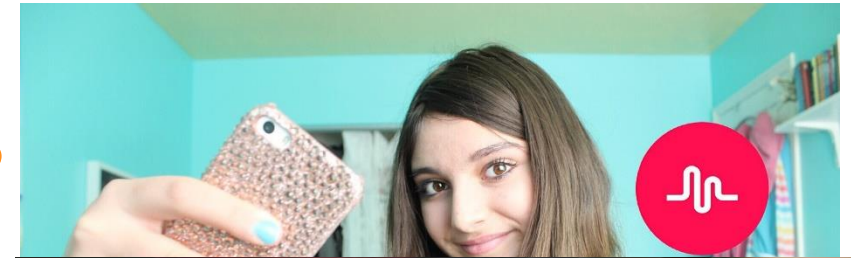
# Music Apps



**COPPA:** Requires users to be **age 13**

**Privacy:** Yes, has a Private mode

**Negative:** Highly objectified, explicit content words, nudity, drug/alcohol reference, duets, bullying







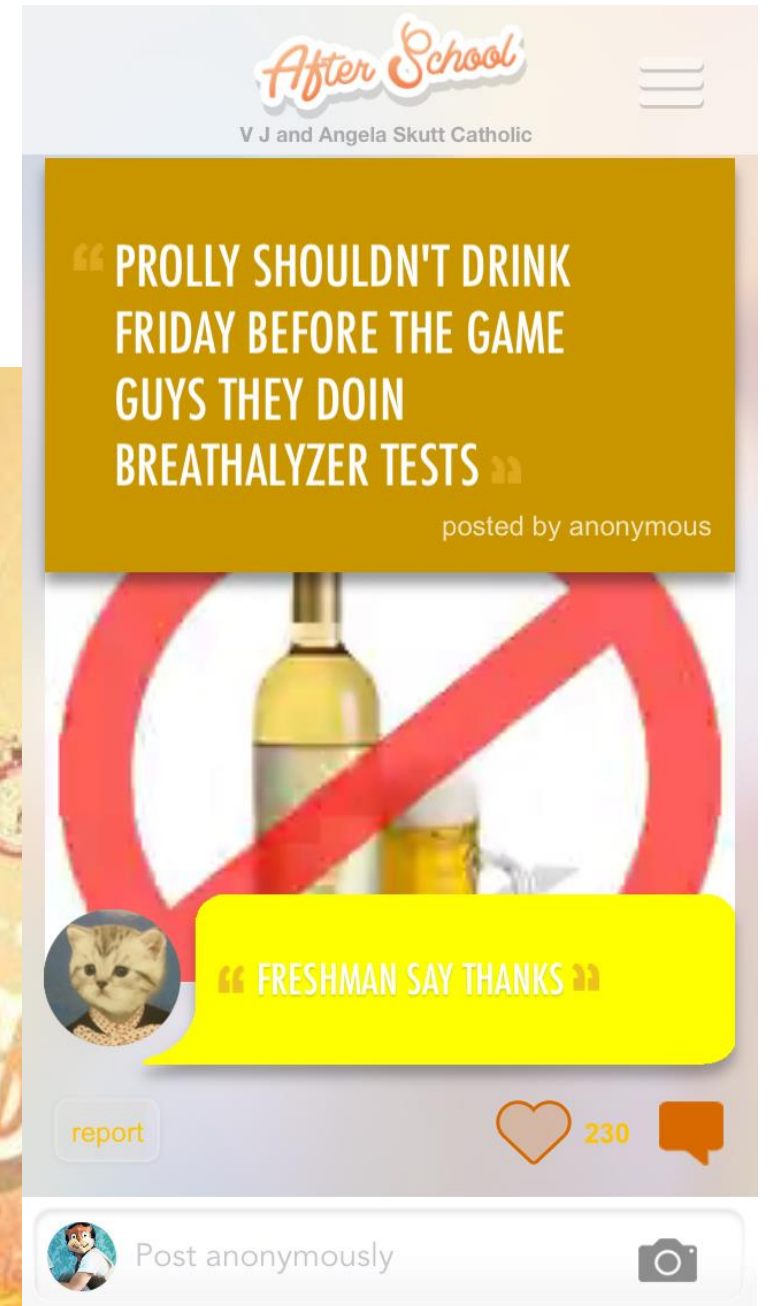
# After School

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**COPPA:** Requires users to be **age 17+**

**Privacy:** “Anonymous” yet known

**Negative:** Mean, gossipy, extreme objectification, explicit content, nudity, drug/alcohol sales and reference.





# Live Video Streaming

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Periscope  
Facebook Live  
House Party  
Meerkat  
Streamwire  
Hang w/





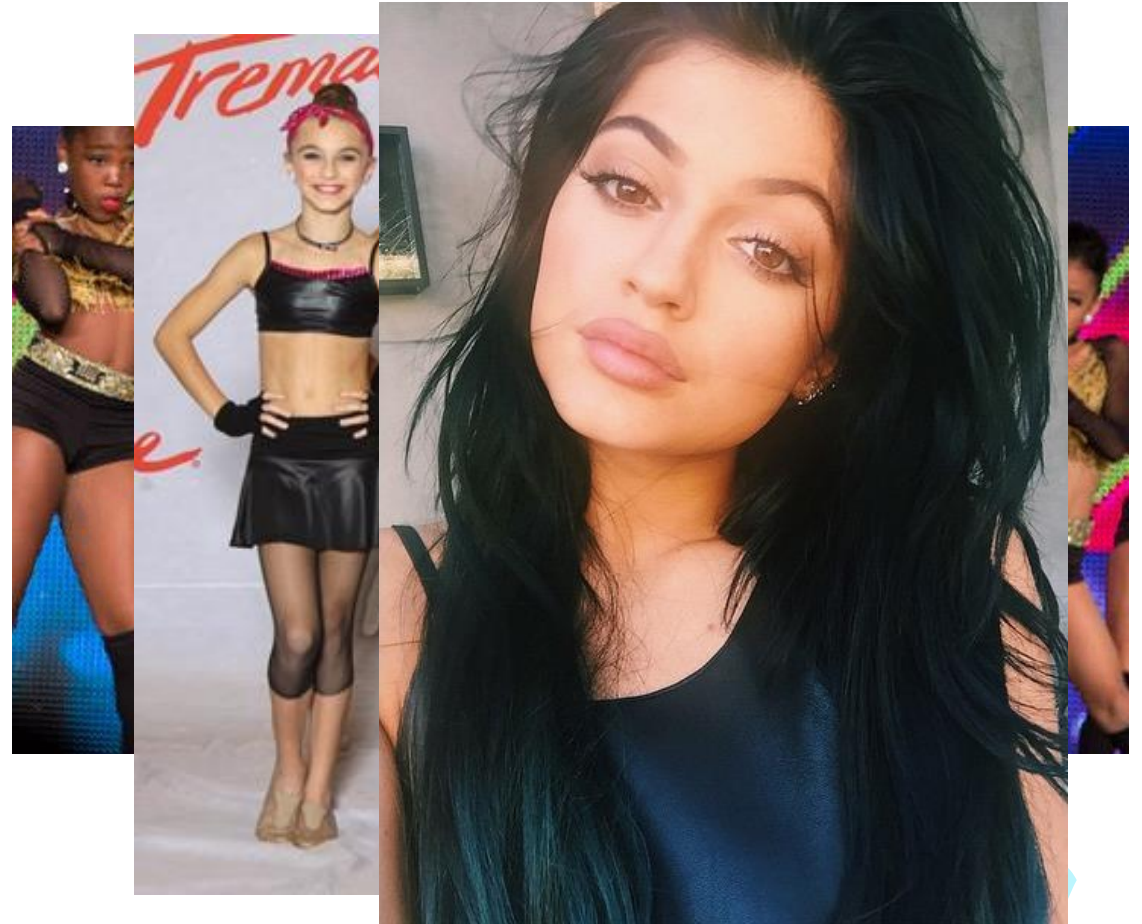
# Glass House Effect

**Child Erotica**

**Self-Made Child Pornography**

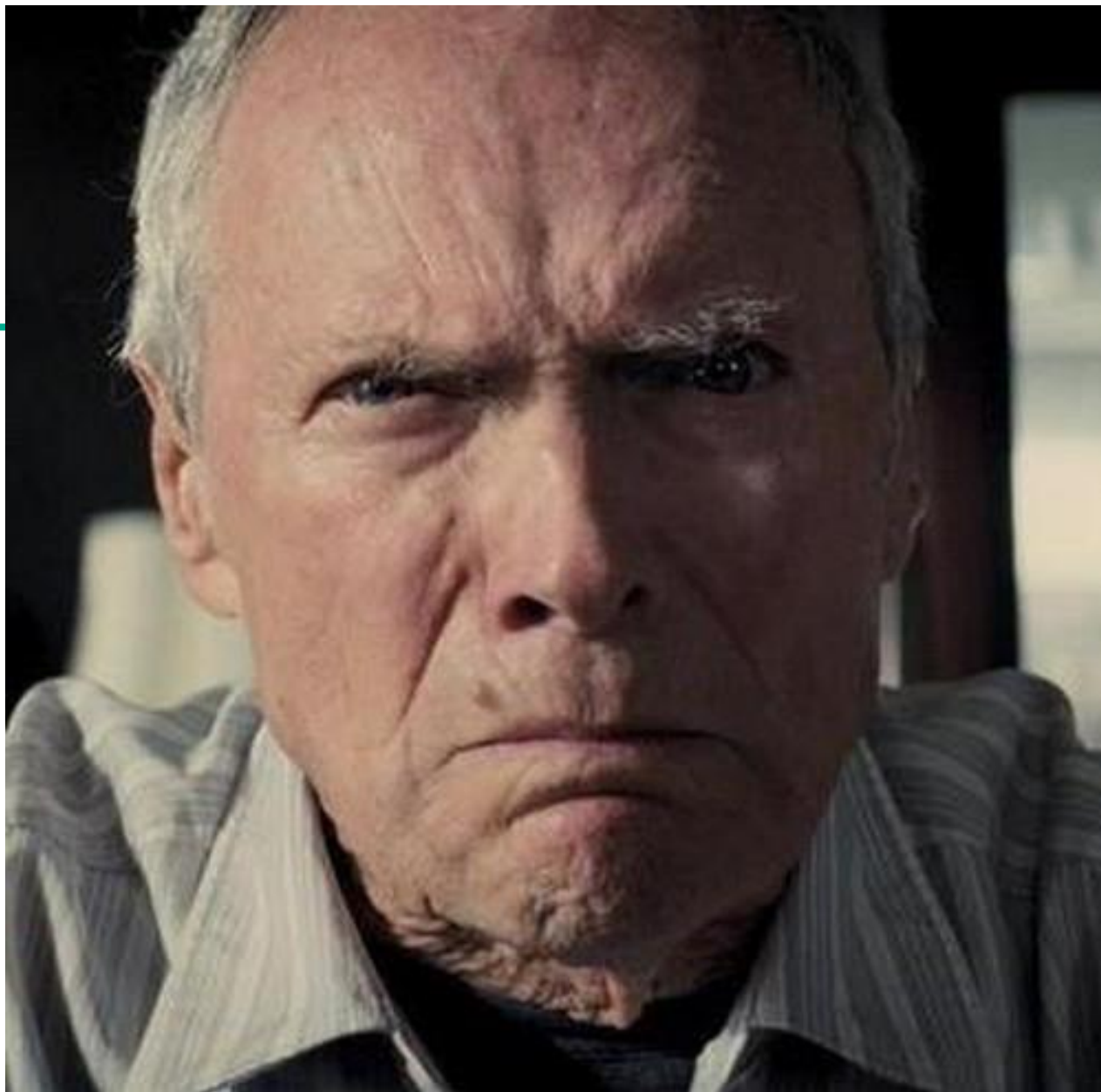
**Federal Offense for Parents**

In Nebraska, it is a crime to possess a visual depiction of sexually explicit conduct featuring a child under the age of 18 years. (Neb. Stat. Rev. Ann. §§ 28-813.01, 28-1463.02, 28-1463.03.)



Let me go ask  
my dad...

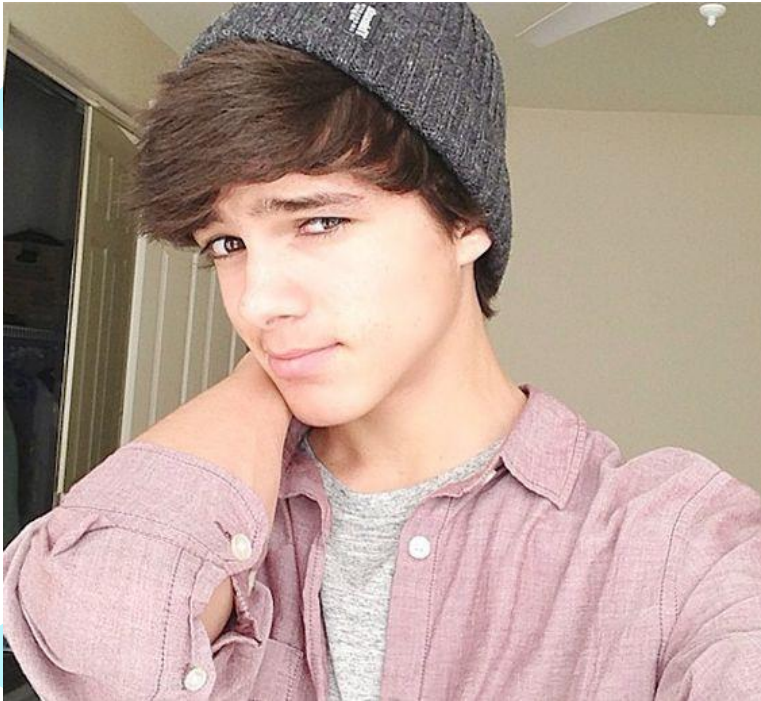
Sorry, my dad  
said, "NO."





# 20 Min / 2 Hr Rule

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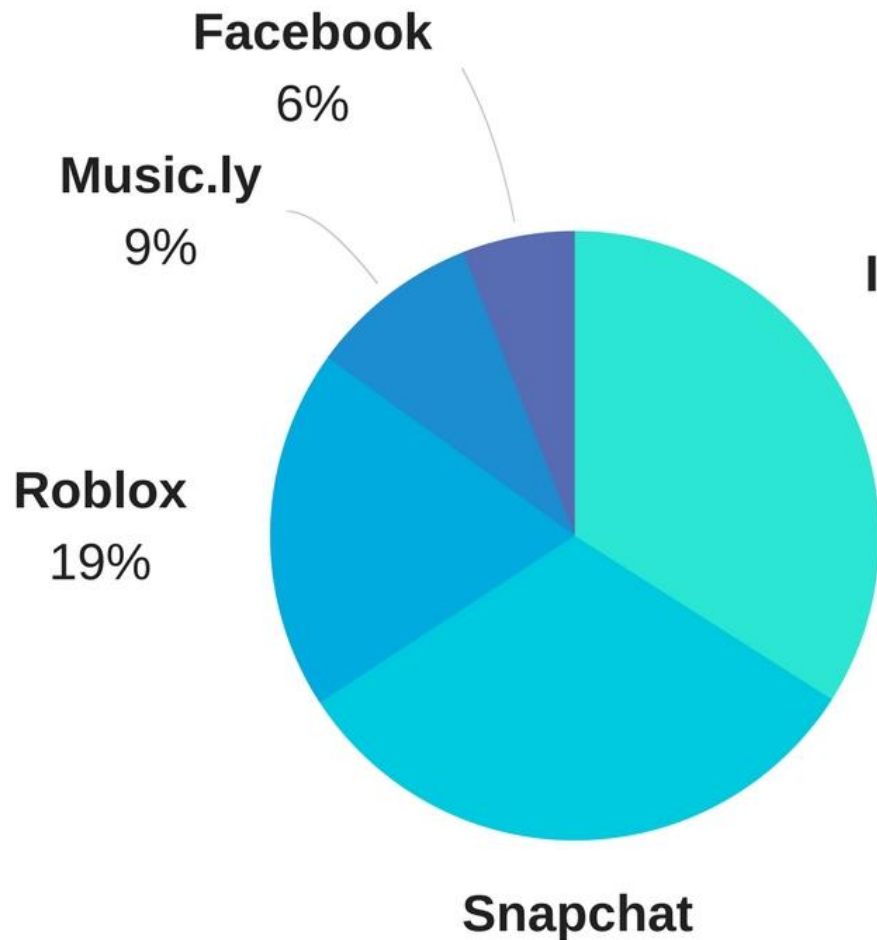
# Four Smart Keys

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1. **Education**—Stay educated on Social Media, Apps, Smart Phones, Tablets and Computers.
2. **Communication**—Talk to your kids about their technology and Social Media Usage.
3. **Monitor**— Keep an eye on what, and who, your kids friends, likes, post, tweet, and retweet. Staying involved will reduce bullying and trouble by 85%. (#Being Thirteen: The Secret Life of Teens. CNN.com)
4. **No cell phones, tablets, computers in rooms at night.**



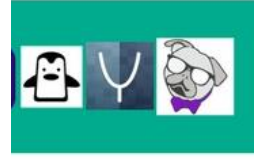
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[www.SmartGirlSociety.org](http://www.SmartGirlSociety.org)

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