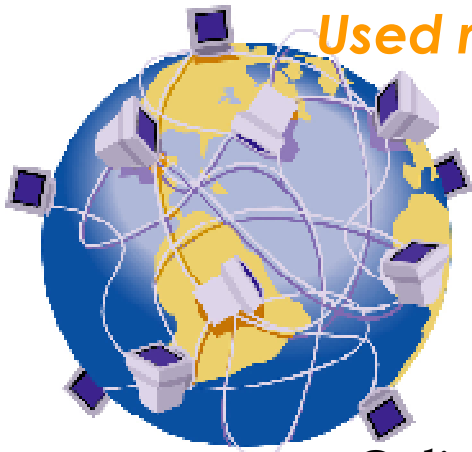




# SOCIAL NETWORKING

Get used to it!



*Used regularly by millions of people across the globe...*

## Most popular social networking websites:

MySpace

Facebook

Friendster

Bebo

Youtube

Twitter

Digg

LinkedIn

Ning

- Online communities of Internet users and people who share interests and/or activities, or who are interested in exploring the interests and activities of others
- Can be general in nature, or cater to a specific group or common interest, such as hobbies, religion, or politics; many general sites have specialized groups within
- Provide a variety of ways for users to interact
- Free to use





## PD Pandora Internet Safety Symposium

### Read-Along Script

#### SOCIAL NETWORKING

Social networking websites are being used regularly by millions of people across the globe, and it seems that the phenomenon of social networking will be around as a part of everyday life for a long, long time. The most popular social networking websites are: [MySpace](#) (the largest), [Facebook](#) (currently the most popular), [Twitter](#) (growing exponentially in popularity) [Friendster](#), [Bebo](#), [YouTube](#), [Digg](#), [Ning](#) and even [LinkedIn](#) for professionals.

Social networking websites function as online communities of Internet users who share interests and/or activities, or who are interested in exploring the interests and activities of others. Social networking sites can be general in nature, or cater to a specific group or common interest, such as hobbies, religion, or politics. Even many of the general sites have specialized groups within. Most social networking websites provide a variety of ways for users to interact, such as e-mail and instant messaging services, posting video and pictures, and sharing files.

Social networking websites are free to use, which makes them very alluring for the younger generation. But the most important thing to remember is that social networking has created new ways to communicate and share information.



# THE THREATS

They DO exist!

## Internet Predators

### *Two types on the Internet*

#### Sexual predators:

- Search for under-aged boys and girls or vulnerable older girls/young women
- Lure their target, “grooming”
- A physical meeting, after a sense of “knowing” and “trust” is established
- Sexual assault, and sometimes rape, can occur in the real life meetings
- Child pornographers

#### Scam artists:

- Don't care if they ever meet you; they are after your wallet
- Take their time to learn real-life facts about you and then use that information to try and gain access to your credentials, bank accounts, etc.
- Use sophisticated and professional emails that appear legitimate, but are nothing more than a ploy to get you to divulge your private information
- May lead to identity theft



***Predators lurk in chat rooms, forums, and social networks to search for targets!!!***





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#### THE THREATS

There are a series of threats that are prevalent online. They vary in degree and severity, but they ALL exist.

For the most part, there are two types of predators on the Internet: scam artists and sexual predators. First are the much talked about “sexual predators” who will often search for under-aged boys and girls or vulnerable older girls/young women. They will lure their target in a process known as “grooming,” where they gain trust in the victim and take advantage of them later. Usually in the form of arranging a physical meeting, after a sense of “knowing” and “trust” has been established. Sexual assault, and sometimes rape, can occur in the real life meetings.

A sub-type of sexual predators is the child pornographer. While they don’t usually look for children online to victimize (statistics show they will often abuse kids who are close to them already or have no contact with actual kids and just trade images), they do still pose a threat, as they will trade and share hundreds and thousands of images with others online.

Scam artists don’t care if they ever meet you; in fact, most don’t want to. They are after your wallet. They will take their time to learn real-life facts about you and then use that information to try and gain access to your credentials, bank accounts, etc. They will also use sophisticated and professional emails that appear to be legitimate, but are nothing more than a ploy to get you to divulge your private information. From there, they will attempt to steal your identity.

Predators will lurk in chat rooms, forums, and social networks to search for targets.



# PROTECT (II)

Safeguard your PC and monitor your child's Internet activity

## Things you can physically do to safeguard your children:

- ✓ Get the computer out of the kids' rooms!
  - ✓ Walk/peer in frequently
  - ✓ **SET RULES!**

**(Only 23% of parents have computer usage rules!)**

- ✓ Safe computing contract





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### Read-Along Script

#### PROTECT (II)

First let's look at physical steps you can take to help keep your kids safe:

- Get the computer out of the kids' rooms! There is no reason for it to be in there. Most people will tell you to keep it in an open room of the house, a place where there is lots of traffic. That may cause a slight annoyance when your child is legitimately using the PC for homework. The best thing to do is keep it in a "family" room of the house, one that is open and "used", but also not tucked in the corner and *not* behind a door that locks. Then you can...
- Walk in on them frequently; peer in to see what they are doing.
- Set RULES! So many parents are reluctant to establish firm "rules of usage." Every website your child is using has a "Terms of Service" that they must agree to - you should have one in your own house. In 2005, only 23% of parents had rules about what their kids can do on the computer.<sup>1</sup> While it may be higher now, that number should be 100%.
- Enter a safe computing contract. You can find examples of this all over the place on the web. We have given you one in the packet that you can put into place and start using tonight when you get home.

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<sup>1</sup> The Henry J. Kaiser Family Foundation Study, March 2005