

# ONLINE SAFETY CAMPAIGN

## BE ONLINE READY! BUILDING THE DIGITAL WORLD THAT YOUNG PEOPLE DESERVE

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### ***EVERY HALF A SECOND, A CHILD MAKES THEIR FIRST CLICK ONLINE***

Information and communication technologies have profoundly changed the ways in which children interact with and participate in the world around them. The proliferation of Internet access points, mobile technology and the growing array of devices Internet provide unprecedented opportunities to learn, share and communicate.

It is broadly understood that children must take risks to grow, and that adults should collectively try to prevent them from coming to harm. And that is no different in the digital environment than any other.

### **TOPICS & TIMING**

Topics
1. Online safety related to human trafficking
2. "Online Grooming"
3. Online safety and gender dimension
4. Digital Rights for children and teenagers
5. Personal data exploitation and misuse
6. Decrease in the average age of people online
7. Sexpreading & Sexting
8. Inappropriate content linked to the young age
9. Speak up without blaming

### **ILLUSTRATIONS**

The drawings that will be used to complete and illustrate the key messages will be six, of the same style design as that used for the first message. Each design can be associated with more than one topic.

### **RESOURCES**

The resources at the end of each key message are tools that can be used by teens, guardians or parents.

## 1. ONLINE SAFETY RELATED TO HUMAN TRAFFICKING



### POST:

-- 30th July WORLD DAY AGAINST TRAFFICKING IN PERSONS--

To mark this important day, The Centre for the Cooperation in the Mediterranean with Mediterranean National Societies is launching a social media campaign to raise awareness about online safety.

World continues to transform digitally and one third of Internet users on the global level are children.

With children increasingly linked online, misuse of Internet endures to transform patterns of trafficking in human beings too.

Traffickers increasingly use and adapt to technology to exploit and operate all over the world at the same time from just one location.

At any given time, more than 750,000 individuals are looking to connect with children for sexual exploitation, forced labour, domestic servitude and other forms of exploitation.

!! But the picture is also changing because we understand more, and see more!! 🧑🏫

🔔 BE SMART: CHILDREN AND YOUNG PEOPLE EMPOWERED

//Resources// 🧑🏫

Safe Online | End Violence ([end-violence.org](https://end-violence.org))

Trafficking in Persons ([unodc.org](https://unodc.org))

EU Strategy THB 2021 2025

[#TogetherAgainstHumanTrafficking](#) [#StopHumanTrafficking](#) [#CCMOnlineSafety](#)

## 2. ONLINE GROOMING



### POST

The EU Anti-Trafficking Day is commemorated on 18 October with the aim of raising awareness of the most severe human rights violation, which is an attack on the life, liberty and dignity of people. 🙌

It is considered the slavery of the 21st century with its different forms of exploitation, such as child labour, forced marriage, forced prostitution, labour exploitation, forced begging. !!

To mark this meaningful day, The Centre for the Cooperation in the Mediterranean along with the Mediterranean National Societies is today taking all coordinated efforts to bring attention on the online grooming phenomenon, as a process to recruit and control someone for the purpose of trafficking. 🙌

🙌 Online grooming is when someone uses the internet to trick, force or pressure a young person into doing something sexual. 👁️👁️👁️

🙌 Any child is at risk of being groomed. And online groomers are really good at lying about who they are. They might be old, or young. And they can be male or female.

Social networks involve a lot of sharing, including photos, videos, and personal information. It's really important to understand the dangers of talking to someone you don't know.

🙌 If something doesn't feel right, it's a good idea to tell someone you trust!

[#CCMOnlineSafety](#)

//Resources Tools// GO AND CHECK 🙌

🙌 Helpline & Report:

<https://report.iwf.org.uk/en/>  
<https://www.childhelplineinternational.org/>  
<https://www.inhope.org/EN>  
<https://www.europol.europa.eu/removing-links-to-explicit...>

🙌 Videos and Campaigns

<https://www.youtube.com/watch?v=bZLaiS3fZ8A>  
<https://www.common sense.org/.../teen-voices-who-youre...>

🙌 Tips

<https://www.nspcc.org.uk/what-is.../types-of-abuse/grooming/>  
<https://query.prod.cms.rt.microsoft.com/.../binary/RE1lf3n>  
<https://www.internetmatters.org/.../Internet-Matters-Tips...>

🙌 Digital safety video series:

<https://www.missingkids.org/netsmartz/videos>  
<https://www.missingkids.org/.../Peer%20Education%20Kit.pdf>  
[#euantitraffickingday](#) [#stoptraffickingchildren](#) [#onlinegrooming](#)

### 3- ONLINE SAFETY AND GENDER DIMENSION



#### POST:

👩👧 Women and girls face online violence more often than men through a continuum of interrelated forms of gender-based violence.

Digital tools have also opened the door to new forms of abuse, and as our online and offline lives become more integrated, gender-based violence and its impacts now overlap in both physical and digital spaces.

For the [International Day for the Elimination of Violence against Women](#) let's stand for women rights, and LGBTQ+ rights, to make their voices heard free from violence. 🧑🧑🧑

🔔 Get to know the tips, tools and resources on how to identify, and address on-line gender harassment. Gender digital security includes a variety of settings to ensure that no one is driven offline entirely.

//Resources Tools// 🤖

EN:

<https://revengepornhelpline.org.uk/information-and-advice/step-by-step-guides/>  
<https://www.apc.org/en/wrp>

👉 Videos

<https://www.youtube.com/watch?v=fWInpVqiOhc&t=35s>  
<https://www.youtube.com/watch?v=RfN-RYJsG5c>

👉 Safety Tips:

[https://www.gsma.com/mobilefordevelopment/connected-women/equals-access-coalition-resource-repository/?utm\\_source=twitter&utm\\_medium=social](https://www.gsma.com/mobilefordevelopment/connected-women/equals-access-coalition-resource-repository/?utm_source=twitter&utm_medium=social)  
<https://pixelprivacy.com/resources/webcam-security/>

👉 Test your privacy:

<https://coveryourtracks.eff.org/>  
<https://myshadow.org/trace-my-shadow>

👉 Activities

<https://www.coe.int/en/web/human-rights-channel/stop-sexism-quiz>

#### 4- DIGITAL RIGHTS FOR CHILDREN AND TEENAGERS



##### POST

👉 Far too often children find themselves disadvantaged by the actions and omissions of online that do not take their needs into account to protect them.

In light of the growing importance of the Internet as a means for children and young people to exercise their rights online, children should be more empowered as active digital rights-holders and co-designers of this process. 🗣️

In order to be safe online, youngsters should have the opportunities to learn how to exercise their rights in a digital world for access to the Internet to be meaningful. 🗣️

//Resources Tools// 🤖

EN:

[https://5rightsfoundation.com/In\\_Our\\_Own\\_Words\\_Young\\_Peoples\\_Version\\_Online.pdf](https://5rightsfoundation.com/In_Our_Own_Words_Young_Peoples_Version_Online.pdf)  
<https://query.prod.cms.rt.microsoft.com/cms/api/am/binary/RE1lf3n>  
[https://www.coe.int/en/web/children/the-digital-environment#{%2212440617%22:\[5\]}](https://www.coe.int/en/web/children/the-digital-environment#{%2212440617%22:[5]})

👉 Videos

<https://www.youtube.com/watch?app=desktop&v=EU4n0MrXwIo&t=77s>  
<https://www.youtube.com/watch?v=xlkyl55XxFc&t=20s>

👉 Play Online:

<https://www.netsmartzkids.org/games/>  
[Play Interland - Be Internet Awesome](#)

👉 Find out who is tracking you:

[https://illuminus.io/app/en/user/load\\_data](https://illuminus.io/app/en/user/load_data)

## 5- PERSONAL DATA EXPLOITATION AND MISUSE



### POST:

🔊 Every time you visit a website, use an app on your phone or tablet, or even use a smart TV, you are making decisions about how to share your data, and who with, even though you might not be thinking about it.

👤 A child's stolen identity may not be noticed for years and could result in blackmails, grooming, or bullying.

Protect yourself by knowing what to look out for, and what to do if you suspect a scam, including selecting privacy controls, setting strong passwords, and understanding when and how to retain anonymity online. 🛡️

#onlinesafetycampaignCCM #onlineprivacy

//Resources Tools// 🤖

Take charge of your Digital privacy

👉 *Biggest threats and ways to Boost Your Online Security*

<https://revengepornhelpline.org.uk/information-and-advice/step-by-step-guides/how-to-raise-privacy-settings-on-online-platforms/>

[https://www.internetmatters.org/issues/privacy-identity/resources-to-manage-data-and-privacy/#counselling\\_services](https://www.internetmatters.org/issues/privacy-identity/resources-to-manage-data-and-privacy/#counselling_services)

<https://www.commonsense.org/education/articles/23-great-lesson-plans-for-internet-safety>

👉 Safety Tips:

<https://vimeo.com/352068941>

<https://www.consumer.ftc.gov/media/video-0105-back-it-dont-lose-your-digital-life>

<https://www.consumer.ftc.gov/articles/how-protect-your-privacy-apps#privacy>

👉 Videos:

<https://www.youtube.com/watch?v=rPh4xjyeGz4>

<https://www.youtube.com/watch?v=z5JvpUPmrZ0&t=90s>

<https://www.youtube.com/watch?v=HdOsFDf5u0g>

<https://www.youtube.com/watch?v=vPIWDFtPOTQ>

<https://www.youtube.com/watch?v=e2xm5fc5MQk>

👉 Toolkits

<https://www.consumer.ftc.gov/Admongo/about.html>

[https://www.bulkorder.ftc.gov/system/files/publications/764a\\_netccetera.pdf](https://www.bulkorder.ftc.gov/system/files/publications/764a_netccetera.pdf)

👉 Activities:

<https://www.consumer.ftc.gov/Admongo/about.html>

[https://beinternetawesome.withgoogle.com/en\\_us/interland/landing/reality-river](https://beinternetawesome.withgoogle.com/en_us/interland/landing/reality-river)

<https://digitalsafetea.com/>

<https://sos.fbi.gov/en/>

<https://www.childnet.com/resources/smartie-the-penguin>

## 6- DECREASE IN THE AVERAGE AGE OF PEOPLE WHO ARE ONLINE



### POST:

🔍 Research shows that many children as young as six have access to smartphones or tablets. Online dangers are not just limited to bad websites.

As youth together with guardians, prepare to talk with children about online risks, technologies and social media. Being actively involved in the digital world you can avoid different kinds of threats that kids can encounter online. 🏠

🛡️ Protecting children on the internet is a matter of awareness. Ensuring they experience the joys and opportunities of the online world is a powerful way to guide child's online behaviour.

#onlinesafetycampaignCCM #SaferInternetDay

//Resources Tools// 🤖

EN:

<https://www.youtube.com/watch?app=desktop&v=-Kq3nvC8La0&t=120s>

👍 Safe Tips:

<https://www.youtube.com/watch?v=XuXnatkASTQ&t=1s>

<https://en-gb.facebook.com/safety/parents/tips>

<https://www.youtube.com/watch?v=LK-MlwjQz20&t=2s>

<https://www.end-violence.org/safeonlinecovid>

<https://www.internetmatters.org/issues/>

<https://www.internetmatters.org/parental-controls/social-media/>

👍 Online safety resources for parents and carers, for children and young people; for professionals:

<https://www.nspcc.org.uk/keeping-children-safe/online-safety/>

👍 Internet Safety for Kids Quiz

<https://edu.gcfglobal.org/en/internetsafetyforkids/internet-safety-for-kids-quiz/1/>

[https://www.esafety.gov.au/sites/default/files/2020-01/Our%20Family%20Tech%20Agreement\\_0.pdf](https://www.esafety.gov.au/sites/default/files/2020-01/Our%20Family%20Tech%20Agreement_0.pdf)

<https://www.childnet.com/ufiles/Family-Agreement.pdf>

👍 Game for kids ( Online safety story for 3 to 7 year olds)

<https://www.childnet.com/resources/smartie-the-penguin>

👍 Multimedia internet safety presentations tailored for specific audiences

<https://www.missingkids.org/netsmartz/resources>

👍 App

[https://play.google.com/store/apps/details?id=uk.co.bbc.ownit&hl=en\\_GB&gl=US](https://play.google.com/store/apps/details?id=uk.co.bbc.ownit&hl=en_GB&gl=US)

## 7- SEXPREADING & SEXTING



### POST

**Sexpreading** is the dissemination of sexually explicit photos of other people **without their consent**. It is a violent and criminal offence. This form of violence can be linked to the practice of sexting, but not only, as images can be obtained through multiple strategies or practices.

**Sexting** is when a person sends or receives images, videos or messages with explicitly sexual content, with the consent of the persons involved. Sexting can be an intimate expression between two people.

**Sexpreading** and sexting are different terms, the difference being whether it is a **consensual act or not**.

🔔 It's up to each person to decide for themselves if they're comfortable with sexting. Here some of the risks you **MUST KNOW** about:

- Once the digital images are out there, they leave a digital footprint. you can't "unsend" a sext. Deleting a post or message is no safeguard against it having already been received, copied, and shared with others.
- When a person asks for nude photos, you could be communicating with a predator.
- Even if the recipient does not share your sexts – your phone could be lost, stolen, or hacked.
- Leaked photos and images could be used to manipulate you.

Take a look at the resources tools linked at the bottom - they are a good first line of defence against the dark interwebs or against *sextortion*. 🧑🏻🧑🏻

🔒🔒 Do not ever forward, post or display sexual photos/videos of anyone else! *Sexpreading*, sharing sexual images of others, it's a violent act that can cause a lot of harm to the person depicted in the message. It's a betrayal of their trust and can affect their social and emotional well-being.

🔔 If something goes wrong, speak to someone you trust. And don't forget to protect yourself: block people who are harassing you, and the people who forwarded the photo/video on your online accounts.

#onlinesafetycampaignCCM #sexting #sexspreading #stopsextortion

//Resources Tools// 🧐

👉 **Helpline & Report**  
<https://report.iwf.org.uk/en/>



<https://www.youtube.com/watch?v=CEivufW2IWs>

<https://www.inhope.org/EN>

<https://www.childhelplineinternational.org/>

👉 Tips:

<https://one2onekenya.org/articles sexting-basics-how-to-stay-safe>

<https://www.buzzfeednews.com/article/nicolenguyen/how-to-safely-send-your-nudes>

<https://www.focusonthefamily.com/parenting/the-consequences-of-sexting/>

👉 Activity

<https://www.missingkids.org/content/dam/netsmartz/downloadable/discussion-guides/your-photo-fate-discussion-guide.pdf>

[https://www.childline.org.uk/info-advice/bullying-abuse-safety/online-mobile-safety/sexting/#Howtogethelp-Sexting\\_ipnav46134](https://www.childline.org.uk/info-advice/bullying-abuse-safety/online-mobile-safety/sexting/#Howtogethelp-Sexting_ipnav46134)

👉 Video

<https://www.youtube.com/watch?app=desktop&v=CEivufW2IWs>

## 8- INAPPROPRIATE CONTENT LINKED TO THE YOUNG AGE



### POST:

👤👤 As children become more active online at a younger age, the possibility they'll see age-inappropriate sexual and violent content, pornographic and exploitative information, is very high.

Whether it's an explicit pop-up ad on a game, videos, or a forum promoting self-harm, an innocent search can expose children to content that can make them feel upset and confused, as it portrays an unrealistic image of sex and relationships. 🙅

As a parent, guardians or trainers you have some decisions to make about how you want kids to engage online and on social media and what measures you want to put in place to help protect them.

🔊 Make sure they know how to deal with it if they see something they shouldn't.

#onlinesafetycampaignCCM #virtualworld

//Resources Tools// 🤖

EN:

👉 Tips:

<https://www.internetmatters.org/resources/e-safety-checklist-getting-your-kids-tech-devices-set-up-safe/>

<https://www.internetmatters.org/issues/inappropriate-content/resources/>

<https://www.wikihow.com/Get-Rid-of-Pop%E2%80%90Ups>

<https://www.internetmatters.org/issues/inappropriate-content/learn-about-it/>

👉 Safety mode:

<https://www.internetmatters.org/parental-controls/entertainment-search-engines/youtube-app/>

<https://www.internetmatters.org/parental-controls/entertainment-search-engines/itunes-parental-controls/>

<https://www.internetmatters.org/parental-controls/entertainment-search-engines/google-play/>

👉 Videos:

<https://www.youtube.com/watch?v=3THVDC0n9X8>

<https://www.youtube.com/watch?app=desktop&v=EU4n0MrXwIo&t=77s>

👉 Child-friendly search engines

<https://swiggle.org.uk/>

<http://www.kidrex.org/>

<http://www.kidtopia.info/>

<https://kentesafety.wordpress.com/2015/06/05/online-safety-storybooks/>

## 9- SPEAK UP WITHOUT BLAMING



### POST

👤 It's difficult to detect the feelings of shame and guilt many children and teenagers experience online. Those who experience shame often try to hide their experience from people around them.

🗣️ Getting support from others when you've a bad experience is crucial. It's not your fault, speak up.

If you suspect someone is experiencing something bad and is suffering in silence, ask them. 🗣️💬

#onlinesafetycampaignCCM #speakup

//Resources Tools// 🤖

EN:

👉 *Helplines:*

<https://www.childhelplineinternational.org/>

👉 *Videos:*

<https://www.youtube.com/watch?v=i7JnGqur5p0>

<https://www.youtube.com/watch?v=IndRra-a5vI>

<https://www.youtube.com/watch?v=BaXQqsHoHL8>

👉 *Campaign:*

[https://www.youtube.com/watch?v=koVDK\\_tzyPE&t=2s](https://www.youtube.com/watch?v=koVDK_tzyPE&t=2s)

👉 *Report:*

Facebook: [https://www.facebook.com/help/212722115425932?helpref=search&sr=6&query=report&search\\_session\\_id=cea68e64edf9ebac0a32afad11d9df39](https://www.facebook.com/help/212722115425932?helpref=search&sr=6&query=report&search_session_id=cea68e64edf9ebac0a32afad11d9df39)

Google: <https://nam06.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsupport.google.com%2Ffamilies%2Fanswer%2F7182800%3Fhl%3Den&data=02%7C01%7Cjbeau%40microsoft.com%7Ce4a377c2f27e4a74e20708d7e0flaa2e%7C72f988bf86fl41af91ab2d7cd011db47%7C1%7C0%7C637225200862904443&sdata=F8iko4AfFid%2FO73lIsSRb%2F76PneN%2BRJImKIHVWXhpEs%3D&reserved=0>

Snapchat: <https://support.snapchat.com/en-US/article/report-abuse-in-app>

<https://www.common sense media.org/blog/how-to-block-and-report-cyberbullies-on-tiktok>

👉 *Games and Toolkits*

<https://www.childnet.com/resources/smartie-the-penguin> Childnet

<http://www.carnegiecyberacademy.com/gettingStarted.html>

<http://www.carnegiecyberacademy.com/gettingStarted.html>