



Your Kids in a Digital World

The digital world kids are growing up in

Children today are growing up in a world that is dramatically different from the one most parents experienced. Many children receive their first smartphone between the ages of 10 and 12, and some even earlier. Studies show that many teenagers spend several hours per day on their devices, often switching between multiple apps, games, and messaging platforms. For young people, being online is not something they occasionally do — it is a major part of their daily social life.

Daily average screen time.

- 0-2 years: Just over 1 hour a day.
- 2-4 years: Just over 2 hours a day.
- 5-8 years: Almost 3.5 hours a day.
- 8-12 years: Approximately 5.5 hours a day
- 13-18 years: About 7.5 – 9 hours a day



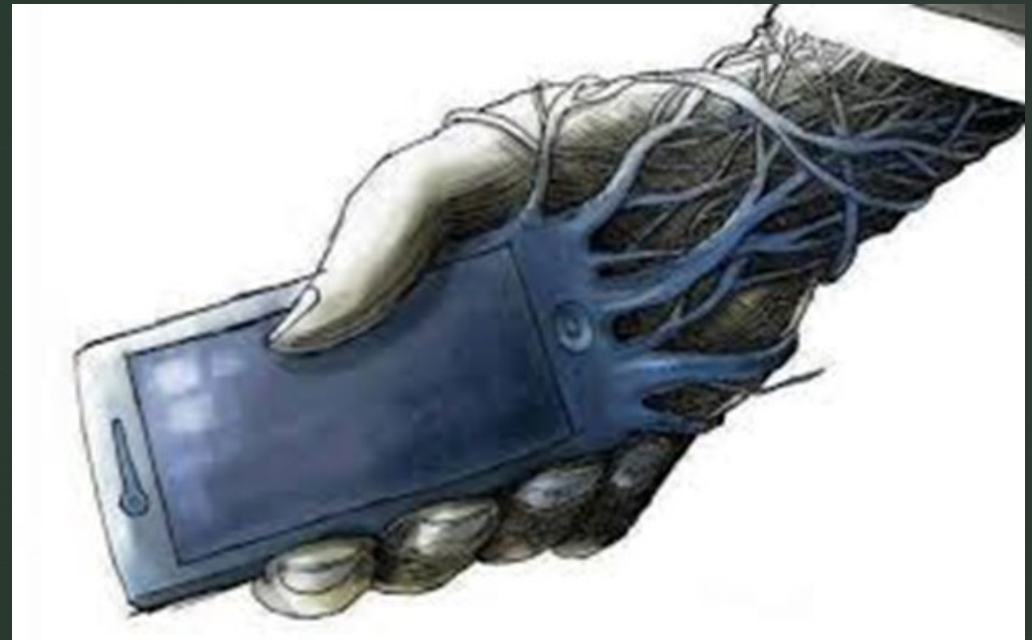
Algorithms



Companies use algorithms to **automate and scale decisions that increase profit**, mainly by predicting and shaping user behavior. The core goal is to **maximize engagement**—time spent, clicks, purchases, or continued subscriptions—because more engagement usually means more revenue, especially from ads or repeat customers. Algorithms analyze vast amounts of user data to personalize content, ads, and recommendations in real time, something humans can't do at scale. They aren't designed to care about wellbeing or long-term effects; they optimize whatever metric the business rewards. As a result, these systems are extremely effective at holding attention, which can unintentionally impact kids more strongly because their brains are still developing and are more sensitive to rewards and social feedback.

What will keep this user engaged the longest?

- To answer that, the system constantly watched behaviour such as:
 - -What videos they watch.
 - -How long they watch.
 - -What they replay.
 - -What they like, comment on skip.
 - -What they scroll past quickly.





PBS
NEWS
HOUR

NO, I DO NOT USE FACEBOOK.

Addiction.

Apps such as TikTok, Snapchat, Instagram, and gaming platforms like Discord use features like – streaks, likes, notifications and infinite scrolling. This can make it difficult for youth to stop using them.

■ Risk of online addiction include.

- 1) Problems sleeping.
- 2) Decline in school performance.
- 3) Reduced Physical activity
- 4) Mood Changes
- 5) Social withdrawal

Developing Brain

- Young people are particularly vulnerable because their brains are still developing (fully developed at 25 years), especially in areas related to Self-control and Reward processing. The quick reward and constant stimulation online can make it easier to develop unhealthy habits.

APPS





Popular Apps Kids Use and Their Risks

TikTok.

- Highly addictive short-video platform driven by an algorithm designed to keep users watching.
- Algorithm can quickly push more extreme or inappropriate content.
- Strangers can interact through comments or messages.

TIK TOK CHALLENGES:

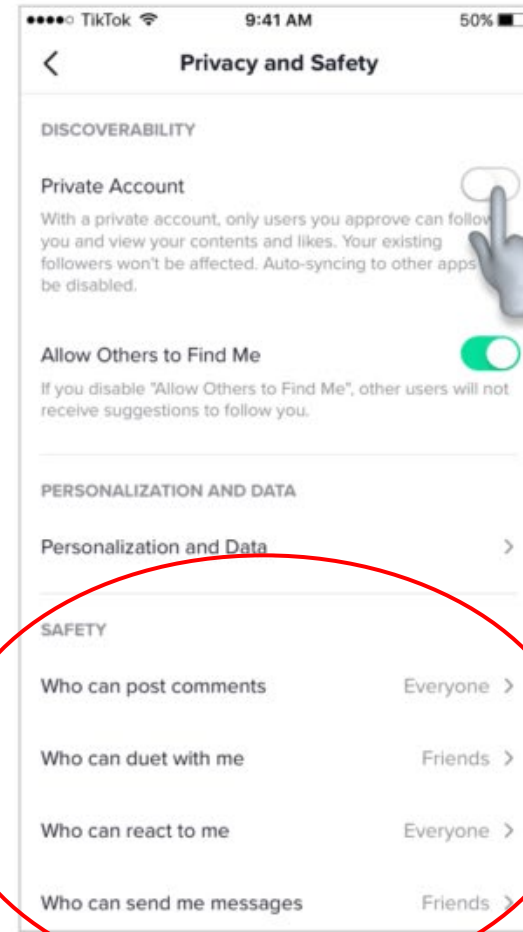
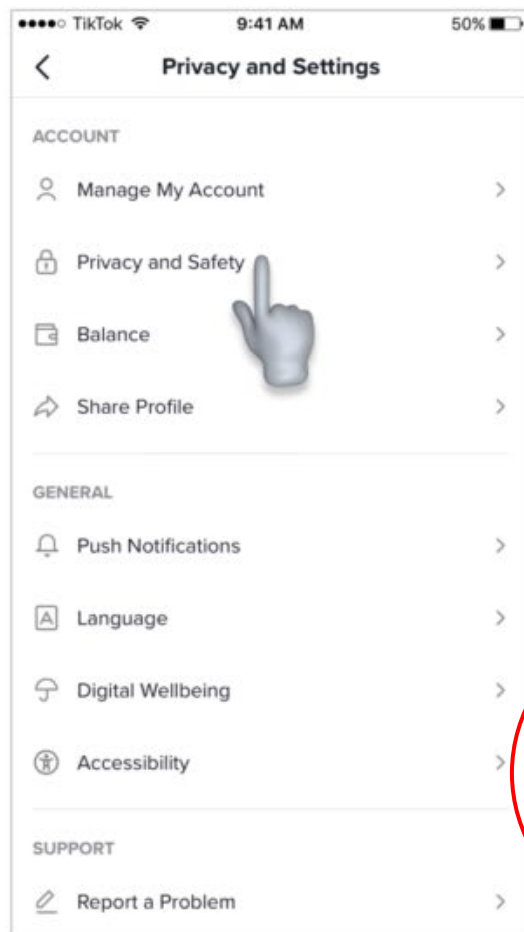
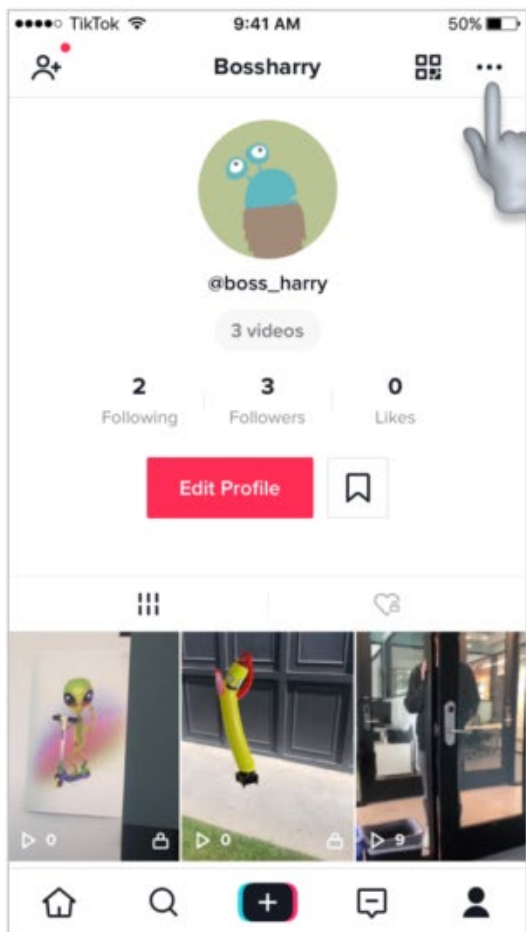
- Fight Club challenge. Students will encourage two students to participate in a physical fight and it is filmed and uploaded to Tik Tok and shared over social media.
- Vandalize school bathrooms – pulling soap dispensers, defecating on the floor, and using lipstick to draw inappropriate images. (MISCHIEF)
- Smack a staff member – approach a staff member and smack them anywhere possible (ASSAULT)
- Kiss your friend's partner at school – self identify that someone is a partner, hold them down, run up to them, trip them and kiss them. (ASSAULT or possible SEXUAL ASSAULT)
- Deck the halls and show your balls – (INDECENT ACT)
- Jab a breast – (ASSAULT or SEXUAL ASSAULT)
- Mess up school signs – find signage in the school and alter the message and image. (MISCHIEF)
- Make a mess in the courtyard or cafeteria – (MISCHIEF)
- “Grab some eggz” (another stealing challenge) – (THEFT UNDER)
- Flip off in the any staff in any office areas – (ASSAULT)
- Spray a neighbor's fence, garage, car, household items – (MISCHIEF)



TikTok BY NUMBERS



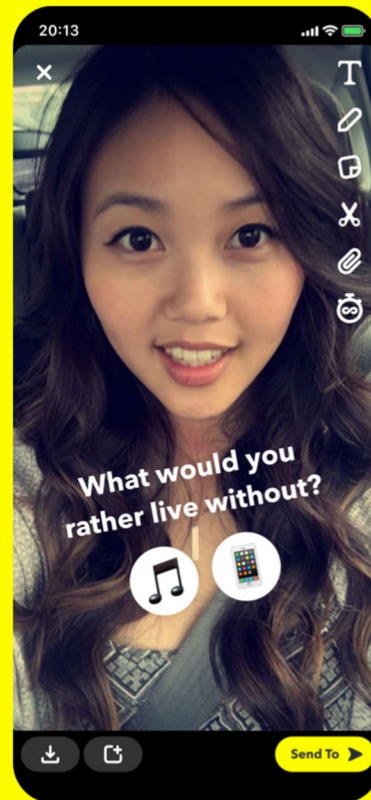
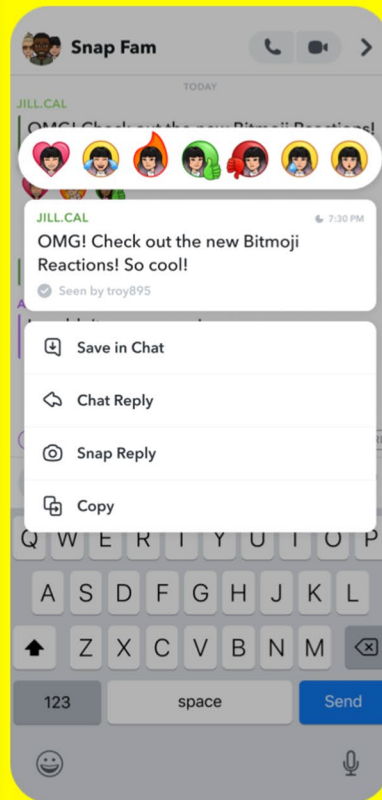
- **Over 1.5billion** downloads worldwide.
- **5million** estimated to be active users in the UK
- **41%** users are aged between 16 and 24
- **6%** of 11 to 17-year-olds on TikTok had sent, received or been asked to send sexual content, says NSPCC
- **\$5.7m (£4.3m)** - the fine TikTok was slapped with for illegally collecting personal information of kids under 13
- **One in five** children being groomed in the UK are under 12
- **200,000** children aged 11-17 are estimated to have been groomed on social media

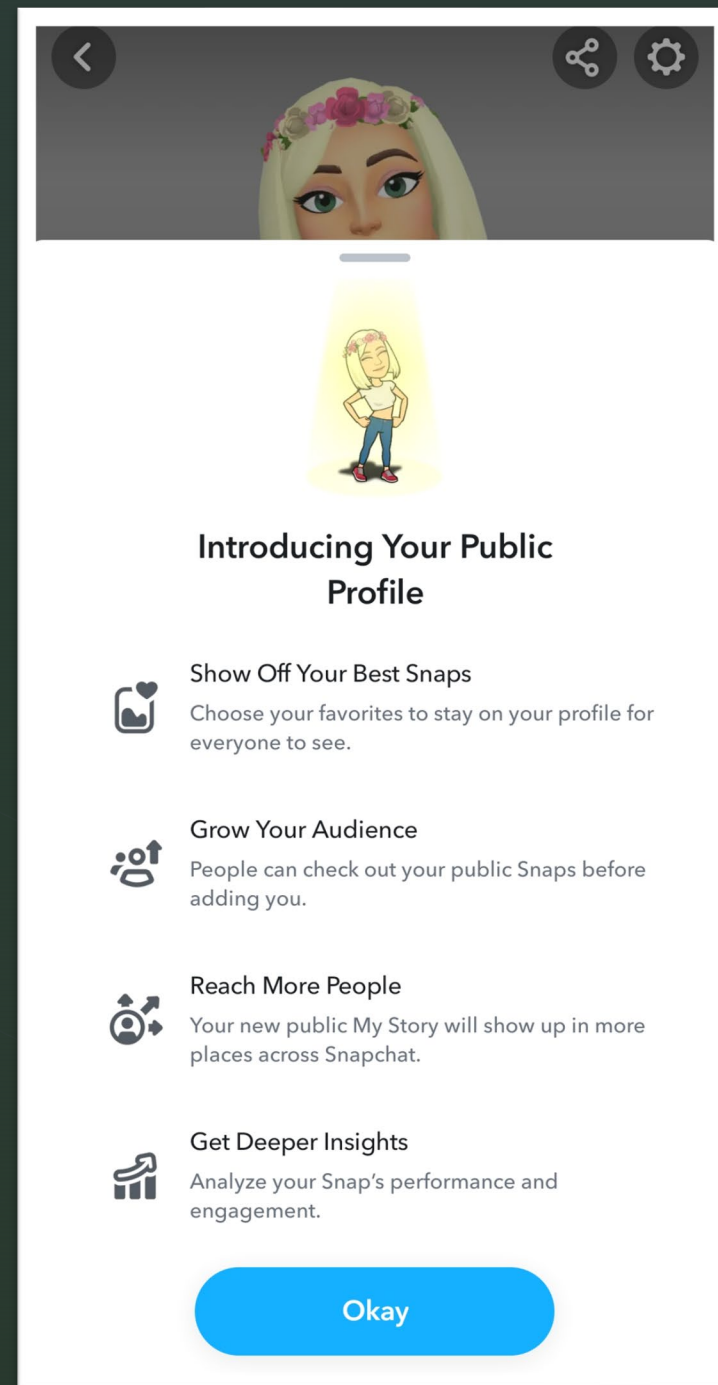
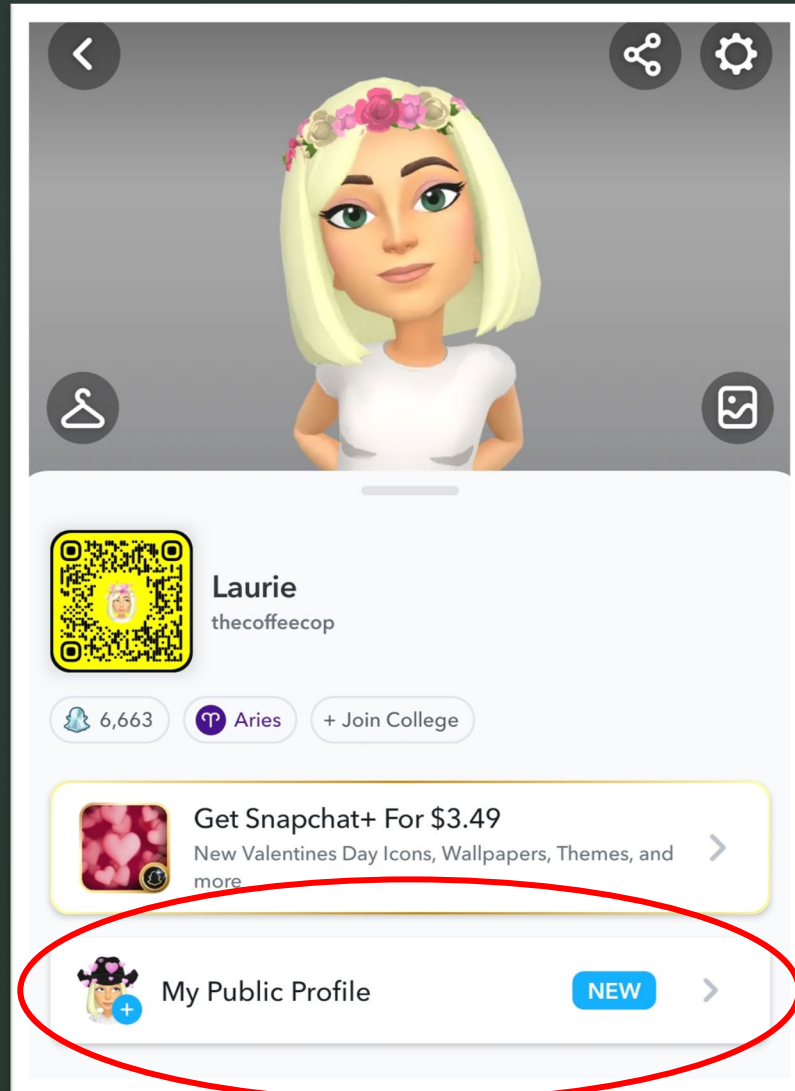


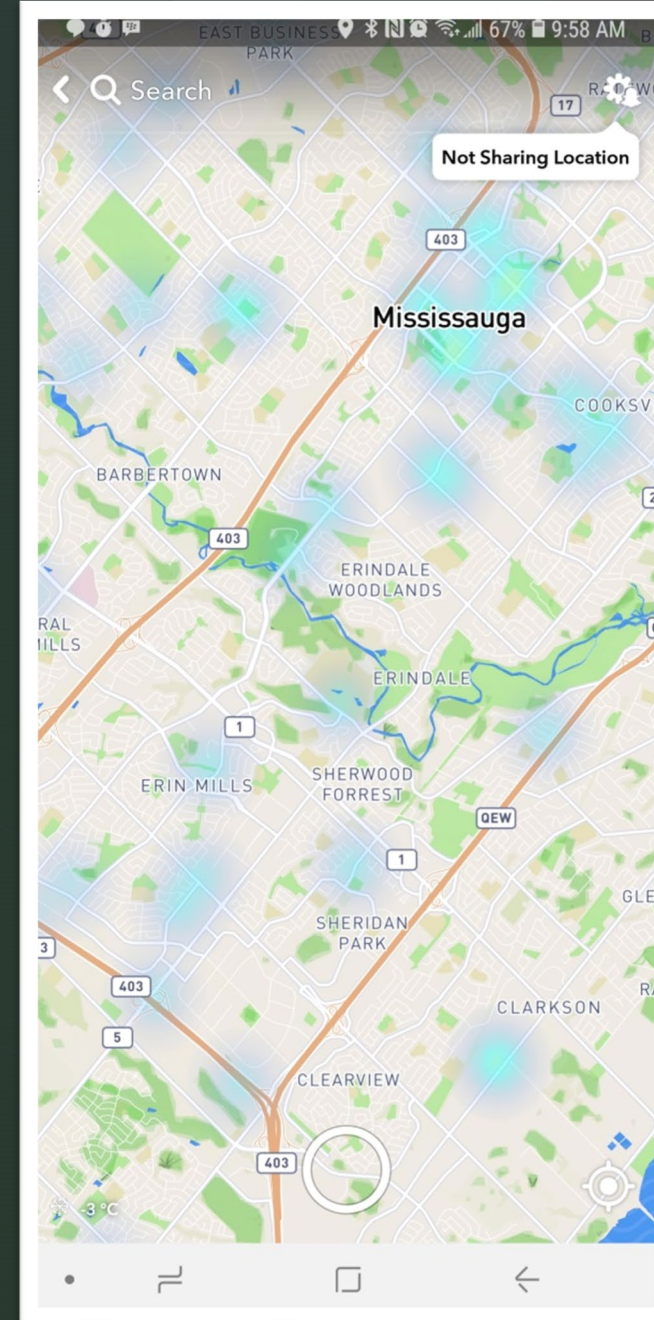
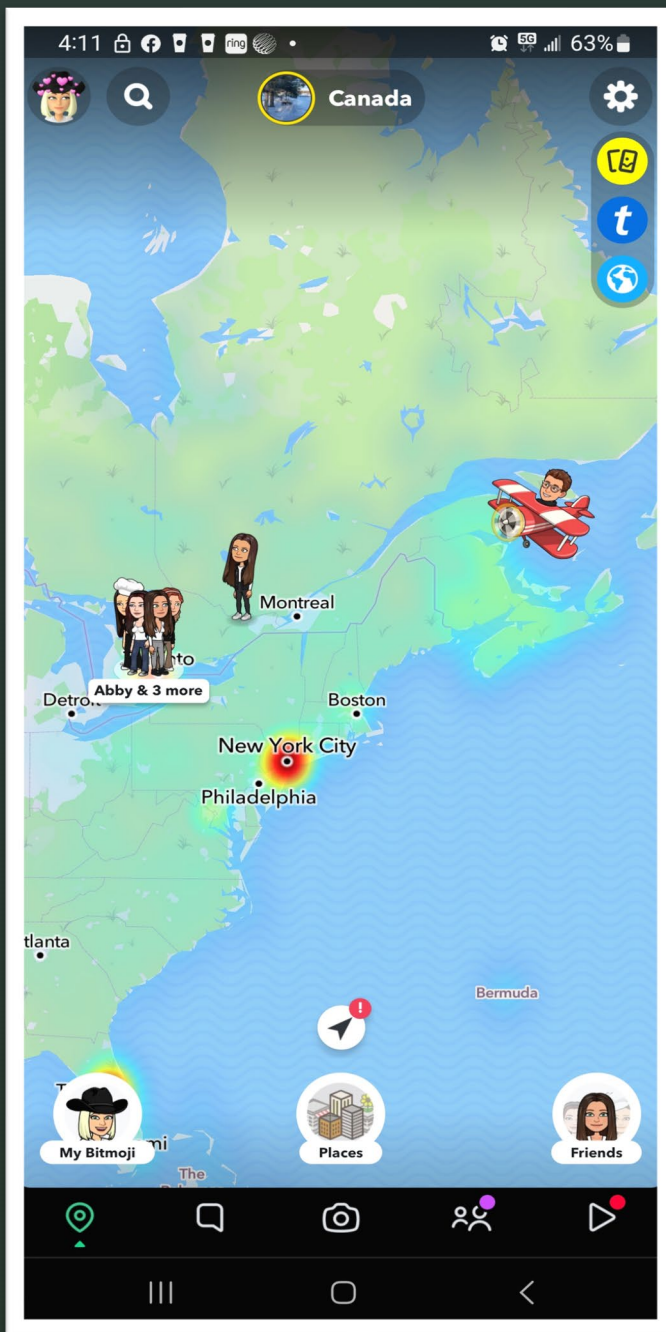
SNAPCHAT



THE MOST COMMON WAY YOUTH COMMUNICATE...





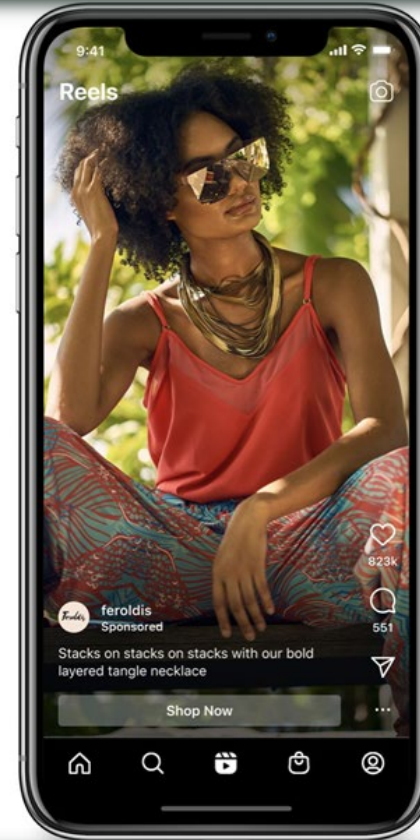




Snapchat

- Messages and images disappear after viewing, encouraging risky communication.
- Snap Map can show a user's location.
- “Streaks”, encourage kids to use daily
- Images can still be saved or screenshotted.

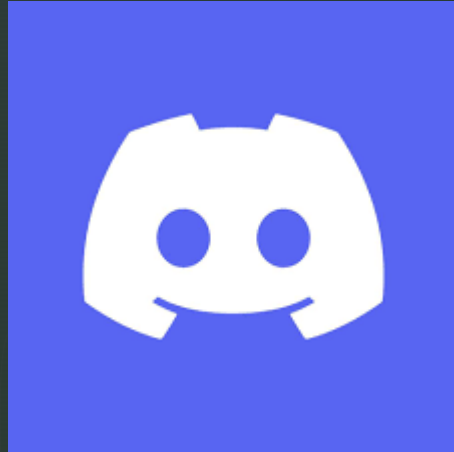
INSTAGRAM



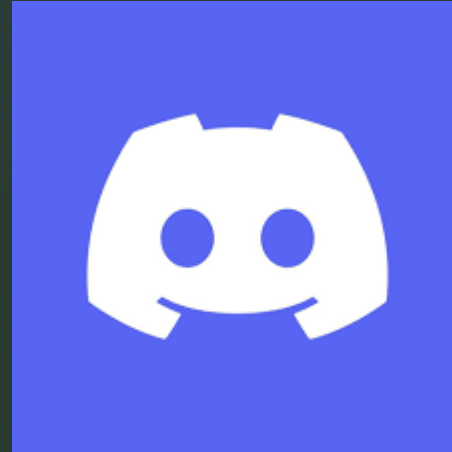


Instagram

- Highly visual platform encouraging comparison and validation through likes.
- Private messaging allows contact outside real friend groups.
- Fake accounts frequently used for bullying.



Discord



- Large chat communities called servers where users communicate via text or voice.
- Many servers contain adults and teenagers together.
- Limited moderation in some communities



- Online game platform with social features.
- Chat functions allow communication with strangers.
- User-created worlds sometimes contain inappropriate themes.



YouTube

- Extremely powerful recommendation algorithm.
- Children can move from innocent content to harmful material quickly.
- Comment sections sometimes expose youth to harassment.

Hidden or Secret Apps

- Vault apps designed to hide photos, videos, and messages behind password protection.
- Secondary social media accounts sometimes called 'finstas' (fake Instagram accounts).
- Messaging apps that allow anonymous communication.
- Temporary messaging platforms where messages disappear

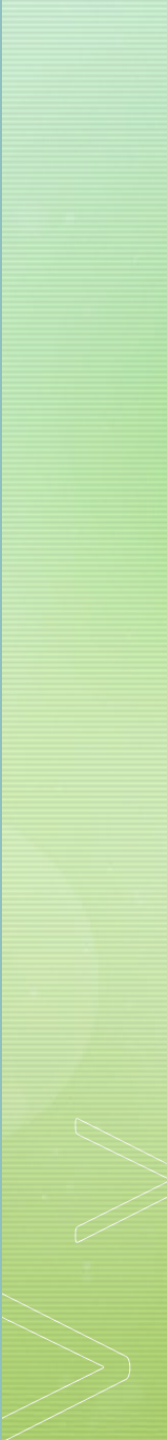


Cyberbullying

Cyberbullying occurs when someone uses digital technology to repeatedly harass, threaten, embarrass, or target another person. Unlike traditional bullying, cyberbullying can happen **24 hours a day**, and can spread quickly to **large audiences**.



Examples of cyberbullying.

- Posting hurtful or humiliating comments online.
 - Spreading rumours of false information about someone.
 - Sharing embarrassing photos or videos without permission.
 - Excluding someone from online groups intentionally.
 - Creating fake accounts to impersonate or mock someone
 - Sending repeated threatening or abusive messages.
- 

SELF/PEER EXPLOITATION



DEFINITION



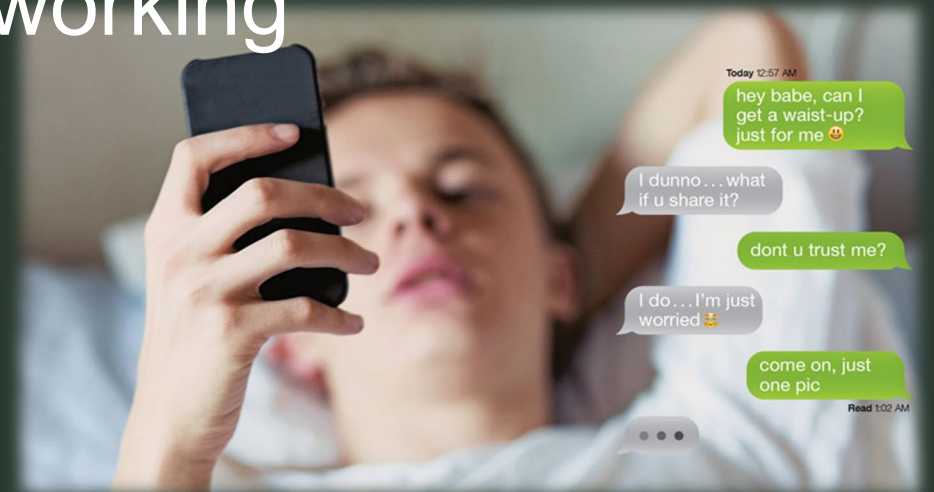
Sexting

Definition:

The act of sending, receiving or forwarding sexually explicit messages or photos electronically, primarily between cell phones, but also on the Internet |

What is self/peer exploitation?

- Self/peer exploitation is generally defined as **youth creating, sending or sharing sexual images and/or videos with peers online or through electronic devices (e.g., texting, messaging apps, social networking sites).**

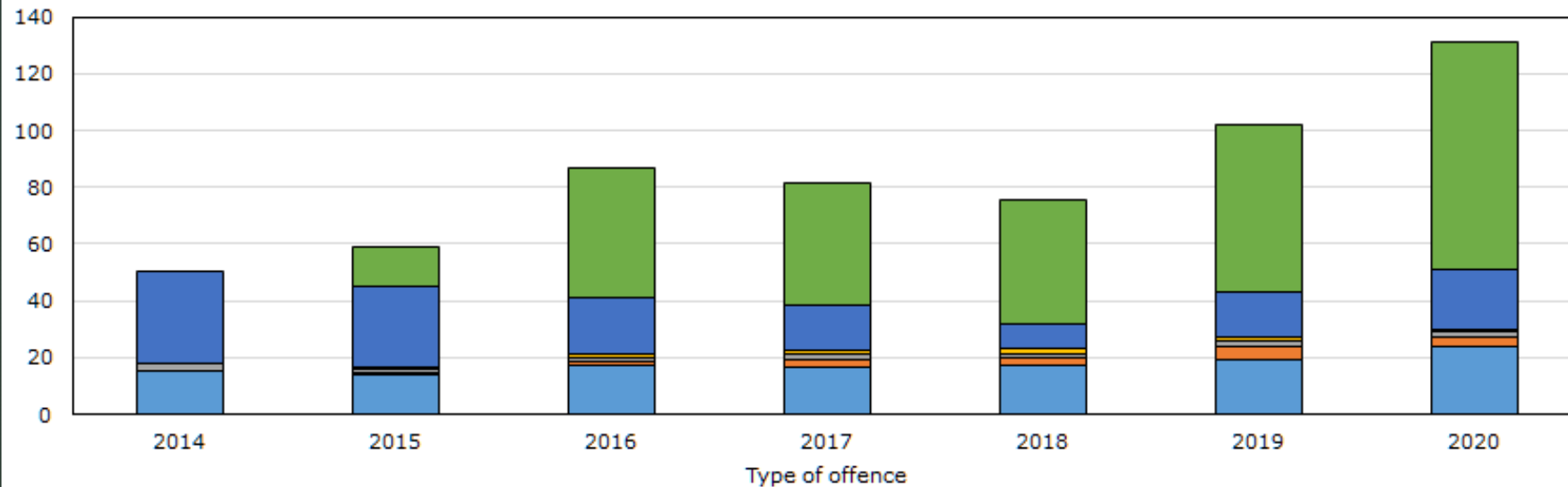


POLICE REPORTED ONLINE STATS 2014-2020

Chart 2

Police-reported incidents of online child sexual exploitation and abuse, by type of offence and year, Canada, 2014 to 2020

rate per 100,000



■ Luring a child
 ■ Other sexual offences against children²
 ■ Non-consensual distribution of intimate images¹
 ■ Possessing or accessing child pornography³
 ■ Invitation to sexual touching
 ■ Making or distributing child pornography³

Why do youth engage in self/peer exploitation?

In a relationship;

- Once there is a breakdown of the relationship, often times any intimate images that were sent are now shared, to embarrass their ex.

Coerced to send images;

- Coerced/ demanded by a friend, peer, partner or online connection to send images.
- ***Low Self Esteem and/or Attention-Seeking Behavior;***
- May share images among their peers as a joke, dare or challenge. Those images can then be shared via text or publicly through social media without the persons knowledge.

▀ ***IMPACTS THIS HAS ON YOUTH....***

- EMOTIONAL AND MENTAL HEALTH
- SOCIALLY
- CRIMINALLY



Child Pornography

Criminal Code, Section 163.1(1)

A photograph, film, video or other visual representation

a) Shows a person who is or is depicted as being under 18 years old and is engaged in or is depicted as engaged in an explicit sexual activity

OR

b) The dominant characteristic is the depiction of a sexual organ or the anal region of a person under the age of 18 years old for a sexual purpose

Some of the charges we use..

ACCESSING

Just by looking at child pornography, you have committed the offence of Accessing Child Pornography

Sec 163.1(4.1) CC



POSSESSION

Having child pornography, even screen shots, in your possession (for example on your devices, in your app accounts, etc) means you can be charged with Possession of Child Pornography

Sec 163.1 (4) CC

DISTRIBUTING, MAKING, ETC

This includes making, transmitting, making available, distributing, selling, etc., means you can be charged with Making / Making Available / Distribution Child Pornography

Sec 163.1(3) or Sec 163.1(2)
CC

There's more....

PUBLICATION OF INTIMATE IMAGE

If you share, show, distribute, post etc. an intimate image of another person without their consent, you have committed this offence

Sec 162.1(1) CC

EXTORTION

If you get something from someone by way of threats, accusation, violence, including just attempting to get something that way, you can be charged with Extortion

Sec 346(1) CC

VOYEURISM

If you secretly observe, or make a visual recording, of a person who is in a situation where they should expect a reasonable expectation of privacy, that is Voyeurism, and it's against the law.

Sec 162(2) CC



FATHER WARNS OF INSTAGRAM “SEXTORTION” SCAM



<https://www.foxnews.com/media/father-warns-instagram-sextortion-scam-targeting-teen-boys-son-suicide-evil>

- Senate Judiciary Committee
- Our son, Walker Montgomery died on December 1, 2022 to an online scheme known as sextortion. In Walker's case, he was a well-adjusted young man (16 years old) with a great nuclear family, a tremendous friend group both at school and at church, and was very involved in sports. His passion was football and spending time with family on our farm.
- At midnight December 1st someone pretending to be a young teenage girl messaged Walker through Instagram. Walker believed she was a "friend" of his contacts, this is part of the tactics used to build credibility. The conversation started innocently but led to Walker being coaxed into a sexual encounter. This encounter occurred over the live video portal through Instagram. What Walker didn't know, he was being recorded from the other side by a predator in Nigeria. After the encounter was over this person turned the conversation into an extortion scheme, if Walker didn't pay \$1,000, he would send the video of Walker in this act to all of his friends and family. The encounter started at midnight and was over between 3:00 – 4:00 a.m. with Walker taking his own life. Almost instantly, our son was gone and it was the beginning of a whole new life for everyone who loved Walker.

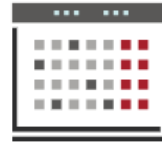
SOME SEXTORTION STATS....

- Since 2021:
- There has been a huge increase in “sextortion” cases
- At least 3,000 children and teens have been targeted (Canada per year)
- More than a dozen have killed themselves

An organized attack against youth:



Cybertip.ca currently receives an average of **50 SEXTORTION** reports per week.



Cybertip.ca received **2,300+ SEXTORTION** reports.



Typically, boys are extorted for **MONEY**. Girls are extorted for **MORE IMAGES**.



When genders were known, **91% OF SEXTORTION VICTIMS** have been male.



Sextortion demands for money often come from international organized **CRIMINAL NETWORKS**.



84% OF SEXTORTION incidents occurred on Instagram or Snapchat.



Contact often occurs on **INSTAGRAM**, then moves to **SNAPCHAT**.

Source: cybertip.ca

Stats from Sept 1, 2022-august 31, 2023



iluv u

an official film about the 2010-2011 season



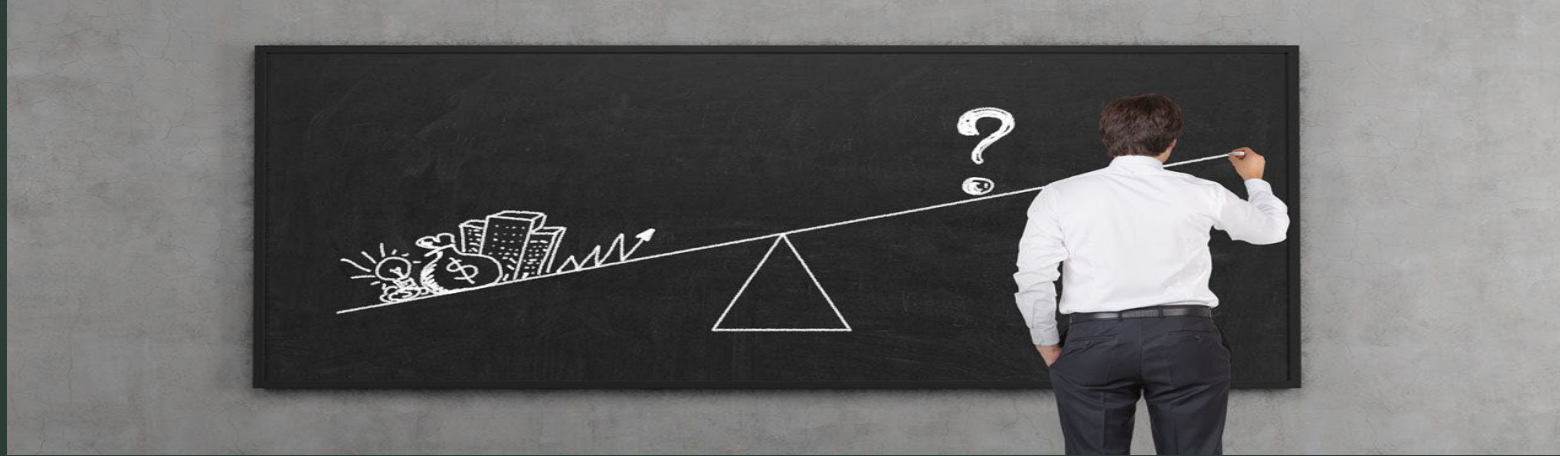


1. Initial contact

Scammers approach through:

- Social media, games, or messaging apps
- Fake peer accounts or friendly strangers
- Compliments, flattery, or casual conversation

Their goal is **engagement**, not speed.



2. Trust and leverage

The scammer tries to obtain something they can use as leverage, which may include:

- A private image
- A real name, school, or family info
- Screenshots from a video call
- Or fake images generated or edited to look real
- Even fake or stolen material can be used to threaten someone.

3. The threat

Once leverage exists, the tone changes quickly:

- Threats to send material to parents, friends, or classmates
- Screenshots showing contact lists to seem “credible”
- Urgency (“Pay now or it goes out”)

This sudden shift causes panic and shame.



4. The demand

Most often:

- Money (gift cards, crypto, payment apps)
- Sometimes repeated payments
- Rarely does paying stop the threats—it often makes them worse

The scammer wants to extract as much as possible before being blocked.



Why this works (especially on kids and teens)

- Fear of embarrassment or trouble
- Shame prevents asking for help
- Urgency overwhelms judgment
- Lack of awareness that **this is a known scam**

Victims often believe they are alone. They are not.

What to do immediately if sextortion happens

- 1) Stop responding (don't argue, explain, or bargain)
- 2) Do not pay
- 3) Preserve evidence (screenshots, usernames)
- 4) Report the account on the platform
- 5) Tell a trusted adult or authority
- 6) If there is imminent threat, contact local police

https://www.youtube.com/watch?v=C_kCfLXIfQw



ONLINE DANGERS



Online Predators

1. They go where kids already are

Predators seek spaces with:

- Games and chat features
- Social media (comments, DMs, live streams)
- Group chats, fandom spaces, or hobby communities

They rarely try to “pull” kids to new platforms at first—they **blend into normal environments**

2. They disguise themselves

Common tactics include:

- Pretending to be a peer (same age or slightly older)
- Using stolen photos or vague profiles
- Acting like a mentor, fan, coach, or supportive friend

The goal is **believability**, not sophistication

3. They build trust slowly (“grooming”)

This phase can take **days, weeks, or months** and often looks harmless:

- Giving attention and compliments
- Remembering personal details
- Listening to problems at home or school
- Offering sympathy, validation, or “understanding”

They position themselves as:

“The one person who really gets you.”

4. They isolate the child emotionally

Subtle moves include:

- Encouraging secrecy ("others wouldn't understand")
- Suggesting parents or friends are unfair or abusive
- Creating an "us vs. them" dynamic
- Moving conversations to private channels

Isolation makes manipulation easier and reduces outside reality checks.

5. They normalize boundary-crossing

Escalation is gradual:

- From innocent chat → personal questions
- From jokes → uncomfortable comments
- From emotional dependence → inappropriate requests

Because each step is small, the child may not realize a line has been crossed.

➤ 6. They use pressure and leverage

If resistance appears, predators may:

- Guilt the child ("I thought you trusted me")
- Threaten social consequences
- Use embarrassment or fear
- Pretend to be hurt or angry

This keeps the child engaged even when they feel uncomfortable.



What can you do
as parents?



- Keep Communication open and judgement free.
- Let your child know they can always talk to you about something they saw or did online. When they come to you with a concern, stay calm, listen first, and avoid immediate punishment so they feel safe being honest in the future.

Set clear rules for screen time.

- Establish limits on how long children can use devices each day and when they must be off (for example, no screens before school, and the dinner table, or after bedtime). Consistent limits help prevent overuse and digital addiction.

Keep devices in shared family spaces

- Encourage device use in common areas like the living room rather than in bedroom. This helps parents casually supervise and reduce the chances of risky online behavior.

- Use parental controls and privacy settings.
- Enable built-in parental controls on devices, gaming systems, and apps to limit inappropriate content, control downloads, and manage screen time.

Teach children about online privacy.

- Explain why they should never share personal information such as their full names, address, school, passwords, or photos with strangers online.

Discuss the permanence of digital footprints.

- Help children understand that once something is posted online, it can be difficult or impossible to remove and may be shared widely.

■ Encourage balanced offline activities.

- Support hobbies like sports, reading, outdoor play, and social time with friends. A balanced lifestyle reduces the likelihood of screen dependency or gaming addiction.

Know the platforms your child uses.

- Learn about the apps, games, and social media sites your child uses. Talk about how they work, who they interact with, and what kids of content they see.

▀ Don't be afraid to go through your child's phone.

- Parents should be transparent that they may occasionally check their child's phone to help keep them safe online. Explaining this ahead of time builds trust and allows parents to guide responsible technology use.

ONLINE RESOURCES

I keep hearing it
takes a village to
raise a child.
Do they just show up,
or is there a
number to call?



How can we help you today?

-  I need help removing a sexual picture/video from the Internet
-  I need help with cyberbullying and dealing with my peers
-  I need help on how to talk to and support a youth in crisis
-  I need tips for helping a friend I am worried about



Share

LEARN MORE ABOUT:

NeedHelpNow.ca helps teens stop the spread of sexual pictures or videos and provides support along the way. If you or someone you know has been negatively impacted by a self/peer exploitation incident, we are here to help offer guidance on the steps you can take to get through it and **#ChangeTheStory**.



REMOVING
PICTURES/VID
EOS



DEALING WITH
PEERS



GETTING
EMOTIONAL
SUPPORT



THE LAW AND
REPORTING



FAQS



INFORMATION
FOR PARENTS



HELPING A
FRIEND



RESPONDING
TO YOUTH IN
CRISIS

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Welcome to Cybertip.ca

Canada's tipline to report the online sexual exploitation of children.

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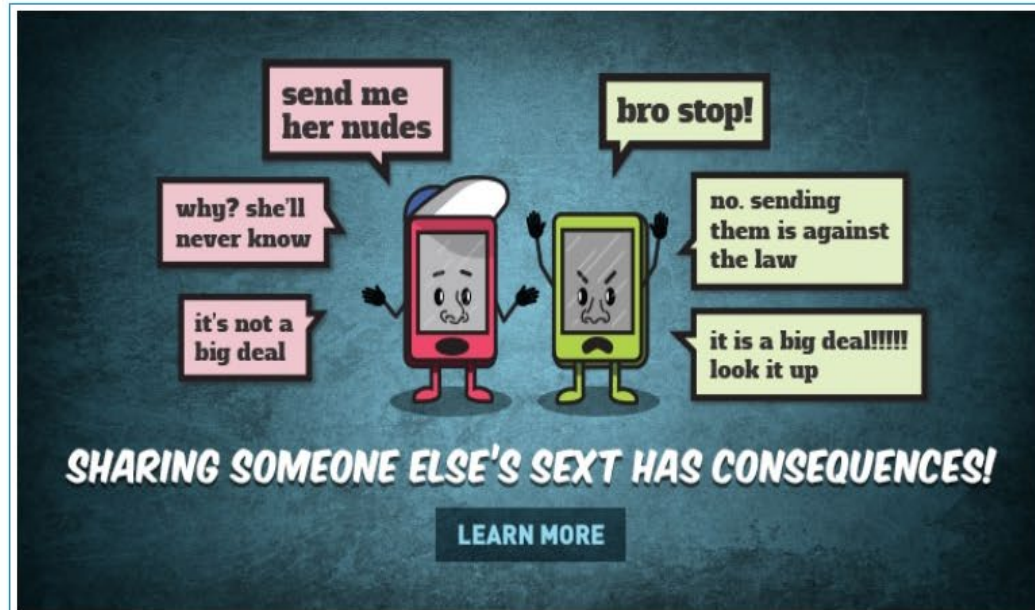
Search



Sign up to receive
Cybertip.ca
ALERTS!

Do you provide an
Internet Service?
REPORT HERE

**Concerned about
a sexual (or nude)
picture being
shared online?**



send me her nudes

why? she'll never know

it's not a big deal

bro stop!

no. sending them is against the law

it is a big deal!!!! look it up

SHARING SOMEONE ELSE'S SEXT HAS CONSEQUENCES!

LEARN MORE





CRISIS

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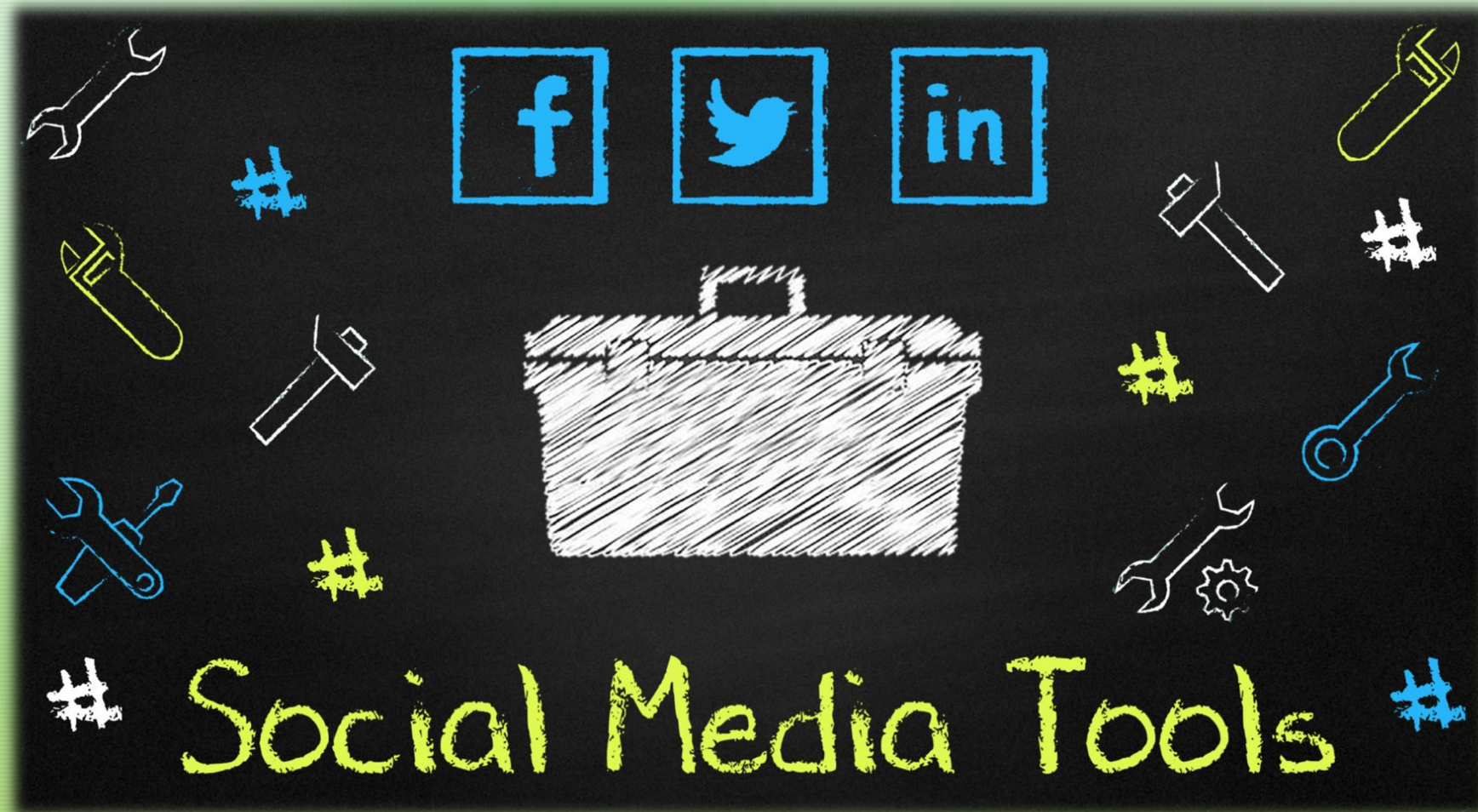


So you're not in crisis, but recognize you need help and want to talk to someone - learn more.

#mymtips

Don't let anyone, even yourself, let you think you shouldn't seek help due to a breakup. If you're struggling to cope, you deserve support! Breakups can be really tough and anytime something is really impacting you, it's a good idea to reach out for help.

TOOLS FOR PARENTS!



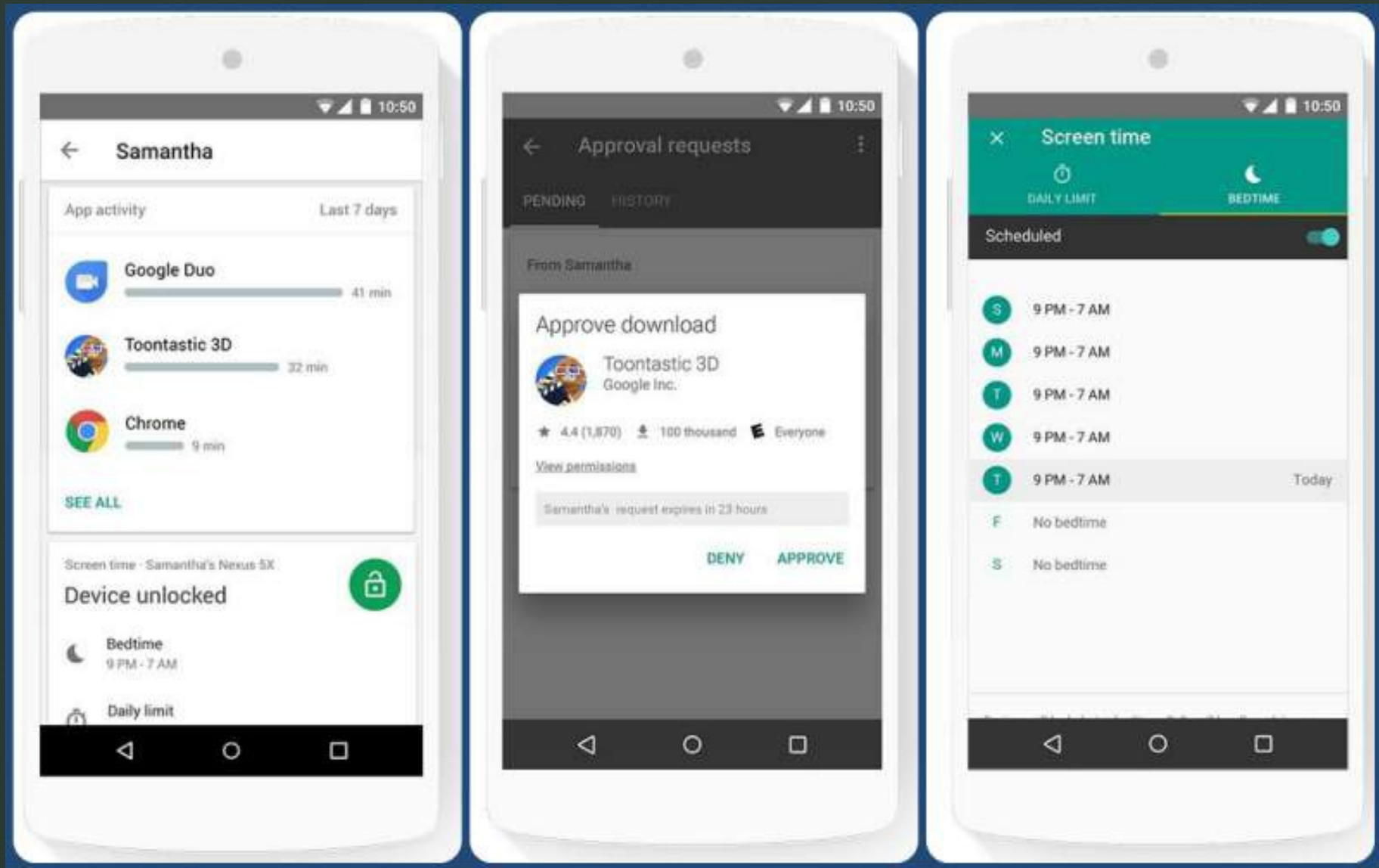
FAMILY LINK APP



Help your family create
healthy digital habits

Whether your children are younger or in their teens, the Family Link app lets you set digital ground rules to help guide them as they learn, play, and explore online.*

FAMILY LINK APP





Life360



Life360

ANY

QUESTIONS?



Help