



# SPREAD THE WORD

The Net Cetera Community Outreach Guide





## ABOUT NET CETERA

The internet offers a world of opportunities. People of all ages share photos and videos, build online profiles, text each other and create alter egos in the form of online avatars. These ways of socializing and communicating can be fulfilling, and yet, they come with risks:

### Inappropriate Conduct

The online world can feel anonymous. Kids sometimes forget that their online actions have real-world consequences.

### Inappropriate Contact

Some people online have bad intentions, including bullies, predators, hackers and scammers.

### Inappropriate Content

You may be concerned that your kids could find pornography, violence or hate speech online.

The *Net Cetera Community Outreach Toolkit* was created as part of **OnGuardOnline.gov**, a project that provides practical tips from the federal government and the technology community to help you guard against internet fraud, secure your computers and protect your privacy. The project is managed by the Federal Trade Commission, the nation's consumer protection agency, and includes more than a dozen federal agencies.

The kit will help you offer the people in your community information about protecting kids online. It includes *Net Cetera*, a guide for parents; *Heads Up*, information for kids; slides and videos to use in a presentation; and ideas to help you spread the word about online safety.

## HOW TO USE THE NET CETERA COMMUNITY OUTREACH TOOLKIT

Regardless of your experience as a speaker—or your expertise in online safety—this kit has the resources and information you need to convey key points about protecting kids online. How you use it is up to you: give a presentation, play the videos at a meeting or distribute the *Net Cetera* booklet through your local school or PTA.

This kit is meant for parents, teachers, law enforcement officers—in short, anyone who cares about the subject—to use with friends, neighbors, colleagues, teachers and kids. All the materials and videos are available in both English and Spanish.





## WHAT'S INSIDE?

The kit has a number of tools to help you reach out to people you know. All the content is in the public domain and can be found on the enclosed CD and DVD. Adapt any of the content for your audience and specific outreach needs.

### How to Plan and Host an Online Safety Presentation

Includes a 10-minute presentation on talking with kids about safe and responsible online behavior, as well as tips and a checklist for a successful *Net Cetera* presentation.

### Help Spread the Word

Tips and ideas for getting the word out about online safety.

### Net Cetera: Chatting with Kids About Being Online

A comprehensive guide to help parents, teachers and other people help kids stay safe online. You may order free copies for distribution at [bulkorder.ftc.gov](http://bulkorder.ftc.gov) or download a PDF of the guide from the enclosed CD or [OnGuardOnline.gov](http://OnGuardOnline.gov).

### Heads Up: Stop. Think. Click.

A resource for kids about why and how to stay safe online. A color copy is included in this kit. Use it as a handout: photocopy it, print it from the CD or [OnGuardOnline.gov](http://OnGuardOnline.gov), or order free copies at [bulkorder.ftc.gov](http://bulkorder.ftc.gov).

### Net Cetera DVD

Includes videos for parents and kids to spark conversation or use as part of a presentation.

### Net Cetera CD

Includes the kit, the presentation slides and the guides in English and Spanish. Everything on the CD can be printed or posted online. Consider using the information in a newsletter or blog post, or sharing it with a listserv.

### Additional Resources

Organizations you may want to contact for more information about keeping kids safe online.





## HOW TO PLAN AND HOST AN ONLINE SAFETY PRESENTATION

One way to spread the word about protecting kids online is to give a presentation to a group. It might be a PTA meeting, a community forum or a classroom discussion. You may want to schedule a meeting to talk about the importance of online safety—or put it on the agenda of an already scheduled gathering.

The presentation slides are written for an audience of adults. The following tips offer general presentation advice.

### Where to Find the Presentation

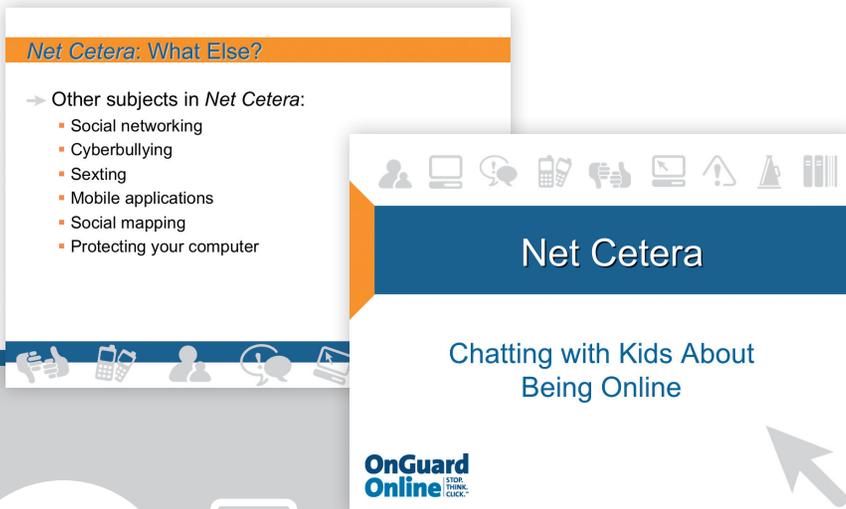
The presentation slides on the enclosed CD can be used as is or adapted for your audience. Each slide has talking points to help guide your presentation. To view the talking points in PowerPoint, click the “View” tab on the top toolbar and then click “Notes Pages.”

### Length

Going through the slides takes about 10 minutes. You may want to include one of the videos or a question and answer session.

### Setting the Stage

- » Consider the size of your audience and their interest in online safety.
- » Know the start time of your presentation and how long you’re expected to speak.
- » Think ahead about set-up needs (speakers, display screen, available electrical outlets, etc.).





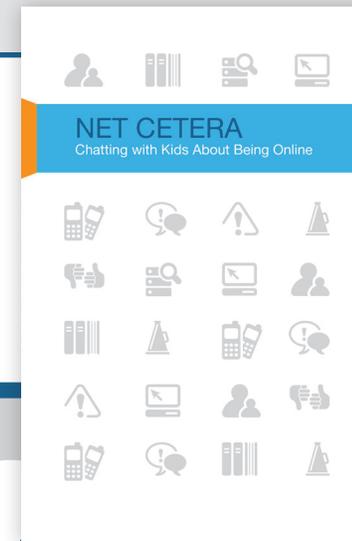
## Preparing for the Presentation

- » Think about what you are asking your audience to do. Perhaps you're encouraging parents to talk with their kids about safe and responsible online behavior. Maybe you're talking to kids about making smart decisions online. Identifying the message and goal of your presentation will help you determine how to structure it and what information to have for your audience.
- » Prepare your leave-behind materials.
  - Order free *Net Cetera* guides at **bulkorder.ftc.gov** and distribute them at your presentation.
  - Presenting to kids? You can order free copies of *Heads Up* at **bulkorder.ftc.gov**\*
- » Practice.
  - Rehearse out loud.
  - Time your presentation.
  - Think about questions that may come up and how you will answer them.

\*When ordering from **bulkorder.ftc.gov**, allow four weeks for delivery. Need copies sooner? You can print *Net Cetera* and *Heads Up* from **OnGuardOnline.gov** or the enclosed CD.

### Checklist for the day of the presentation:

- Copies of *Net Cetera*
- Copies of *Heads Up*
- Net Cetera* DVD
- The PowerPoint from the enclosed CD or a version you have edited
- A copy of your talking points or notes
- Business cards (or contact cards)





## Engage the Audience

Starting your presentation can be as easy as showing the video and asking for reactions. If you'd like to include some recent statistics about kids' online activities, check out the Pew Research Center's Internet & American Life Project at [pewinternet.org](http://pewinternet.org). Or, try a few questions to break the ice:

- » Raise your hand if you think your child knows more about the internet and technology than you do.
- » Raise your hand if you think you know more about communicating respectfully off-line than your child does. (Parents know a lot that's relevant to this conversation with their kids, even if they're not tech-savvy.)
- » How much time do you think your kids spend online each day? Each week? That includes time on their phones!
- » What are your kids' favorite websites or online games?
- » Do your kids have their own computer? Do they have cell phones?
- » What are your main concerns about online safety?
- » Do you text? Do you text with your children?

After your presentation, you may want to take questions from the audience. *Net Cetera* can help you prepare for questions about a number of topics, including:

- » Social networking sites
- » Protecting kids' information
- » Sexting
- » Cyberbullying and online harassment
- » Cell phones
- » Security software and parental controls

In addition, a list of possible questions and answers is at [OnGuardOnline.gov](http://OnGuardOnline.gov).

## Presenting to Kids

Talking to kids about online safety? The presentation in this kit, as well as *Heads Up*, can help you come up with talking points and a structure for your presentation. To kick things off, use the videos included on the DVD—or ask a few questions:

- » How much time do you spend online?
- » What do you like to do online?
- » Do you sleep with your cell phone in reach?





- » Raise your hand if you post pictures online. Have you ever posted or sent anything you later regretted?
- » Raise your hand if you or one of your friends has ever received a text message that was hurtful or mean-spirited.
- » Have you ever talked to your parents about something that bothered you online?
- » Have you ever talked to another adult about something that bothered you online?

Consider making your presentation interactive. Prepare scenarios to discuss with the group—news stories can be good starting points. Ask the kids how they might have handled an incident that involved sharing too much information, cyberbullying, posting embarrassing photos or sexting. You also can break into smaller groups and ask each to discuss a scenario and develop a list of their top five online safety tips. You may want to invite the small groups to present their work to the whole audience.

## HELP SPREAD THE WORD

There are a number of ways you can spread the word about kids' online safety. Whether it's talking to your neighbors, sharing information on social networking sites or reaching people through the media, you can do a lot to raise awareness and help kids navigate the online world.

### Spread the Word – Community

Here are some simple but effective ways to get the word out about online safety and *Net Cetera* in your community:

- » Talk to a local PTA coordinator about discussing or distributing *Net Cetera* at the next meeting.
- » Tell your local school principal about *Net Cetera*, and suggest the school mention *Net Cetera* in an email to parents or post a link to **OnGuardOnline.gov** on the school website.
- » Offer free copies of *Net Cetera* for your local community or recreation center, or library.
- » Write a blurb about *Net Cetera* for the weekly bulletin at your place of worship.
- » Post flyers at your community center, school or library.
- » If you're a member of a book club, host a discussion about *Net Cetera* at your next meeting.





## Spread the Word – Online

What better place to talk about online safety than online? The internet and social networking sites give you the chance to share online safety tips with friends down the street and across the country.

*Net Cetera* and the other resources in this kit are at **OnGuardOnline.gov**. Link to the guide from your blog or social networking profile, grab the web button or videos for your site, and use the information in a blog post or email to your neighborhood list serv. The content is in the public domain, so feel free to adapt it for your needs.

### Blog Tips

If you have a blog:

- » Write a post about *Net Cetera* and talking to kids about online safety. Tell your readers they can find *Net Cetera* at **OnGuardOnline.gov** and order copies at **bulkorder.ftc.gov**.

If you read blogs:

- » Reach out to bloggers who are talking about online safety or parenting. Let them know about *Net Cetera*, and tell them they can link to it, grab the web button and use the information in a post.

### Microblogging Tips

- » Share short tips from *Net Cetera* with a link to the full guide.
- » Comment on others' messages, and share what others have posted about *Net Cetera* or relevant online safety topics.

### Social Networking Tips

- » Update your status with tips from the *Net Cetera* guide. Follow **OnGuardOnline.gov** at **facebook.com/OnGuardOnline** for short, online safety tips you can share.
- » Post a link to *Net Cetera* on your profile and encourage your friends to check it out.
- » Join groups about online safety or parenting, and let them know about *Net Cetera* and **OnGuardOnline.gov**.





## Spread the Word – Media

Your local media can help you spread the word about kids' online safety. Here's how to engage this audience:

- » Call local newspapers, TV news or radio stations and ask if they're interested in covering—or planning a story about—online safety. Encourage them to include links to *Net Cetera* and **OnGuardOnline.gov** as free resources in their stories or on their websites.
- » Think about what you can offer for a story—maybe an interview with a local police officer, teacher or community leader, insight from local parents and kids, and *Net Cetera*.

Consider when reporters might be most interested in this subject. Reach out to them when online safety may be top of mind—like the holiday season when people are buying new gadgets and kids are home and online. If there is national or local news coverage about an online safety issue, use the opportunity to follow up with your local media outlets and offer them an interview with an expert or resources to help their audience.

## ADDITIONAL RESOURCES

**OnGuardOnline.gov** Practical tips from the federal government and the technology community to help people be on guard against internet fraud, secure their computers and protect their privacy.

**FTC.gov/idtheft** The Federal Trade Commission's website has information to help people deter, detect and defend against identity theft.

**StaySafeOnline.org** The National Cyber Security Alliance seeks to create a culture of cyber security and safety awareness by providing knowledge and tools to prevent cyber crime and attacks.

**CommonSenseMedia.org** Common Sense Media is dedicated to improving the lives of kids and families by providing the trustworthy information, education and independent voice they need to thrive in a world of media and technology.

**GetNetWise.org** A project of the Internet Education Foundation, the GetNetWise coalition provides internet users the resources to make informed decisions about their and their family's use of the internet.





**CyberBully411.org** Cyberbully411 is an effort to provide resources for youth who have questions about or have been targeted by online harassment.

**ConnectSafely.org** ConnectSafely is for parents, teens, educators and advocates for learning about safe, civil use of Web 2.0 together.

**iKeepSafe.org** iKeepSafe educational resources teach children of all ages, in a fun, age-appropriate way, the basic rules of internet safety, ethics and the healthy use of connected technologies.

**NetFamilyNews.org** A nonprofit news service for parents, educators, and policymakers who want to keep up on the latest technology news and commentary about online youth, in the form of a daily blog or weekly email newsletter.

**NetSmartz.org** The NetSmartz Workshop is an interactive, educational safety resource from the National Center for Missing & Exploited Children.

**WiredSafety.org** WiredSafety provides help, information and education to internet and mobile device users of all ages.

### OnGuardOnline.gov Federal Agency Partners

- Federal Trade Commission
- Federal Communications Commission
- Department of Education
- Department of Homeland Security
- Department of Commerce
- Department of Justice, Office of Justice Programs
- Internal Revenue Service
- United States Postal Inspection Service
- Securities and Exchange Commission
- Commodity Futures Trading Commission
- Federal Deposit Insurance Corporation
- Naval Criminal Investigative Service
- Army Criminal Investigative Command





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