

CONTENT BEING USED FOR BULLYING, HARASSMENT OR BLACKMAIL



WHY IT MATTERS

Material parents consider harmless can look very different when placed in the hands of classmates, bullies or hostile strangers. Childhood footage can be copied, circulated and deliberately used to humiliate the person depicted.

HOW CONTEXT CAN TURN CONTENT INTO HARM

UPLOAD

COPIED

HOSTILE AUDIENCE

HUMILIATION

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AVOID EMBARRASSING CONTENT

Tantrums, punishments and humiliating mistakes can become ammunition.

L

KEEP INTIMATE MOMENTS PRIVATE

Personal childhood experiences don't belong in strangers' archives.

S

PROTECT SCHOOL INFORMATION

Academic difficulties can become material for teasing.

V

DON'T BROADCAST VULNERABILITY

Fear, sadness and insecurity should not become entertainment.

A

LIMIT PUBLIC ACCESS

Smaller audiences reduce exposure.

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CONSIDER HOSTILE CONTEXT

Ask how a malicious person could reinterpret the clip.

D

DEVELOP DIGITAL AWARENESS

Children should increasingly participate in posting decisions.

R

REVIEW HISTORIC CONTENT

Material appropriate years ago may become problematic later.

♥

PROTECT DIGNITY

Entertainment should never depend on humiliating a child.

F

CONSIDER THE FUTURE AUDIENCE

Today's viewers aren't necessarily the only people who will ever see it.

BOTTOM LINE

A parent may upload the joke, but the child may eventually become its punchline.