

# **CYBER SAFETY**



**ATTORNEY GENERAL LIZ MURRILL**  
LOUISIANA DEPARTMENT OF JUSTICE



# A MESSAGE FROM



**Attorney General  
Liz Murrill**

A handwritten signature in blue ink that reads "Liz Murrill".

## Cyber Safety Matters

The Internet is always changing, and as you get older, you'll also need to learn better strategies for protecting yourself online. Why? Because there are individuals out there, close to your age and much, much older, who want to take advantage of your kindness, insecurities, and even fears. This can happen on your cellphone, on social media, while gaming, or even during a video chat with friends. That's why our office has created this guide: to help you understand the dangers, identify the warning signs, and take actionable steps to stop the problem and protect yourself. Our hope is that by providing this information, we can work together we can make the Internet a safer place for everyone.

# CORE RULES ONLINE

- **DON'T send mean messages to people**
- **DON'T post inappropriate pictures**
- **DON'T reshare images of people that will embarrass, shame or hurt them**
- **DON'T talk to people you don't know**
- **DON'T visit adult sites**
- **DON'T send nude images to anyone**
- **DON'T share personal information like your address, the name of your school or your passwords**
- **DON'T agree to meet anyone in-person that you've only met online**

# WHAT'S HEALTHY?

In a healthy relationship, you can also have great relationships with family and friends. If it's healthy, you will feel supported and encouraged to do what benefits you. You will get to be 100% yourself, have alone time, and feel accepted for who you are while never feeling like you have something to prove. A healthy relationship means absolute trust, friendship, and understanding -- not fear, anxiety, or stress.

You will have space and time to make decisions without pressure or threats. There will be respect for boundaries and feelings, and you'll be able to solve problems together with a sense of fairness and calm communication. In a healthy relationship, your relationship will not be a secret, especially from your parents.



# INAPPROPRIATE CONTENT

1

ADULT ACTIVITIES  
(ESPECIALLY SEXUAL ONES)

2

VIOLENCE, HATE SPEECH &  
OFFENSIVE GESTURES

3

ILLEGAL ACTIVITY  
(LIKE DRUGS & ALCOHOL)

4

REVEALING, HURTFUL OR  
EMBARRASSING IMAGES

5

ANYTHING THAT MAKES YOU  
FEEL CONFUSED OR SCARED

# WHAT TO DO

## WITH INAPPROPRIATE CONTENT

### NEVER SHARE:

EMBARRASSING THINGS ABOUT  
YOURSELF OR SOMEONE ELSE  
REVEALING OR SUGGESTIVE  
PHOTOGRAPHS OF ANYONE  
ILLEGAL BEHAVIOR (DRUGS, ALCOHOL)  
DEEPLY PERSONAL INFORMATION

### KEEP IT TO YOURSELF:

PRIVATE INFORMATION  
YOUR HOME ADDRESS  
YOUR LOCATION  
YOUR PHONE NUMBER  
FAMILY DETAILS  
PASSWORDS

### DOES IT MAKE YOU FEEL...

CONFUSED, WEIRD, SCARED  
UNCOMFORTABLE, OR FROZEN?

### DON'T FEEL GUILTY

COMING ACROSS THIS  
STUFF IS NOT YOUR FAULT.

### REPORT IT!

- ◆ FIRST TO THE WEBSITE/APP
- ◆ THEN TO THE CYBERTIPLINE
- ◆ USE THE BACK BUTTON OR X OUT TO LEAVE
- ◆ TALK TO A TRUSTED ADULT
- ◆ TURN OFF THE SCREEN IF NEEDED

★★★★★

NEVER DELETE  
YOUR ACCOUNT!  
YOU'LL NEED  
THE EVIDENCE.

### IF YOU SHARE IT, YOU MIGHT:

GET A BAD REPUTATION AS A BULLY  
GET IN TROUBLE AT HOME/SCHOOL/THE LAW  
BE DENIED SCHOLARSHIPS OR FUTURE JOBS  
GET KICKED OFF SPORTS TEAMS/CLUBS  
REALLY HURT SOMEONE

### NEED HELP?

VISIT [NCMEC.ORG](https://www.ncmec.org)  
TO REMOVE ANY  
EXPLICIT OR BAD  
CONTENT THAT'S  
ALREADY OUT

# DON'T BE A BULLY

Cyberbullying does significant harm to others, could damage your reputation, and could lead to unexpected and permanent outcomes you didn't expect-- even trouble with the law. Don't participate in cyberbullying and stand up for those who are bullied to make it stop as soon as possible.

**Remember: if it can get you into trouble offline, it can get you into trouble online too.**





# CYBERBULLYING

JUST DON'T DO IT

## CYBERBULLYING IS:

SENDING MEAN MESSAGES  
SPREADING RUMORS ONLINE  
CREATING FAKE ACCOUNTS TO MAKE FUN OF SOMEONE  
RECORDING & POSTING FIGHT VIDEOS TO EMBARRASS SOMEONE  
PHOTOSHOPPING IMAGES TO MAKE SOMEONE LOOK BAD  
TRASH-TALKING WHILE PLAYING GAMES ONLINE  
RESHARING INAPPROPRIATE OR COMPROMISING IMAGES OF SOMEONE  
HARASSING SOMEONE UNTIL THEY HURT THEMSELVES OR OTHERS

## PROTECT YOURSELF:

DON'T SHARE PERSONAL INFORMATION, LIKE YOUR ADDRESS AND SCHEDULE  
MAKE YOUR SOCIAL MEDIA ACCOUNTS PRIVATE  
CREATE SCREEN NAMES THAT AREN'T EMBARRASSING OR OFFENSIVE  
BE SELECTIVE ABOUT ONLINE FRIENDS & ONLY ACCEPT THOSE YOU KNOW IN REAL LIFE  
DON'T MAKE THREATS  
DON'T SHARE SEXUAL CONTENT, EVER  
THINK FIRST, THEN SHARE

## YOU MIGHT FEEL PRESSURED TO SHARE BECAUSE:

IT FEELS LIKE EVERYONE IS DOING IT, YOU REALLY LIKE THE PERSON ASKING YOU TO POST, EVERYTHING SEEMS TO BE HAPPENING SO FAST, OR IT EVEN SEEMS LIKE A GOOD IDEA..**BUT IT'S NOT.**

## IF YOU ARE BULLIED:

- ◆ DON'T RESPOND TO MESSAGES
- ◆ BLOCK THE BULLY
- ◆ SET UP NEW ACCOUNTS THAT ARE PRIVATE
- ◆ REPORT IT TO THE WEBSITE/APP/PLATFORM
- ◆ TELL A TRUSTED ADULT FOR HELP
- ◆ TAKE A BREAK FROM THE INTERNET IF NEEDED

INFORMATION SPREADS **VERY** QUICKLY ONLINE & TO A MASSIVE AUDIENCE. BE **VERY, VERY** CAREFUL WHAT YOU SHARE --- **AND WHY.**

# BEWARE...

**Groomers** often try to start sexual relationships with children and teens by starting out as friends, building trust, and being flattering. It can feel like a close relationship with an older kid or even a much older adult, but they will abuse that trust for their own benefit. They might send you gifts through the mail, talk badly about your family and friends, share or ask for revealing pictures, follow all of your social media accounts, and have really inappropriate conversations with you about sex, your schedule, your body or even your family. The key point is that all of this will be in secret. And the more information you reveal to them, the easier it will be for them to threaten or blackmail you with that information, keeping you trapped in a toxic, even dangerous, relationship.



# GROOMING

## WARNING SIGNS & WHAT TO DO

### BE VERY CAREFUL IF IF SOMEONE ASKS YOU:

FOR REVEALING PICTURES OR VIDEOS  
TO MEET OFFLINE  
TO DO SOMETHING YOU FEEL  
UNCOMFORTABLE OR UNSURE ABOUT  
TO DATE THEM IN SECRET  
TO BE IN CONSTANT CONTACT  
TO ENGAGE IN SEXUAL CONVERSATIONS

### FEEL PRESSURED?

SAY NO! (AS MANY TIMES AS  
NECESSARY)  
BLOCK THEM  
UN-FRIEND THEM  
REFUSE TO MEET IN-PERSON  
REPORT THEM (TO THE  
WEBSITE/APP & THE  
CYBERTIPLINE)  
TELL A TRUSTED ADULT

### DON'T FEEL COMFORTABLE TELLING AN ADULT?

REACH OUT TO [NCMEC.ORG](https://ncmec.org) AND REPORT THE SITUATION. FROM  
THERE, FIND A TEACHER, COUNSELOR, OR RELATIVE YOU CAN TRUST.

### VICTIMS OFTEN FEEL AFRAID TO SPEAK UP BECAUSE:

- ✦ THEY FEEL THREATENED
- ✦ THEY THINK PEOPLE WILL BLAME THEM
- ✦ THEY THINK NO ONE WILL BELIEVE THEM
- ✦ THEY'RE CONFUSED/NOT SURE WHAT TO DO
- ✦ THEY FEEL ALONE AND UNABLE TO ASK FOR  
HELP FROM ANYONE AROUND THEM
- ✦ THEY FEEL GUILTY OR EMBARRASSED

★★★★★

NEVER DELETE  
YOUR ACCOUNT!  
YOU'LL NEED  
THE EVIDENCE  
AFTER YOU  
REPORT THE  
INCIDENT. TAKE  
SCREENSHOTS.

# SEXTORTION

If the situation has escalated into threats of blackmail, that's called **sextortion**. It's when someone tricks you into sending them sexual images then threatens to share those images with family, friends, or even the public if you don't send them money in exchange.

In some cases, you may have already sent them images and now they are threatening to expose you if you don't send them more photographs or videos.

They might even threaten you with video content or photography of you that was created with artificial intelligence based on completely harmless photos you've already posted online.

In each of these cases, this type of blackmail is a crime and you must report it to the website/app/social platform, a trusted adult, and the CyberTipline.



# SEXTORTION

DON'T PANIC

## ALWAYS BE CAREFUL WHEN SOMEONE:

DMS, CHATS, OR EMAILS YOU WHEN  
YOU DON'T KNOW THEM

SENDS PICTURES OF THEMSELVES  
NUDE OR BARELY CLOTHED

TALKS TO YOU ABOUT SEX

ASKS YOU TO SEND THEM PICTURES  
OF YOU, ESPECIALLY NUDES

ASKS TO MEET YOU IN-PERSON

SENDS FRIEND REQUESTS TO ALL OF  
YOUR SOCIAL MEDIA ACCOUNTS

ASKS A LOT OF PERSONAL QUESTIONS

GETS MAD WHEN YOU'RE NOT ONLINE  
& AVAILABLE FOR THEM

MAKES YOU FEEL LIKE THEY'RE THE  
ONLY PERSON WHO CARES ABOUT  
YOU OR EVEN UNDERSTANDS YOU

WANTS TO MOVE REALLY, REALLY FAST  
WITH YOUR RELATIONSHIP, FORCING  
YOU TO MAKE SNAP DECISIONS

CAN BE REALLY NICE & SWEET THEN  
SUDDENLY ANGRY, CONTROLLING, OR  
JEALOUS

## SIGNS IT'S SEXTORTION:

THEY SUGGEST  
RECIPROCATION: "I'LL SHOW  
YOU IF YOU SHOW ME FIRST"

THEY CLAIM TO WORK FOR A  
MODELING AGENCY OR TALENT  
SCOUT & NEED IMAGES OF YOU

THEY CLAIM TO WANT  
FRIENDSHIP OR A ROMANTIC  
RELATIONSHIP, EVEN THOUGH  
YOU JUST MET

THEY THREATEN TO MAKE  
MORE IMAGES OR VIDEOS OF  
YOU USING DIGITAL-EDITING  
TOOLS

## WHAT TO DO:

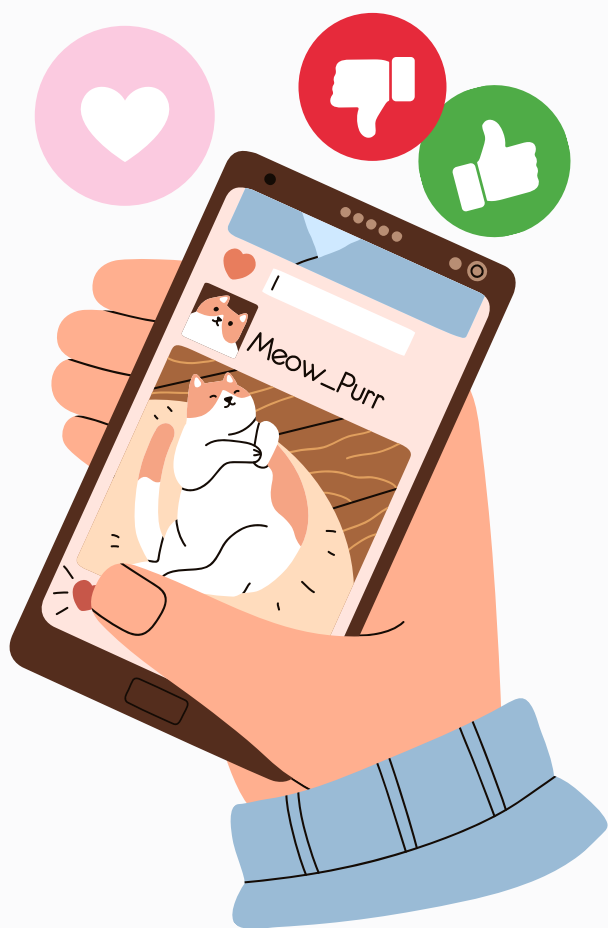
- ◆ DO NOT COMPLY WITH  
DEMANDS, EVER
- ◆ DO NOT DELETE YOUR  
ACCOUNT
- ◆ REPORT IT TO THE  
WEBSITE/APP/PLATFORM
- ◆ REPORT IT TO THE  
CYBERTIPLINE

## PLEASE KNOW THAT YOU CAN ALWAYS, ALWAYS...

UNFOLLOW OR BLOCK SOMEONE, ADJUST YOUR PRIVACY SETTINGS,  
TALK TO A TRUSTED ADULT, REPORT A SITUATION, AND **SAY NO!**

# SOCIAL MEDIA

At its best, social media can help you express yourself creatively, help you connect with your peers, and help those who struggle with isolation or loneliness in real-life. At its worst, social media can distract you from real-life responsibilities and experiences such as homework and exercise, can expose you to cyberbullying, predators, scammers and misinformation, and can damage your mental health.



Social media apps have been created to make you addicted to them. Spending too much time on social media is harmful, whether you realize it or not. Remember that not everything you see on social media is real. Be sure to take breaks, spend time with friends and family in real life, and maintain healthy habits that help you release stress like sports, painting, reading and music.

# SOCIAL MEDIA

## WELLNESS & SAFETY

### REMEMBER THAT...

SETTING SCREEN TIME LIMITS FOR YOURSELF IS HEALTHY.

YOU CAN ADJUST YOUR CONTENT SETTINGS TO KEEP HARMFUL OR UPSETTING CONTENT OUT OF YOUR FEED.

YOU CAN CHOOSE TO ONLY FOLLOW PEOPLE WHO ARE UPLIFTING.

### DO YOUR PART:

REMEMBER TO KEEP YOUR POSTS POSITIVE.

SHOW RESPECT TO EVERYONE.

REMEMBER THAT YOU HAVE A **DIGITAL REPUTATION**, SO DON'T POST ANYTHING YOU DO NOT WANT TO WHOLE WORLD TO SEE!

### WHAT IS DOOMSCROLLING?

**DOOMSCROLLING** IS WHERE AN INDIVIDUAL FINDS THEMSELVES CAUGHT IN A CYCLE OF READING OR WATCHING NEGATIVE CONTENT ON SOCIAL MEDIA.

### PREVENT DOOMSCROLLING BY:

SETTING DAILY LIMITS FOR SCROLLING ON INSTAGRAM, TIK TOK AND YOUTUBE.

STEPPING AWAY FROM THE SCREEN WHEN THINGS GET NEGATIVE.

LIMITING SCREEN TIME BEFORE BEDTIME.

TURNING OFF NOTIFICATIONS THAT MIGHT DRAW YOU IN!

REACH OUT TO A PARENT OR TRUSTED ADULT IF YOU ARE STRUGGLING WITH SOCIAL MEDIA ADDICTION, OR YOU THINK THAT SOCIAL MEDIA IS BAD FOR YOUR MENTAL HEALTH.

# BEING WISE ON THE WEB

Today, the capacities of the internet seem unlimited, and this can be exciting. However, the web can be a dangerous place. Just because the internet seems separate from real-life, understand that there are real-world consequences to what you do and say online. There are also real-world threats. Behind every username is a real person. Not everyone has your best intentions at heart, and not everyone is who they say they are. Understand your role as a member of the online community by learning about appropriate behavior, identifying possible threats and responding properly while protecting yourself.

## BY THE NUMBERS:

IN 2024...

90% OF TEENS USED **YOUTUBE**

63% USED **TIKTOK**

61% USED **INSTAGRAM**

55% USED **SNAPCHAT**

AND 32% USED **FACEBOOK**.

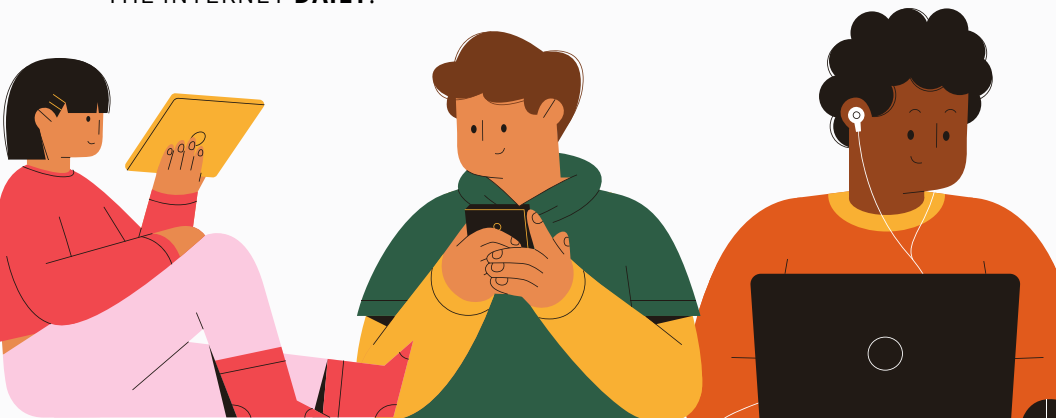
AND 96% OF TEENS REPORT USING  
THE INTERNET **DAILY**.

## BUT...

IN 2024...

THE CYBER TIPLINE RECEIVED **20.5  
MILLION** REPORTS OF SUSPECTED  
CHILD SEXUAL EXPLOITATION.

THERE WERE **546,000** REPORTS OF  
ONLINE ENTICEMENT, WHICH  
INCLUDES CASES OF SEXTORTION.





# RESOURCES

**Report It!** NCMEC's CyberTipline is the nation's centralized reporting system for the online exploitation of children. The public and electronic service providers can make reports of suspected online enticement children for sexual acts, child sexual molestation, child sexual abuse material, child sex tourism, child sex trafficking, unsolicited obscene materials sent to a child, misleading domain names, and misleading words or digital images on the Internet. Children, family members, friends, and professionals can report to our CyberTipline at [CyberTipline.org](https://www.cyberTipline.org)



# RESOURCES

YOU CAN USE TODAY

## EXPLICIT CONTENT?

IS THERE EXPLICIT CONTENT OF YOU ALREADY OUT ON THE INTERNET? WHETHER IT'S NUDE IMAGES, VIDEO, OR JUST SUGGESTIVE CONTENT, NCMEC CAN HELP.

[HTTPS://WWW.NCMEC.ORG/GETHELPNOW/ISYOUREXPPLICITCONTENTOUT HERE](https://www.ncmec.org/gethelpnow/isyoudexplicitcontentoutthere)

## TAKE IT DOWN!

YOU CAN ALSO REPORT CONTENT TO THE WEBSITE, APP OR PLATFORM WITH HELP FROM NCMEC TO TAKE IT DOWN.

[HTTPS://WWW.NCMEC.ORG/TAKEITDOWN](https://www.ncmec.org/takeitdown)

## SEXTORTION?

LEARN MORE HERE:

[HTTPS://WWW.MISSINGKIDS.ORG/ THEISSUES/SEXTORTION](https://www.missingkids.org/theissues/sextortion)

## NEED SUPPORT?

[HTTPS://WWW.MISSINGKID S.ORG/GETHELPNOW/SUPP ORT](https://www.missingkids.org/gethelpnow/support)

## HAVE YOU ALREADY ENDURED & SURVIVED THESE KINDS OF EXPERIENCES?

THERE ARE RESOURCES AVAILABLE TO YOU THROUGH NCMEC.

[HTTPS://WWW.MISSINGKIDS.ORG/GETHELPNOW/CSAM-RESOURCES](https://www.missingkids.org/gethelpnow/csam-resources)

## CONNECT WITHOUT JUDGMENT

YOU CAN TALK TO REAL PEOPLE ABOUT THEIR REAL EXPERIENCES, FIND ADDITIONAL RESOURCES, AND GET SOLID ADVICE BY VISITING

[HTTPS://NOFILTR.ORG](https://nofiltr.org)

## SEX ED

BECOME MORE INFORMED (AND SECURE) AT

[AMAZE.ORG](http://AMAZE.ORG)

## This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

# **ABOUT THE LOUISIANA DEPARTMENT OF JUSTICE**

If you are seeking justice for yourself in a personal, corporate, or family matter, you try to get the best legal representation. But if an entire State or its political subdivisions are injured or victimized by the federal government, a multi-national corporation, or even another State -- that requires an Attorney General.

The Office of the Attorney General is the Louisiana Department of Justice, and we work to protect the people of Louisiana as whole. We fight for Louisiana's natural resources, investigate fraud, secure justice for our most vulnerable, and so much more.

We also provide educational content meant to help you make wise choices based on guidance you can trust. With that in mind, we hope this guide to Fair Housing has been enlightening and instructive; but should you need more information, please feel free to reach out to our office or your local parish representative.

# **ABOUT ATTORNEY GENERAL LIZ MURRILL**



AG Liz Murrill is committed to defending the rule of law and protecting the people of our State. She has argued multiple cases before the U.S. Supreme Court and served as lead counsel in many cases challenging federal overreach, ranging from open border policies and attacks on religious liberty to COVID-19 mandates and First Amendment violations. With more than 30 years experience working in state and federal government, including eight as Louisiana's first Solicitor General, Liz Murrill has been a champion for women, children, and victims demanding justice. Now she is leading the fight to preserve our rights, our industries, and Louisiana's unique way of life. You can learn more at [www.AGLizMurrill.com](http://www.AGLizMurrill.com).



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