

HELP YOUR KIDS ENJOY THE INTERNET SAFELY

Quick tips for busy parents





The Internet is an **amazing resource**, with elements that often make it feel like an actual city. From learning to news, entertainment, socializing, chatting, shopping, and more, it **enriches our lives** in untold ways.

As a parent, of course, you want to **help your growing child navigate** this incredible “cyber-city” safely, responsibly, and with increasing levels of independence. Which **isn’t always easy**.

If you’re like many parents these days, you’re fairly tech-savvy... but suspect that you could be **doing more to keep your kids safe** online. It’s hard to find the time. Or know where to start.

This **quick-read guide** can help.

You’ll find **at-a-glance, actionable tips, ideas, and checklists** to ensure your kids are enjoying all the wonderful aspects of the Internet, while...

- viewing age-appropriate **content**
- not spending too much **time** online
- acting in ways today that will protect their digital **reputations** tomorrow

KEEPING TABS ON THE CONTENT

Globally, 60% of parents allow their children access to the internet before age 11.



Source: 2016 Norton Cyber Security Insights Report

From websites to apps to games and online communities, your kids have **access to a ton of content** that can affect them both positively and negatively.

It's **impossible to watch over their shoulders** every second they're online. And the increasing use of mobile devices is making it that much harder to keep tabs on what they're watching, playing, or reading.

So, **what can you do** to help your kids make the most of the good stuff on the Web without worrying about the bad?



Globally, 78% of parents agree that children today face more online risks than children five years ago.

Yet, only 50% check their children's browser history and 46% limit access to certain websites and apps.

Source: 2016 Norton Cyber Security Insights Report

KEEPING TABS ON THE CONTENT

Things you can do

- **Install parental control software** such as **Norton™ Security Premium**. This allows you to limit sensitive information you don't want your child sharing (e.g., name, age, phone number).
- **Make sure your browser** is set to take advantage of built-in security and safety features. For example, Microsoft® Internet Explorer offers security and privacy settings. Look under “Tools,” then “Internet Options.”
- **Turn on all the filtering** and security features in your computer's search engine (such as the Google™ SafeSearch™ feature). **Norton Security Premium** can help you set and lock these SafeSearch settings.
- **Set high security** and privacy settings with browsers, memberships, and social networking sites.
- **Install and maintain** Internet security software on all devices. Norton Security makes it easy, covering everything from smartphones to tablets to computers.
- **Turn off** in-app purchasing capabilities on all your family's devices.
- **Always read** app/site ratings before allowing your kids to visit/download. **Common Sense Media** is a popular resource.
- **Check your browser's history** to see which sites your children are visiting and how often. **Norton Security Premium** helps you monitor Web activity and prevents kids from trying to delete visits from their history.
- **Limit younger children's online chatting and texting**, even within the friendly interface of a favorite game or club site. As they get older, introduce the concept of chatting and texting with people they know.
- **Make sure** the computer or device your child uses is within your view, in a public space like the kitchen or family room.
- **Teach your children** to tell a parent, teacher, or trusted adult if they feel uncomfortable about anything they've seen online.
- **Always reinforce** that your child needs to ask your permission before talking to anyone new online.
- **Ask your child** not to download files (e.g., music, games, screensavers, ring tones), make online purchases, or install software or apps without your permission.
- **Talk about** protecting private information and never sharing passwords with friends.

SETTING—AND STICKING TO—REASONABLE TIME LIMITS

Only 40% of children are allowed Internet access with parental supervision.



Source: 2016 Norton Cyber Security Insights Report

Without a doubt, one of the toughest battles today's parents face is helping their kids find a **healthy balance** between interacting online and interacting face to face—“in real life”—with family and friends.

Some kids have a **harder time disengaging** from the online world than others. So, if you have a kid who would happily sit in front of a computer, tablet, or gaming console 24x7... **You're not alone.** And we've got some tips to help.



SETTING—AND STICKING TO—REASONABLE TIME LIMITS

Things you can do

- **Establish house rules** for your family about how you'll use technology. Set clear limits, and stick with them.
- **Install “screen locks”** on your computers and mobile devices that require a parent login/password, so your kids can't hop online anytime they want.
- **Monitor the time** your kids spend on devices with **Norton Security Premium**. You can customize time limits for each child.
- **Keep computers out of kids' rooms** to ensure better control over how much time is spent surfing the Internet.
- **Encourage active play.** Whether having a tea party, participating in a sport, or playing a board game, play time with your child helps foster their imagination and encourages social interaction.
- **Set a good example.** Recent figures suggest the average person checks their phone 110 times each day, so parents are not immune to the “screen time” challenge either. Be a good role model.
- **Sit beside** your kids when they're online as much as possible, and monitor their screen use. Take an interest in what they're doing.
- **Watch for** signs of obsessive or addictive online behaviors and intervene when needed.
- **Set aside time** each day to engage in technology-free activities. This is especially important during meal times, when electronics can distract from family conversation and lead to mindless eating.

All children and teens need adequate sleep (8-12 hours, depending on age), physical activity (1 hour), and time away from media. Designate media-free times together (e.g., family dinner) and media-free zones (e.g., bedrooms). Children should not sleep with devices in their bedrooms, including TVs, computers, and smartphones.

Source: The American Academy of Pediatrics, 2016

PROTECTING KIDS' DIGITAL REPUTATIONS

As kids get older, they become **more social and adventuresome** in their computer use. They discuss the latest and “coolest” sites with their friends. They communicate the details of their lives via email, instant messaging, blogs, profiles, and more—leaving **digital traces** of their thoughts and lives all over the Web.

Often, kids don't know, or simply cannot grasp, that **the Internet records everything and forgets nothing**—forever.

All it takes is a single Web search by a college admissions director, potential employer, or loan officer—5, 10, or even 20 years from now—and your child's every photo, opinion, and thought could be at their fingertips. This could hurt them.

It's **never too early** to start teaching your kids to take care of their digital reputations.

41% of employers say they use social networking sites to research current employees.



Source: www.careerbuilder.com, April 28, 2016.

“It takes 20 years to build a reputation and 5 minutes to ruin it. If you think about that, you'll do things differently.”



Warren Buffett

PROTECTING KIDS' DIGITAL REPUTATIONS

Things you can do

- **Perform a Web search** on your children and show them everything you find, from images to news to videos. Or do a search on yourself as a teachable moment and be honest about anything you find that is objectionable. After all, your kids may have already “Googled” you.
- **Set up Google and/or Yahoo alerts** with family members' names to be alerted when new content appears that could impact their reputations.
- **Use Norton Security Premium** to monitor the creation and use of social networking accounts. You can even see what age your child claims to be.
- **Pay attention** to ALL the sites your children visit, especially those that occupy most of their time. Some tweens are using photo-sharing and blogging sites as a junior version of social networking. You may not realize they can post messages, comment, and share with a network of friends using these apps.
- **Ask your child** to tell you about their email and instant messaging accounts and what the passwords are, so that you can monitor their activities and know with whom they are communicating.
- **Discuss risks and concerns** about posting and sharing private information, videos, and photographs. Take advantage of teachable moments as they arise. Talk about stories you've read or seen in the news about nasty emails, embarrassing photos, or personal information that was shared or sent around to other kids. Ask about fake social networking profiles.
- **Help your kids** understand that they should behave the same way online as they do offline. Make sure they understand that other people can see what they are doing online, and so they need to take care with what they say and do.
- **Reinforce that** just like in real life, “If you don't have anything nice to say, don't say anything at all.” It is easier for comments to be misconstrued when typed as opposed to spoken.

TALK TO YOUR KIDS REGULARLY

64 % of US parents believe children are more likely to be bullied online than on a playground. Unfortunately, 9 out of 10 children in the U.S. won't tell their parents if they are being bullied.

Source: 2016 Norton Cyber Security Insights Report

It sounds simple, but it's true: the most important thing any parent can do to ensure their kids have enjoyable and safe online experiences is to **talk** to them and **keep talking** to them.

Just as the Internet is **constantly changing**, so are your children's online activities. As kids get older, they visit different websites, try new activities, and create new social networking accounts.

Tips for talking

- **Avoid judging**, overreacting, or panicking about anything your kids tell you.
- **Tailor the discussion** to be age appropriate.
- **Give your child space** (both physical and time-wise) to provide honest answers to your questions.
- **Try talking** to your kids at bedtime when their defenses are down, or while driving in the car; for some reason, when everyone is looking at the road, it seems easier for kids to be more open with their parents.

57% of parents are worried their child will be bullied online.

Source: 2016 Norton Cyber Security Insights Report

Here are 4 questions to get the conversation going:

1. What are your friends doing online?

This question directs the attention away from your child and is a great way to keep things neutral. You want your son or daughter to give you honest feedback, and you must reassure them that you won't punish them for their answers.

2. What are the coolest or newest websites and apps?

Ask your child to tell you why these sites or apps are cool. You can also ask about the ones that aren't popular anymore and why.

3. Can you show me your favorites?

Spend 15 minutes online with your child. Ask how you set security or privacy settings (look at the top and bottom of the screen for those areas of the site). Ask your child how they use the site and why these sites are favored over others.

4. Has anything online ever made you feel weird, sad, scared, or uncomfortable?

This is an opportunity to discuss cyber-bullying, accidental browsing discoveries, or even something strange involving a friend or peer in the neighborhood. Make sure your child knows they can come to you for help and you won't overreact or punish them.





Ideas from parents...

“We give our kids a 10-hour screen time allowance each week. They can spend it all at once or a little at a time. It gives them more control and helps them learn to manage their screen time on their own.”

“No electronics of any kind on weekdays. It’s too slippery of a slope in our house...”

“We sat down with our kids and brainstormed a list of ‘50 Fun Things to Do That Don’t Involve Electronics’ and pinned it up on the wall. Now we have a go-to resource—one they helped create—that makes it easier to transition from the online world to the real one.”

“Our kids can earn 30 minutes of electronics for every hour of reading they do.”

“Each of our kids gets 1 hour a day of electronics but can earn extra time—up to 30 minutes—with good behavior ‘tickets’ that we hand out when warranted.”

About Norton™ Security Premium

(which includes Norton Family Premier)*

In one simple-to-use solution, **Norton Security Premium** lets you and your family boldly explore everything the Web has to offer by providing impressive protection that secures all your family’s devices under one roof—PCs, Macs®, smartphones, and tablets—and even backs up the photos, videos, and other family memories on your PC. Also, as we know the devices you and your family use constantly change, Norton Security stays nimble and flexible, letting you easily move protection from one device to another. You can even view the status of each device easily and conveniently from an easy-to-use dashboard. No matter how you connect, how many devices you have, or how often you upgrade them, Norton Security has your family’s back.



Symantec Corporation, the world’s leading cyber security company, helps organizations, governments and people secure their most important data wherever it lives. Likewise, a global community of more than 50 million people and families rely on Symantec’s Norton suite of products for protection at home and across all of their devices.

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More resources for parents

Common Sense Media	www.common sense media.org
Connect Safely	www.connectsafely.org
Stop Bullying	www.stopbullying.gov
Lady Gaga’s “Born This Way” Foundation	www.bornthiswayfoundation.org
Norton Family Resource website	www.norton.com/familyresource

*Norton Family and Norton Family Premier features are not supported on Mac.