

## **4 Must Do's To SafeGuard Your Kids On Social Media**

Tracy Repchuk, bestselling author and **Founder of SocialMediaSafetyForKids.com** says as a mom of 3 active online teens, and as someone who has a 28 year history as an entrepreneur in the technology field, what I am seeing is Cyberbullying, cyberstalking , revealing pictures and information. Kids spend the majority of their time on social media platforms such as Twitter, Facebook, Tumblr and Pinterest, and this leaves a big window for problems.

The issue is teens are unaware of some of the consequences of what they are posting, and **43% of teens reported an incident** of cyber bullying in the past year and **ONLY 7% of parents are concerned or aware** of the effects with over **1,000,000 children affected last year by Facebook alone.**

“With **95% of teens using social media**, Tracy advises parents use her **SAFE** formula

**S**ecure your data - you need to know the settings in twitter and facebook, as they change often and your child's private information could be wide open.

**A**sk Questions - Communicate with your kids about the effects of internet and social media.

**F**ans aren't always Friends - Be careful who you tell what to - not all fans should be trusted.

**E**ducate them on issues such as cyberbullying and cyberstalking, and the fact when they post and upload pictures that is there for ever and ever affecting future relationships, jobs and college applications.

**Props:** iphone, ipad, laptop, book on display

### **B-ROLL:**

1. Alec Baldwin on Social Media -

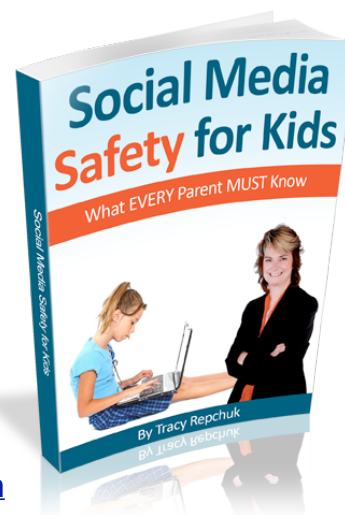
<http://www.youtube.com/watch?v=vMDwuZbKh1A>

2. Tom Cruise with Suri -

<http://www.youtube.com/watch?v=GziNA-37KGw>

### **Audience takeaway**

**Free copy of Social Media Safety for Kids Guide for Parents**



[www.SocialMediaSafetyforKids.com](http://www.SocialMediaSafetyforKids.com)

**Tracy Repchuk** is a Bestselling Author and founder of [www.SocialMediaSafetyforKids.com](http://www.SocialMediaSafetyforKids.com) Tracy has spoken professionally in over 35 countries and has over 100,000 followers around the world, and thousands of clients.

She appears frequently in major media including network television, national newspapers, magazine and major radio shows.

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