# Filling Your Digital Toolbox

Practicing Digital Citizenship

You have the power to spread positivity and respond to cyberbullying situations.

- Make an effort to contribute positively to any group you're a part of.

- Use empathy — considering and understanding other people's feelings — and think about how your words and actions affect others.
  - Treat others like you would like to be treated — online and in person.
  - If it isn't right to say in person, don't say it online.

- Talk to a parent or trusted adult if you witness or experience cyberbullying. They can help you decide how to respond.

- Stay positive. Avoid promoting negativity. Liking and sharing hurtful comments, messages, or videos is cyberbullying.

- Become an upstander by responding to the bully, supporting the person being bullied, or encouraging others to join you in speaking up together.
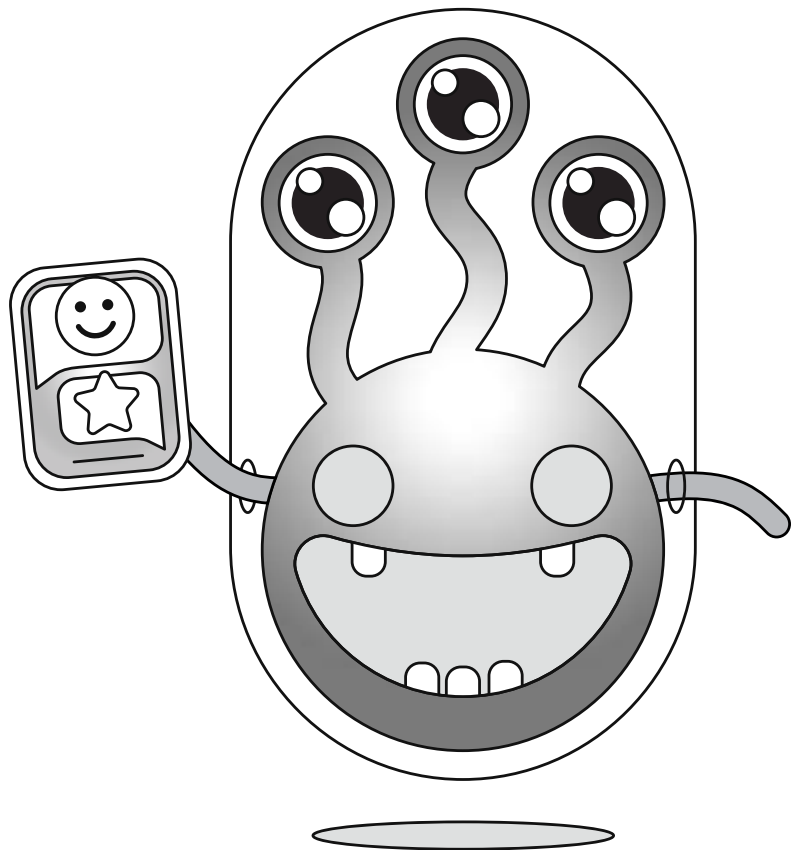
Spotting and Avoiding Phishing Scams

Phishing scams put out bait and try to catch any personal information or money you share. It's similar to fishing, only you're the fish! If you get a message that seems suspicious, it might be from a scammer. This is especially true if it:

- Pretends to be from a person or a company you know.

- Says there's a problem or a prize — especially if it says you have to pay.

- Puts pressure on you to act immediately, so you don't have time to think things through.

- Tells you to pay in a specific way — especially ways that make it hard to get the money back.
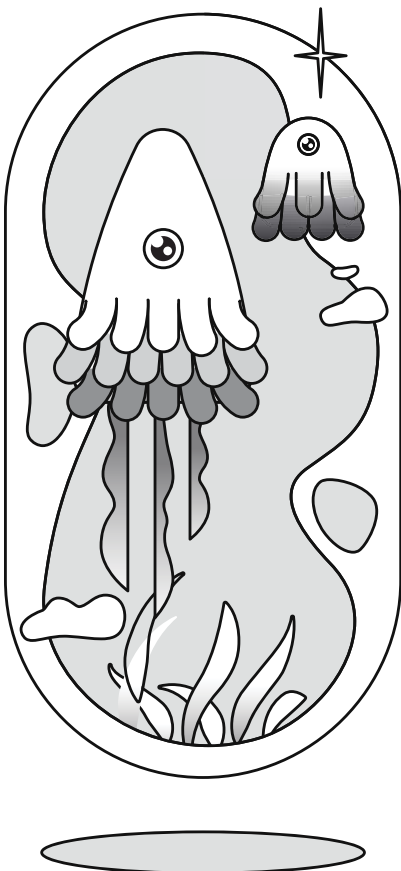
Before you respond, ask yourself these questions:

- **WHO** is really sending me this message?

- **WHAT** do they want me to do?

- **WHY** are they asking me to do it?

Remember, it's always safer not to respond. If you need more help, ask a parent or trusted adult to look at the message and help you figure out what to do.

Knowing When Free Is Not Free

Getting something for free means it costs nothing. If a business offers you something for free, there may be a catch — something hidden — like a payment you need to make in the future.

Before you sign up for something free online, ask yourself these questions:

- **IS** this really free?

- **WHY** is this free?

- **HOW** long is this free?

No matter the situation, always keep your personal information or payment details private. For example, credit card numbers should be shared only if you have direct permission from the person the credit card belongs to.
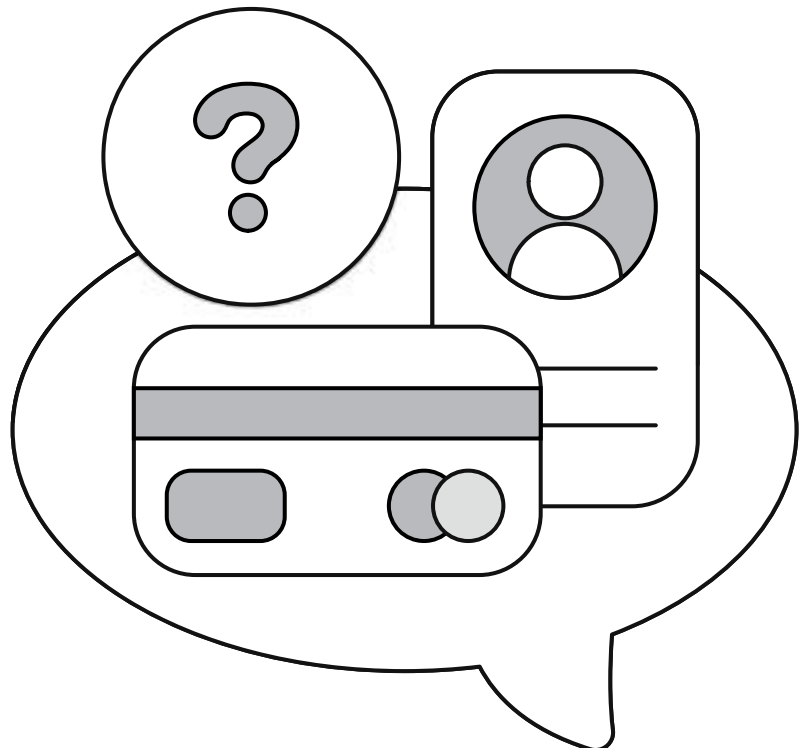
Sharing With Care

The things you post and share online will be there forever, as part of your "digital footprint." Once you post something, it can be shared and reshared in ways you didn't intend.

Before your post or share online:

- Stop and think about how to protect yourself and others

- Get permission to share anything that involves someone else

- Use empathy and ask yourself:

  - **DO** I know and trust the people I'm thinking of sharing this with?
  - **HOW** might this message make other people feel?
  - **HOW** will I feel if my message ends up somewhere I didn't mean for it to be?
  - **COULD** what I'm about to share make someone feel bad, ruin a friendship, harm someone's reputation, or put someone in danger, including myself?

People you meet online are not always who they say they are. Scammers and others often create fake profiles to try to steal people's money and personal information.

Understanding Advertising Techniques

Being able to recognize advertisements, and when they're trying to persuade you to do something, is an important skill. It can help you make your own decisions about whether the cost of something is worth its benefit to you or if you should do more research before you make a decision.

- Recognize common ad techniques like:
  - Association and Hype
  - Testimonials and Endorsements
  - Emotional and Sense Appeal
  - Urgency
  - Repetition
- Look for ads hidden inside entertainment and educational content like in games, social media posts, and unboxing videos.
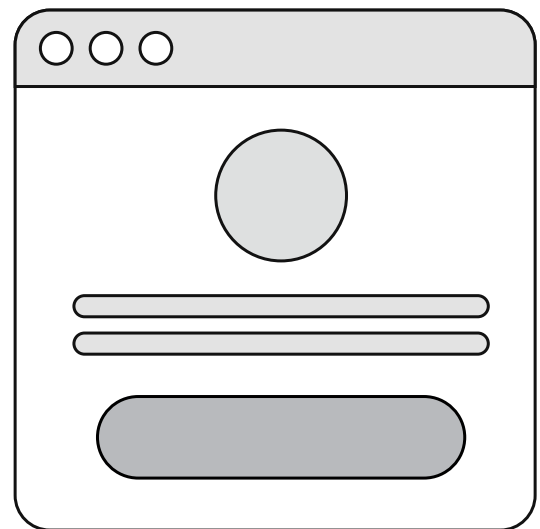
To check if a message is an ad, ask yourself these questions:

- **WHO** is responsible for this message?
- **WHAT** is this message actually saying?
- **WHAT** does this message want me to do?