

Online Grooming and Luring

Online luring or grooming is when a person uses technology such as social media, gaming sites and/or chat rooms to convince children and youth to participate in sexual activities they do not want to do.

- Predators may **present themselves to you as a friend from school, a friend of a friend or someone you met** through extracurricular activities. These are just some examples. Use your own judgement when using online platforms and always be mindful of risks.
- **They may use flattery and compliments** to get you to warm up to them. Alternatively, they may use intimidation, harassment and threats to control your interaction with them.
- They may **promise gifts** like a new phone, tablet, money, drugs or alcohol.
- They may **empathize with a vulnerability** you shared online, like a struggle you're having at home, to build trust and comfort.
- They may **exchange inappropriate pictures** with you as a way to convince you to send inappropriate pictures or videos in return. This may lead to **blackmail** like threatening to send inappropriate pictures to family and friends if you don't do what they say.

What to do if you think you're being lured

- Reach out to a trusted adult.
- If you need help right away, call **9-1-1**.
- To report sex trafficking and get help, call the Canadian Human Trafficking Hotline **1-833-900-1010** or visit www.canadianhumantraffickinghotline.ca

Online safety tips

- **Check friend requests and group invites before accepting them.** Check if you have friends in common and don't feel pressured to accept them.
- **Do not share any personal information** with anyone you have only interacted with online.
- **Avoid posting information** that may suggest problems or issues at home or school as the predator may use it to take advantage of your feelings and the situation.
- If someone online is offering you something **too good to be true** – like money or a new phone – it probably is. **Reach out to a trusted adult.**
- **Never share your location** or meet up with anyone you met online without first discussing it with a trusted adult.



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