



Day to End Meta Sextortion

August 27th, 2024

Context: ParentsTogether is leading a Day to End Meta Sextortion on August 13th to shine a spotlight on the serious and growing problem of sextortion on Meta platforms, Instagram and Facebook, and pressure Meta executives to take additional measures to prevent it.

What is sextortion?

Sextortion is a serious and sometimes deadly crime that has increased more than [150%](#) in the past couple of years. The crime often follows a common pattern – a predator or organized group of criminals pose as a teen and convince a victim to share sexual images. The criminal then blackmails the victim for money – often called financial sextortion – or more images – often called sexual or image-based sextortion. While any type of sextortion can happen to anyone, data indicates financial sextortion impacts more teen boys, and sexual sextortion impacts more tween and teen girls.

Recent analysis of [data](#) from the National Center for Missing and Exploited Children (NCMEC) by Thorn found **Instagram was #1 platform where sextortionists meet kids**, as well as the top platform where these predators threaten to share and actually share the images of the kids they are blackmailing. Facebook too, has a long history of connecting children with sextortionists.

Sextortion is a serious crime, and by not taking it seriously and continually failing to put real prevention in place, Meta is putting thousands of kids at risk of exploitation, abuse, and even death. The parents who have experienced this harm first hand have had enough.

How to Participate in the Day to End Meta Sextortion

1. **Sign the Petition**
 - a. [Petition Link](#)
2. **Share on Social Media**
 - a. [Graphics can be found here](#) and sample posts are below
 - b. Please use the hashtag #EndMetaSextortion
3. **Share with your friends & family**
 - a. An email script is provided below

Questions?

Please reach out to Shelby Knox, shelby@parents-together.org

Social Media Captions/Images

TWITTER/X

Sextortion is a serious crime that has increased by over 300% in recent years, and most of it happens on Instagram. Despite this, Instagram's response is worsening, putting thousands of kids at risk. Sign the petition to #EndMetaSextortion: <https://ptnani.org/EndMetaSextortion>

Image

Teens are the most common victims of sextortion, where predators blackmail them with sexual images. The #1 place this happens? Instagram. Instagram must step up to protect our children from exploitation and abuse. #EndMetaSextortion:

<https://ptnani.org/EndMetaSextortion>

Image

Instagram is the top platform where sextortionists meet kids and share blackmailed images. Instagram needs to invest in real prevention and reporting measures to protect our children. #EndMetaSextortion <https://ptnani.org/EndMetaSextortion>

Image


INSTAGRAM

🔒 Sextortion is a serious and sometimes deadly crime, and it has increased more than 300% in the past couple of years. Shockingly, most of it is happening right here on Instagram. As this crime spreads, Instagram's response is getting worse. By not taking sextortion seriously, Instagram is putting thousands of kids at risk of exploitation, abuse, and even death. It's time to take a stand! 🚫 #EndMetaSextortion

Image


🔒 Sextortion is when a predator blackmails a victim over sexual or nude images – for money, more images, or something else of value. Teens are the most common victims, and predators often initiate contact by pretending to be a peer. The #1 place this happens online: Instagram. We need to demand better protection for our kids. Join us in this fight! 🚫 #EndMetaSextortion

Image


 Instagram has significantly delayed sextortion reporting – from reporting incidents within a week a couple of years ago to taking nearly two months on average today. This delay can be deadly for terrified, abused children. It's time for Instagram to step up and take responsibility. #EndMetaSextortion

Image


FACEBOOK

 Instagram has significantly delayed sextortion reporting – from reporting incidents within a week a couple of years ago to taking nearly two months on average today. This delay can be deadly for terrified, abused children. We need immediate action. It's time for Meta to step up and take responsibility for protecting kids on their platform. #EndMetaSextortion 🗣️

Image

 Meta is utterly failing to prevent or report the frequent and growing sextortion on their platforms. Many kids have died by suicide hours or days after becoming sextortion victims. We need immediate action to protect our children from this horrific crime. Raise your voice and join us to #EndMetaSextortion and demand change now! 🗣️

Image

 Meta's new approach to sextortion prevention puts the burden on teens to recognize, respond to, and get themselves out of exploitation. This is unacceptable. We must demand better safeguards for our children. Join the movement to #EndMetaSextortion and ensure Meta takes responsibility for protecting its most vulnerable users.

Image

Email Template

Dear [insert recipient's name],

[Insert organization name] invites you to participate in the Day to End Meta Sextortion, August 27th, to urge Meta to do more to prevent the sexual exploitation of children on Instagram and Facebook.

Sextortion is a heinous crime where predators blackmail victims using sexual or nude images, demanding money, more images, or other forms of value. Teenagers are the most frequent victims of this crime. Predators often disguise themselves as peers, luring unsuspecting teens into exchanging explicit images.

Recent data analysis has revealed that Instagram is the leading platform where sextortionists meet, threaten, and exploit children. Despite this, Instagram has not taken adequate measures to prevent or report these crimes. Instead, the platform's current strategy places the burden on teens to identify, respond to, and extricate themselves from these dangerous situations.

Moreover, Instagram's reporting times for sextortion incidents have deteriorated significantly. What once took a week now takes nearly two months on average. This delay is particularly dangerous, as many terrified children have tragically taken their own lives within hours or days of being targeted.

Sign the petition to tell Meta to do more to prevent sextortion:

<https://ptnani.org/EndMetaSextortion>

After you sign the petition, use the Day to End Meta Sextortion toolkit to amplify the day of action on social media!