

# Parenting the Snapchat Generation

[www.snapchatgeneration.net](http://www.snapchatgeneration.net)



JERRY ACKERMAN  
*encourage / educate / equip*

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**What makes student issues  
seem worse today?**

**Media Madness**

**Parenting Models**

**Internet / Cell Phones**

**How can I get to  
the heart of my child?**

# **Ways to Ask Kids, 'So How Was School Today?' Without Asking Them 'So How Was School Today'?**

- What was the best thing that happened at school today?**
- Tell me something that made you laugh today.**
- If you could choose, who would you sit by in class?**
- If I called your teacher tonight, what would she tell me about you?**

# **Ways to Ask Kids, 'So How Was School Today?' Without Asking Them 'So How Was School Today'?**

- **Tell me one thing you learned today.**
- **If an alien spaceship beamed someone up, who would you want them to take?**
- **What word did your teacher say most today?**
- **Who is the funniest person in class?**

# Why Does Knowing Your Child's Technology Matter?

- **Over 25 percent** of teens have been bullied repeatedly through their cell phones or the Internet.
- **9 hrs.** / Amount of entertainment media per day, per teen



# Why Does Knowing Your Child's Technology Matter?

- **10%** of teens have had embarrassing pictures taken of themselves without permission
- **20%** of teens have posted or sent sexually suggestive or nude pictures of themselves to others

University of Wisconsin-Eau Claire, Justin Patchin.  
Esther Ng, International Criminal Justice Review  
American Center for Pediatrics

**What are you doing to know  
about your child's  
social media behavior?**

# Jerry's Technology Rules

**It's mine, it's yours,  
and it's a privilege**

# Jerry's Technology Rules

**It's mine, it's yours,  
and it's a privilege**

**Parental restrictions  
set on everything**

# **Jerry's Technology Rules**

**Nothing purchased without  
parent purchasing it**

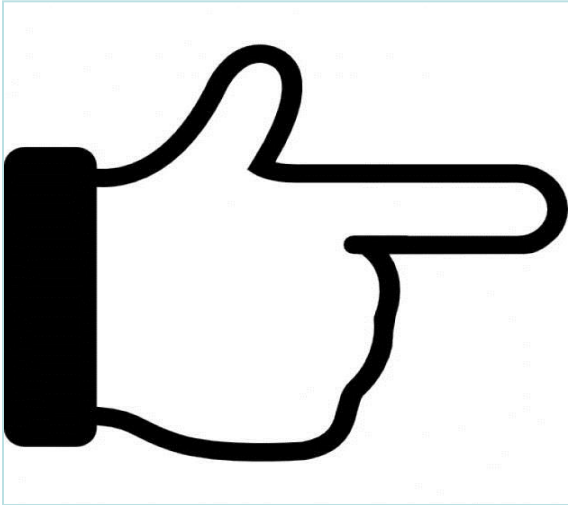
**Turn Safari Off**

**Technology doesn't leave the house**

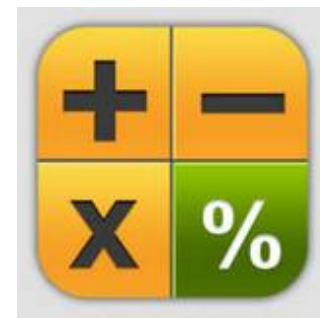
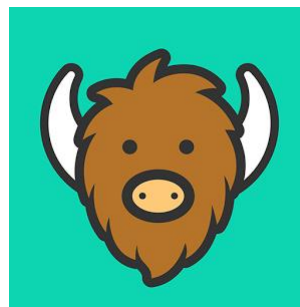
**Social Media:**

**Where Students Live!**









# Social Media: Ways to Help!

# McGruff SAFEGUARD

The most trusted name in family safety







# PARENTAL

# CAR

# CONTROL

iPhone Screenshot



Missing: Taylor Ownbey



Taylor is 5'3" with sandy blond hair and blue eyes. Taylor wears glasses.

SPREAD THE WORD

Call Police



# Lassy Project

When a child gets lost, every minute counts. The goal of Lassy Project is to minimize the amount of time it takes to set out an alert that your child has gone missing. Unlike an Amber Alert, Lassy Project provides an image of the missing child and a real time map showing the coordinates of his last known location. It works in seconds, not hours, and only alerts relevant people in the immediate area. **(Free; iPhone, iPad, Android)**



Life360  
The new family circle







# Snooper

## Keep tabs on your kids online

[Get Snooper!](#)



Snooper

[Get Snooper](#)

[Support](#)

[Pricing plan](#)

[Log In](#)

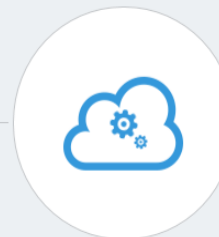
## How Does It Work?

Snooper is an undetectable monitoring app that records all mobile activity and sends it back to you in real-time.



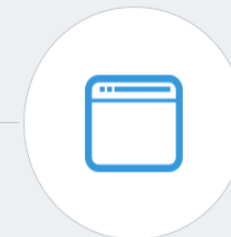
### One-Time Installation

Install an undetectable app on the Android device in mere seconds. Anyone can do it.



### Data Retrieval

Snooper automatically retrieves mobile data from your connected devices and feeds it back to you.



### Monitoring

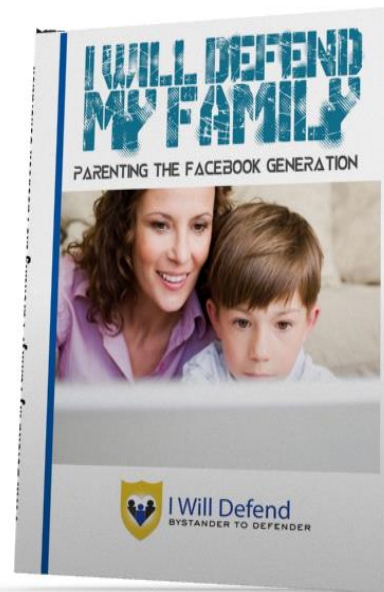
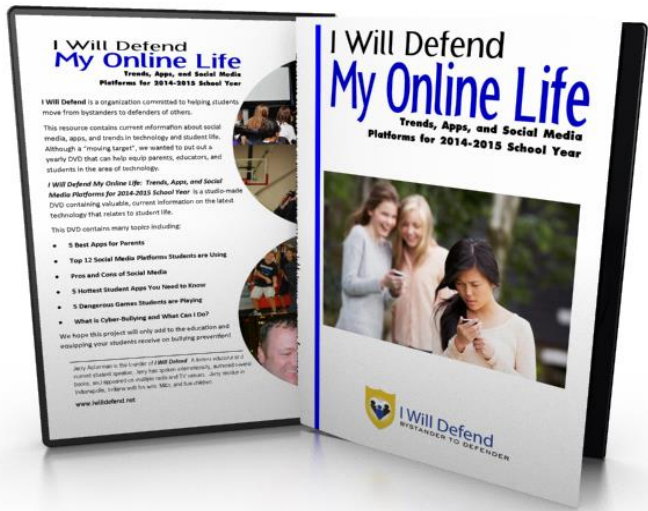
Your Snooper dashboard lets you view all device activity, manage alerts, and configure settings.

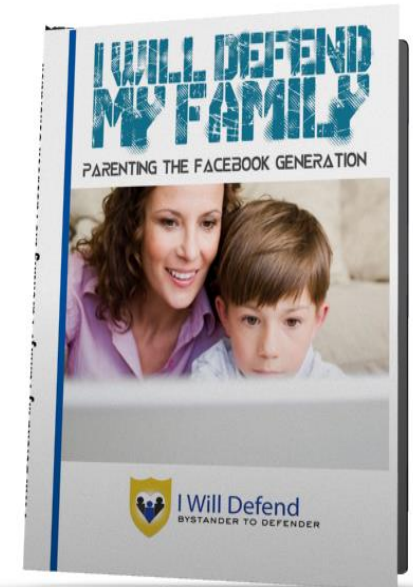
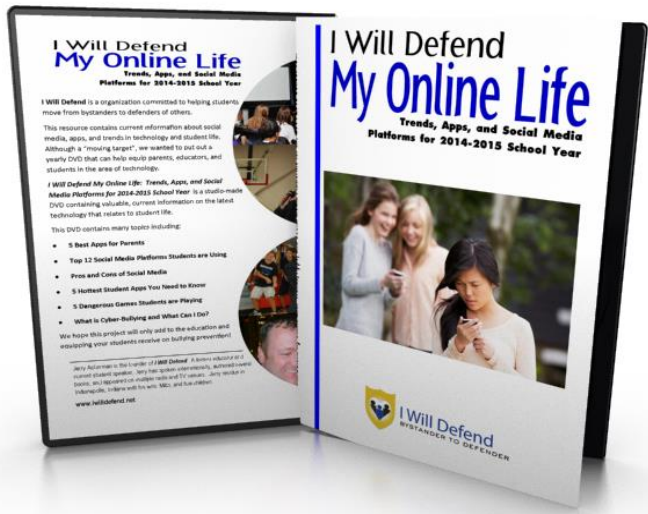
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**\$25 One / \$60 for 3**

**FOR BEGINNERS**

**Basic Package**



**\$8.98**  
per month

was ~~\$15.98~~ **SAVE 50%**

*Let US Do the Work of Keeping You Current and Informed!*

**Stay Current With Technology!**  
App Reviews and Webinars!

**Get Educated and Inspired!**  
One Yearly Resource FREE!

Have Resources Constantly!  
Free Quarterly Resource!

Have Jerry Again for FREE!  
FREE Parenting Seminar!


Get Questions Answered!  
Monthly Consultation!

Get Products Half Off!  
50% Off ANY Product!

**GET STARTED**

**MOST POPULAR**

**Basic Plus Package**



**\$19.98**  
per month

was ~~\$35.98~~ **SAVE 50%**

*Build Your Resource Library for Almost Nothing!*

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App Review and Webinars!

**Get Educated and Inspired!**  
One Yearly Resource FREE!

Have Resources Constantly!  
Free Quarterly Resource!

Have Jerry Again for FREE!  
FREE Parenting Seminar!


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Monthly Consultation!

Get Products Half Off!  
50% Off ANY Product!

**GET STARTED**

**ULTIMATE EXPERIENCE**

**Premium Package**



**\$39.98**  
per month

was ~~\$59.98~~ **SAVE 50%**

*Get Exclusive Access to Jerry and His Products at Half Off!*

**Stay Current With Technology!**  
App Review and Webinars!

**Get Educated and Inspired!**  
One Yearly Resource FREE!

Have Resources Constantly!  
Free Quarterly Resource!

Have Jerry Again for FREE!  
FREE Parenting Seminar!

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Monthly Consultation!

**Get Products Half Off!**  
50% Off ANY Product!

**GET STARTED**

\*Subscriptions can be canceled anytime!



*"Having someone knowledgeable and supportive helping me to learn what is out there for my kids is invaluable!"*

**Monthly Membership**  
**Text SUBSCRIBEME**  
**to 44222**

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**Get FREE Resources TONIGHT!**  
**Free Yearly Resource!**  
**Friday Feature: App Review**  
**Quarterly Webinar**  
***starting at \$8.98/monthly***

# Monthly Membership

## Text **SUBSCRIBEME**

### to **44222**

# For Jerry's Powerpoint!

## Text **SOCIALMEDIA**

### to **44222**



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