

Embarrassment Scams



**What You
Need To
Know**





What Is It?

Scammers trick or pressure teens into sharing explicit images, then threaten to release them unless they're paid or send more.



How It Starts

Scammers often pretend to be someone attractive and around the teen's age on platforms like Instagram, Snapchat, or gaming apps.

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Build Trust

The scammer quickly moves the conversation to private messages to flirt with them and lower the teen's guard.



The Ask

After gaining trust, they ask for a nude or explicit photo or video, sometimes under the guise to prove trust or “just for fun.”



The Threats Start Immediately

Once they have a compromising image, the tone changes. They demand money or more content, threatening to share the images with friends, family, or online.



Demand Continues

Scammers may ask for money via gift cards, payment apps, or cryptocurrency, or continue pressuring for additional explicit material.



Shame = Silence

Teens often feel terrified, ashamed, or afraid of getting in trouble, so they usually don't tell anyone and try to handle it alone.



Vulnerable Moments

Scammers often strike late at night, on weekends, or during school breaks: times when parents are less likely to notice what's happening.



Talking Points

- Don't send explicit pics, no matter what
- Never pay!
- Block and discontinue communication ASAP
- Lay low on social media for a few weeks

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Talking Points (con't)

- Share with a trusted adult
- Today with AI, anyone can take a photo and make something up. They should not be afraid to speak up
- They are NOT alone.

Resources

Video

No Escape Room

Interactive film to understand how online sextortion works. Produced by National Center for Missing & Exploited Children (NCMEC)

NoEscapeRoom.org 

Resources

Reporting

Report an incident of child sexual exploitation. Making a report is secure and easy. The form can be completed in just a few minutes, and you decide if you want to share your contact information.

report.cybertip.org 

Resources

Removal

Help remove online nude, partially nude, or sexually explicit photos/videos taken before age 18.

Provided by NCMEC

[TakeItDown.org](https://www.TakeItDown.org) 

Resources

More Online Safety Tips

Family Safety Kit packed with more videos, guides, and certificates to learn with your kids on how to safely navigate the digital world.

wizer-training.com/kids 

Security Awareness Simply Explained



wizer-training.com