



#SecuretheGenerations

Think Before You Tap

Born: 2000–2012 (Approx. Ages 13–25)

Traits: Social-first and mobile-centric. Grew up with smartphones, social media, and on-demand everything. Often tech-savvy but risk-tolerant. Heavy users of platforms like TikTok, Discord, Snapchat, and Instagram.



Fun Fact: They've never been kicked off the internet because someone picked up the phone

Why This Generation Is at Risk

Teens and young adults are hyper-connected, using mobile devices and social media extensively. They may feel invincible online and/or overlook privacy or security for convenience and social interaction. Many are financially inexperienced, making them targets for scams disguised as job offers, scholarships, or easy money. Peer pressure and digital identity also play a role in risky behavior.



Common Threat Tactics Used Against Them



- Social engineering through fake profiles or romantic manipulation.
- Sextortion or blackmail from shared personal images.
- Phishing links in DMs, group chats, or fake giveaways.
- Account takeover through weak passwords or reused credentials.

Recommended Safe Habits & Behaviors

- Keep accounts private and avoid oversharing personal info.
- Never send explicit images, even if you trust the person now.
- Use strong, unique passwords and enable MFA.
- Report suspicious messages or accounts to platform moderators.



How Other Generations Can Help

- Parents and adults can offer judgment-free guidance and share their own online missteps or learning moments. Regular check-ins about apps, privacy settings, or suspicious messages can go a long way when they're framed as support and not surveillance.
- Seniors can share life lessons about trust, risk, and reputation and that privacy is worth protecting. This thoughtful approach can help balance fast-moving digital trends.
- Younger siblings can help reinforce good habits by acting as a real-time audience—observing, asking questions, and sometimes even catching risks others miss. Their curiosity can create teachable moments.

