



THE NOTICE SERIES

Know the **Play**

A GUIDE FOR YOUNG MEN

NOTICE · UNDERSTAND · RESPOND

THE MISSING VOICES PROJECT

Real talk

Nobody thinks it'll be them. That's the part that makes it work.

The setup never looks like danger. It looks like a girl who's suddenly all about you. A crew that finally gets you. Easy money. A shot at being somebody. It feels good, and that good feeling is the whole point.

This runs on solid dudes every day. Smart ones, careful ones, ones with people who love them. Getting pulled in doesn't mean you're weak or slow. It means someone ran a good script on you. So let's go through the script, so you can see it coming.

How the play works

It starts with you feeling like somebody

Attention, respect, a girl who's into you, a squad that hypes you up. Maybe you were a little bored, a little lonely, a little in your head, and this hit different. That's not a flaw in you. That's the exact opening they look for.

Then comes the hook

Money fronted to you. A gift. Some weed. A favor that seems like nothing. "Just do this one thing." It's always small at first. Small is how they get you in the door.

The trap is the debt

Once you owe them something, money, a favor, a secret, a photo, they've got the leverage. "You owe us now" is not a side effect. That was the plan the whole time. Real friends don't keep a tab on you.

Sextortion, the one aimed straight at guys

Someone messages you, usually posing as a girl around your age, on a game, on Instagram, in your DMs. It gets flirty fast. They move you to Snap or text. They get a nude or a video out of you, or they fake one with AI, and then it flips in a second: pay up or I send this to everyone you know.

This is the fastest-growing online scam hitting young men right now, and for guys it's usually about money. Here's the part they don't want you to hear: if this happens, it is not your fault, you are not going to be in trouble, and it can be fixed. They tell you you'll be arrested or ruined to keep you scared and paying. That's a lie. Paying never makes it stop.

When "loyalty" means hurting yourself or someone else

Some online groups pull you in with belonging, make you feel like family, then start pushing you to do something that makes your gut drop, hurt yourself, hurt someone, break something in you, "to prove you're down." That's not a brotherhood. Anyone who needs you to hurt to belong is running a play. Get out, and tell an adult.

NOTICE

Signs the play is running

QUICK NOTE

Any one of these can be nothing. A few of them together, or that quiet feeling that something's off, is worth listening to.

- ◆ A new online friend or girl comes on strong fast, big feelings early, pushing to move to Snap or DMs quick.
- ◆ Someone hands you money, weed, gifts, or clout before you've done anything, then starts reminding you that you owe them.
- ◆ A group makes you a star overnight, then the "favors" start.
- ◆ They want a secret, a pic, or something on you, and then it lives over your head.
- ◆ They push you toward something that makes your stomach drop, and get irritated when you hesitate.
- ◆ They try to pull you away from your real people.
- ◆ Every time you try to step back, the guilt or the pressure gets turned up.

Your moves

Slow it down. You don't owe a fast yes.

You can stop replying, leave the chat, log off, block the number. You don't owe anyone an explanation for protecting yourself. Speed is their friend, not yours.

Never send a pic. Never pay.

Once an image is out, it's gone from your hands, so don't send it, even if it feels like a real thing. And if someone's already threatening you, paying doesn't end it, it just marks you as someone who pays. Stop, screenshot it for proof, block, and tell someone.

A debt built to trap you isn't a real debt

Money or drugs or favors fronted to control you is the trap itself, not a deal you're honor-bound to pay off. Walking away from that isn't snitching on yourself. It's getting free.

Tell someone. For real.

This is the one that matters most. The shame is the weapon, and it only works while you keep quiet. Guys try to handle this alone and it gets so much worse, so fast. Tell a parent, an older sibling, a coach, a teacher, any adult you trust. You will not be in trouble, and most of this can be sorted faster than you think.

Not sure how to start it? You can just say: "Something happened online and I need help. I'm not in trouble, but I need an adult on this with me."

RESPOND

If you need someone

Getting played doesn't make you soft, weak, or stupid. These are professionals running the same script on thousands of people. The move that takes actual strength is telling someone.

Where to get help

If you are in immediate danger, call 911.

Take It Down (United States) · takeitdown.ncmec.org

Helps remove nude or sexual images of anyone under 18. You can also call NCMEC at 1-800-843-5678, and report sextortion to the FBI at tips.fbi.gov.

Canada · NeedHelpNow.ca

Helps you stop an image from spreading. Report at Cybertip.ca. And Kids Help Phone is there 24/7 at 1-800-668-6868, or text 686868.

Human trafficking help

Canada 1-833-900-1010. United States 1-888-373-7888, or text 233733.

If you're in a dark place, call or text 988 any time in Canada and the United States. Reaching out is strength, not weakness.

REMEMBER THIS

Keep these four

- ◆ The good feeling is the setup. Slow down.
- ◆ You never owe anyone a fast yes.
- ◆ If it's sextortion: don't pay, don't panic, tell someone.
- ◆ Getting help is the strong move. Every time.

**The play only works while you keep it to yourself.
The second you tell someone, it starts falling apart.**

SOURCES

Drawn from the FBI and U.S. Homeland Security Investigations (financially motivated sextortion); the National Center for Missing and Exploited Children (Take It Down, CyberTipline); the Canadian Centre for Child Protection (NeedHelpNow.ca, Cybertip.ca); Kids Help Phone; Polaris Project; and current research on the sextortion of boys and young men.

The Missing Voices Project · Missing does not mean forgotten. Silenced does not mean unheard.