

When a child goes missing, the **National Center for Missing & Exploited Children (NCMEC)** works closely with parents, guardians, and law enforcement to quickly disseminate information about the child's disappearance to the public. One of the most powerful tools in helping to locate a missing child is a photo. NCMEC creates posters using these photos to enhance the chances of receiving leads regarding the child's whereabouts.



NCMEC Poster Creation and Dissemination

- NCMEC works with families and law enforcement to obtain high resolution photos of the child. (*Note: NCMEC recommends using photos of the child that do not have filters or items obstructing the child's face.)
- Once created, posters are featured on <u>NCMEC's website</u>, social media sites, and through strategic targeting utilizing NCMEC's nationwide, 200+ photo distribution partners.
- NCMEC's Communications team helps cases receive additional exposure via traditional media outlets. They also assist law enforcement with media strategies.
- NCMEC provides reminders to the public each year on a missing child's missing date.
- In long-term missing cases, NCMEC forensic artists create age-progression images of children as they mature so the public has a more accurate representation of what that child may look like now.



Given the frequency of individuals providing false and misleading information, as well as scams demanding a hoax ransom, NCMEC encourages caution if families choose to create their own posters. **NCMEC cautions parents against including their personal phone number or email address on a poster.**

After the Child is Located

>>> Parents and guardians should notify the appropriate local law enforcement agency so they can remove the child from their database and take down any posters from their website and/or social media accounts.

>>> Parents and guardians should notify the NCMEC case manager so they can remove the child's poster from the NCMEC website and social media accounts.

- >>> NCMEC will also send out a notice to all photo partners who received the child's poster and will request that they remove posters from their businesses and centers.
- >>>> Delete social media posts or pages that include the child's missing posters.

Content Still Out There?

NCMEC recognizes that media outlets, news sites, and other websites may take screenshots of a child's poster to include in their articles. When searching the child's name online, it's possible that their image, whether a poster or photo, still shows up in online searches or cached website search results.



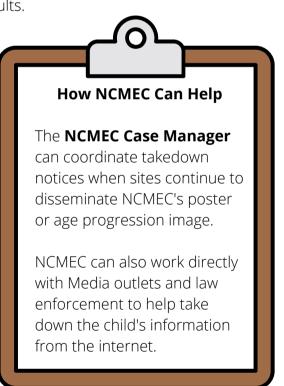
Website and Google Searches

In order to remove the child's photos and/or posters, **submit a request to** <u>**Google**</u>.



 Once an image has been removed from a
website, the image may continue to show up in Google search results. To have this cached page removed, use <u>Google's</u> <u>Remove Outdated Content tool</u>.

For photos and posters on specific websites, contact the website owner and ask them to remove the child's photo/poster. This can be done by finding a "**Contact Us**" link, typically found on the website's homepage.



To report a missing child to NCMEC, call our 24-hour hotline **1-800-843-5678**