



MISSING CHILD POSTERS

Information for Parents & Guardians

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 [NCMEC's website](#), 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.



Tips for Families



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 Google](#).



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 [Google's Remove Outdated Content tool](#).



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.

How NCMEC Can Help

The **NCMEC Case Manager** can coordinate takedown notices when sites continue to disseminate NCMEC's poster or age progression image.

NCMEC can also work directly with Media outlets and law enforcement to help take down the child's information from the internet.



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

