

XXX Church Founder Tackles Kids' Tech Safety

With technology's ever-changing nature, 74 percent of parents say they do not have the energy to keep up with their children online. More than 70 percent of teens own a smartphone, and most parents don't have an inside track to tech and social media dangers, let alone how to safeguard their kids against them.

Craig Gross, author, speaker and founder of and X3watch, realized his 10-year-old son knew more about technology than he did and decided to do something about it.

Together with some of the nation's top experts on technology and social media, he created , a subscription-based service to keep parents up to speed on the latest technology trends and pitfalls.

"If kids are awake, they are probably on a smartphone, in front of a smart TV, downloading apps or posting to social networks," says Gross, who is often referred to as the "porn pastor." "Technology is rapidly becoming an all-consuming part of our society, and our children are immersed in it every day. Protecting them should be a top priority for all parents, but to do that you have to understand their world."

From the "topless Snapchat mom" and recent Southern California photobomb killing to online bullying and a rise in eating disorders attributed to pressures on social media, technology's pitfalls are constantly appearing in the news cycle.

will offer a yearlong subscription for \$49 and will provide up-to-date information about the latest social media trends to keep parents ahead of the tech curve. Supplying videos, reviews, how-tos and live chat support, will put parents back

in the driver's seat of their family's Internet usage.

"Forty-six percent of kids said they would change their online behavior if they knew their parents were paying attention," Gross says. "It's time for us to pay attention. has reviewers of all ages, from 10-year-olds to college students, all of which are social media gurus. will be updated daily with new video reviews and how-tos."

The founders of are currently raising funds through Indiegogo, offering interested individuals the opportunity to become early adopters with special subscription rates through mid-March. The website is scheduled to officially launch in July.

To hear Gross speak about his mission for and to view an review video, [click here](#).