Research shows that roughly 10-25% of American teens have participated in “sexting,” the sharing of sexually-explicit or sexually-suggestive images. Despite threats of prosecution, formal punishment, and fear-based messages from the media and many youth-serving adults, rates of sexting among children have continued to increase. As such, in this commentary we argue for a new paradigm: one in which youth are empowered with information, strategies, and tools to reduce risk and minimize harm when engaging in sexting. Mirroring the evolution of sex education from abstinence-only to a comprehensive curriculum emphasizing all aspects of sexual health and safety, we should understand and work with current realities at the intersection of technology and youth development.