



**SOCIAL MEDIA
CYBER SAVVY
CYBER SAFETY**

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Introductions

Hello
my name is

Mike Donlin



Unexpected Vocabulary



Risk Compensation



Woozle Effect



Event Horizon



Eponym Effect



Motivated Blindness



Tech Savvy

LET'S START WITH S-M



Living Space – The Digital World



Hard, Soft &





Hard, Soft.....

And....



Wetware.....

WETWARE





Tech Savvy

LET'S TALK SAVVY



Savvy

The TRUTH

真実



Savvy

The TRUTH



Savvy

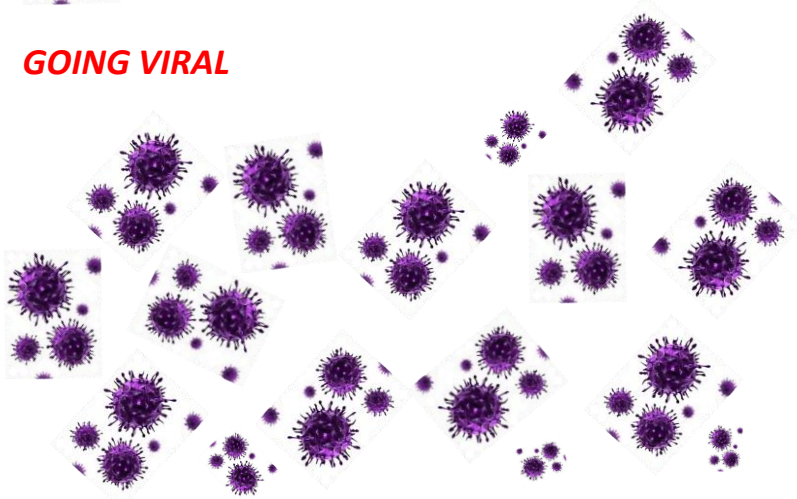
SPEED





Savvy

GOING VIRAL



Savvy

CONTROL





Savvy

PRIVACY



Savvy

ANONYMITY





Savvy



ANONYMITY

[P]olice have arrested a 17 year-old male following a month-long series of online threats made against students and staff at the high school here. The male... student at the high school, was taken into custody after a search warrant was issued last night....

All of the threats were made via ASK.FM, a social networking web site based in Latvia....

Working with detectives ..., police were able to establish probable cause for arrest by tracing the online postings



Savvy

PERMANENCE





Savvy

PERMANENCE



Savvy

Generally – T M I





Lest we forget.....

And lest we forget....



Lest we forget.....

Freedom



Power





Savvy

REAL PEOPLE



Cyberbullying.....

LET'S TALK SAFETY



Cyberbullying

DEFINITIONS

Bullying is any **unwanted aggressive behavior(s)** by another youth or group of youths

that involves an observed or perceived **power imbalance** and is **repeated** multiple times or is **highly likely** to be repeated.

Bullying may **inflict harm or distress** on the targeted youth including physical, psychological, social, or **educational harm**.

<http://www.cdc.gov/violenceprevention/pdf/bullying-definitions-final-a.pdf>



Cyberbullying

CYBERBULLYING

Cyberbullying is **bullying**

- done through electronic technologies:
- cell phones, computers, and tablets;
- social media sites, text messages, chat, and/or other websites or apps.

Cyberbullying examples might include

- mean texted messages or emails,
- rumors posted on social networking sites,
- sexted or other embarrassing pictures, videos, websites, or fake profiles.



Cyberbullying.....

But also....



Other Issues

Threats



Sexting



Self-harm

Swatting



Trolling



Catfishing



Phishing



Revenge Porn



Radicalization



etc....

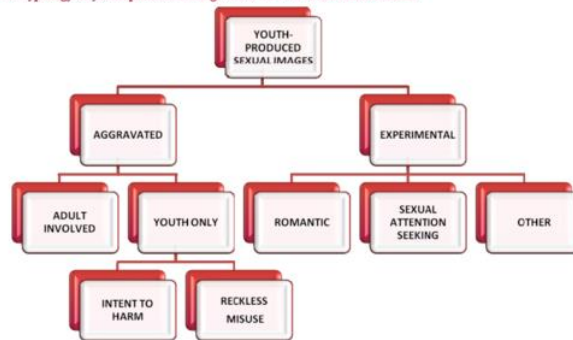


Other Issues

Sexting



Figure 1. Typology of youth-produced image cases known to law enforcement



UNIVERSITY of NEW HAMPSHIRE



Other Issues

Swatting - the act of deceiving an emergency service into sending a police and 9-1-1 emergency service response team to another person's address, based on the false reporting of a serious law enforcement emergency, such as a bomb threat, murder, hostage-taking or other alleged incident





Other Issues

Phishing - the attempt to obtain private or sensitive information such as usernames, passwords, and credit card details or money, often for malicious reasons, by disguising as a trustworthy entity in an electronic communication



Catfishing – an online scam, where a catfisher creates a fake online profile in order to seduce a victim into a fictitious online relationship, often in order to extract money or other benefits from the victim.



Other Issues

Sextortion - a form of sexual exploitation that employs the non-physical abuse of power as coercion to extort sexual favors.

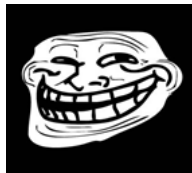
Revenge Porn - sexually explicit material distributed without consent via any medium, made with or without a person's knowledge, used to blackmail the subjects into performing other sex acts, coerce them into continuing a relationship, or to *punish them* for ending the relationship.





Other Issues

Trolling - creating discord on line by starting quarrels, upsetting people, by posting inflammatory, extraneous, or off-topic messages with the intent of provoking an emotional response or of otherwise disrupting normal, on-topic discussion, often for the troll's amusement. (LULZ)



Other Issues

Self-harm - occurs when an individual creates an anonymous online account and uses it to publicly send hurtful messages or threats to one's self.

Do us all a favor n kill ur self



Other Issues

Radicalization - a process by which an individual, or group comes to adopt increasingly extreme political, social, or religious ideals and aspirations that reject or undermine the status quo or undermine contemporary ideas and expressions of the nation.



Cyber Safety

LIABILITY ISSUE

- **CASE LAW:** schools may be found liable if it can be shown that...
 - The school environment was altered for a targeted student/s.
 - Any staff knew or should have known what was happening.
 - There was a failure to act.
 - There was deliberate indifference.



Cyber Safety

FIRST AMENDMENT

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or **abridging the freedom of speech**, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances.

The Constitution of the United States of America



Cyberbullying

THE NEXUS

On/off campus misconduct

- location / proximity school
- time: hour & date
- the effect on others
- severity of activity & likely connection to student or staff safety
- impact on overall environment / safety of the school



Cyber Safety

FOURTH AMENDMENT

- Search & Seizure

The right of the people to be secure in their persons, houses, papers, and effects **against unreasonable searches and seizures**, shall not be violated, and no Warrants shall issue, but upon **probable cause**, supported by Oath or affirmation, and particularly describing the place to be searched, and the persons or things to be seized.



Cyber Safety

FOURTH AMENDMENT

Seizure: Schools can:

- limit the use of cell phones in school.
- confiscate – if **reasonable suspicion of rule/policy violation**

Search: Schools must:

- have **reasonable suspicion** that an individual has violated a school rule/policy or a law.
- base that suspicion on **facts**.
- **limit the extent** to their search only to the violation.

Work with your legal office ahead of time.



Suggestions

So....



Cyber Safety

TIPS - **FOR ADULTS**

1. **Talk** – to the kids!
2. **Listen**- to the kids
3. **Sign a contract**- set expectations
4. **Check** – from time to time
5. **Filter. Block. Monitor** – but don't rely on technological solutions to social issues





Cyber Safety

TIPS - FOR ADULTS

6. **Teach**- appropriate online behavior
7. **Watch** – for warning signs
8. **Model**- appropriate behavior yourself
9. **Talk among yourselves** – learn from one another
10. **Remember** – most young people are safe and doing great things with their technologies



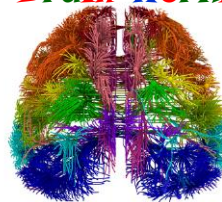
Final thoughts

**KEEP YOUR
EYES OPEN**



**KEEP YOUR FINGERS
UNDER CONTROL**

**Keep your
Brain working**



Protect yourself. Protect your friends.

See something. Say something.



Safety Planning

ADDITIONAL CONSIDERATIONS for SOCIAL MEDIA EMERGENCY PLANNING

- **Sounds off** – during drills and events
- **Calls & Texts** – who to text or call and when
- **Twitter**



Safety Planning

ADDITIONAL CONSIDERATIONS for SOCIAL MEDIA EMERGENCY PLANNING

- **Social Media.1** – handling personal pages, trolls, online memorials
- **Social Media.2** – districts, schools, staff: targets
- **Media** – who talks; who does (should) not





In Closing.....

From this session, please share



One thing that agreed with your thinking.



One point that stood out for you.



One thing that is still going around in your head.

One burning question.



Resources

RESOURCES

- A Parents' Guide to Cyberbullying (PDF)
<http://www.k12.wa.us/safetycenter/InternetSafety/pubdocs/AParentsGuidetoCybebullyin gConnectSafely.pdf>
- A Parents' Guide to Cybersecurity (PDF)
<http://www.connectsafely.org/wp-content/uploads/securityguide.pdf>
- A Parents' Guide to Facebook (PDF)
<http://www.k12.wa.us/safetycenter/InternetSafety/pubdocs/AParentsGuidetoFacebook.pdf>
- A Parents' Guide to Instagram (PDF)
http://www.connectsafely.org/wp-content/uploads/instagram_guide.pdf
- A Parents' guide to Snapchat (PDF)
http://www.connectsafely.org/wp-content/uploads/snapchat_guide.pdf
- Family Online Safety Guide (PDF)
http://now.symassets.com/now/en/pu/images/Promotions/onlineSafetyGuide/FamilyOnlineSafetyGuide_4thEd_Final.pdf
- [Links to document in multiple languages](#)



Resources

RESOURCES

- ConnectSafely <http://www.connectsafely.org/>
- Cyberbullying Resource Center <http://cyberbullying.us/>
- Int'l Bullying Prev. Assoc. (IBPA) <http://www.ibpaworld.org/>
- Facebook Family Safety Center <https://www.facebook.com/safety>
- Family Online Safety Institute <http://www.fosi.org/>
- NetFamilyNews <http://www.netfamilynews.org/>
- OSPI School Safety Center <http://www.k12.wa.us/Safetycenter/InternetSafety/default.aspx>
- UNH CCRC <http://www.unh.edu/ccrc/>
- US DOE <http://www.stopbullying.gov/>

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