



SOCIAL MEDIA

101



AN INTRODUCTION TO SOCIAL MEDIA FOR KIDS, TWEENS & TEENS

My Social Media

Please take a moment to complete this form and enter your handles

Social Site	username	password	Is an adult in your household aware of your account?	
Facebook			Yes	No
Instagram			Yes	No
Google+			Yes	No
Tumblr			Yes	No
Twitter			Yes	No
Vine			Yes	No
YouTube			Yes	No
Email Address			Yes	No
Other 1			Yes	No
Other 2			Yes	No



What will you learn today?

1. Best practices for using social media sites
2. Identify cyber bullying and the impact
3. Online safety tips for you, your family & friends
4. Online Responsibility Pledge



What is Social Media?

- A way to connect with friends
- A way to share your life with people that are not in close proximity
- A way to raise awareness
- Any platform used to connect with people
- A way to engage publicly AND privately
- A recordable conversation



Let's Talk...

What types of communication do you think social networks are best for?



Let's Talk...

What kind of information do you hope to get via and share over social networks?



Let's Talk...

What kind of information is appropriate to share, and what isn't?



Did You Know?

- **96% of teens use social networking** applications such as Facebook, Instagram, Game chat rooms, and micro blogs
- Only **15% of parents are “in the know”** about their kids’ social networking habits, and how these behaviors can lead to cyberbullying
- **69% of teens regularly receive online communications from strangers** and don’t tell a parent or caretaker
- The largest group of Internet inappropriate site users are children ages 12-17; Law enforcement officials estimate that more than **50,000 sexual predators are online at any given moment**
- **44% of tweens admitted they’ve watched something online** they shouldn’t have



Statistics

- **Female teens** are far more likely than male teens to **post personal photos or videos of themselves** online
- **69% of social media-using teens think that peers are mostly kind** to each other on social networking sites, however, **88% of teens have seen someone be mean or cruel** to another person on a social networking site
- **41% of social media-using teens have experienced at least one negative** outcome as a result of using a social networking site
- More than **25% of Facebook users last year were under the age of 10** and **38% under 13**.
- Only **18% of parents with children under 10 on Facebook are actually "friends"** with their child on the site
- **22% of teenagers log on** to their favorite social media site **more than 10 times a day**
- **72% of teens have a social networking profile** and nearly half (47%) have a **public** profile viewable by anyone



Best Practices

THE DO'S AND THE DON'TS



Best Practices: The Do's

- 1. Set the Facebook Privacy settings on your profile to "Friends."** By doing this, you will be able to have control who has access to your information and pictures. For certain pictures, you can also select certain friends that you do or do not want them to see.
- 2. Always monitor pictures that other people put of you and tag you on.** You can see the tagged pictures of you by going to your profile, click on "Photos"- you should see "Photos of You" and the number of tagged pictures.
- 3. Be cautious of the statuses, photos, videos, etc.** you post if your friends, teachers, your parent's coworkers, family member colleagues. If possible, avoid sending out or accepting friend requests from these people.



The 'Friend' Rule

Be careful who you friend.

Don't friend anyone out of your state/country unless you know them pretty well. Only friend people you know.

Only friend people that you at least know their favorite color, siblings name, pets name, or something like that. Make sure they are the correct person by looking through their pictures. If they are not familiar, then remove them as a friend by getting to your friend list. Block anyone that seems to threaten or harass you.

**We recommend to ask an adult if you can add mutual friends. We don't recommend to add a mutual friend that you don't know if you want to, though it's not recommended.*



Best Practices: The Don'ts

- 1. Never Download or Open a File** By doing this, you will be able to have control who has access to your information and pictures. For certain pictures, you can also select certain friends that you do or do not want them to see.
- 2. Do not post pictures of yourself or anyone else under the influence of any type of substance.** This refers to pictures such as: police officer arresting intoxicated person, someone at a special occasion with drink in hand, medicated family member at hospital receiving care
- 3. Be cautious of the statuses, photos, videos, etc.** you post if your friends, teachers, your parent's coworkers, family member colleagues. If possible, avoid sending out or accepting friend requests from these people.
- 4. Avoid putting your personal information such as phone number, mailing address, email address, or your home address in your profile.** People often use words such as pet's names or numbers as passwords, so it is not recommended to publish them on-line.
- 5. Don't confuse social sites with an on-line dating or a pen-pal site.** The purpose of social media is to connect you with people you know. Making your profile public means you're sharing your information with everyone, even though you don't know them, a risk that you wouldn't want to take.



Cyber Bullying

USE-CASES AND LESSONS LEARNED



What is Cyber-Bullying?

Cyber bullying, the act of using the Internet and electronic communication to invade someone's privacy, exposing private information about the person or to conduct mental harm to him or her. It comes in a variety of levels and harm.

Some can seem harmless but have the potential to do a lot more. Other acts of cyber bullying can cause so much harm, it drives a person to want to escape, even if through suicide.



Let's Talk About It...

2013 (Littleton, Colorado)

Friend takes images of her throughout their friendship and creates fake online profile. Rumors and private information is leaked. Parents finally decide to transfer her out of school.

2012 (Emory, Texas)

Pictures of underage drinking leaked on social media site. Results in suicide.

2014 (BC, Canada)

15 year old commits suicide after being cyber bullied by hundreds, and images of her are spread through internet by a stranger she met online.

2014 (USA)

Father current legal battles are leaked by child that announces mediation proceedings. Family loses lawsuit and potential 500K from leaked information.

2013 (Winterhaven, FL)

Girls, 12 and 14, arrested in death of bullied 12 year old Florida girl who killed herself

2014 (Tampa, Florida)

Unflattering pictures leaked by party goer at a private event. Victim's family retaliates by harassing family, and eventually conducting physically harm to 13 year old. Families are currently in legal battle.



Review of Social Sites



TWITTER | INSTAGRAM | VINE | GOOGLE+ | FACEBOOK



Twitter is a microblogging site that allows users to post brief, 140-character messages -- called "tweets" -- and follow other users' activities.

Why it's Popular:

Teens like using it to share quick tidbits about their lives with friends. It's also great for keeping up with what's going on in the world -- breaking news, celebrity gossip, etc.

Risks:

Public tweets are the norm for teens. Though you can choose to keep your tweets private, most teens report having public accounts ([Pew Internet & American Life Project](#), 2013). Talk to your kids about what they post and how a post can spread far and fast.

Updates appear immediately. Even though you can remove tweets, your followers can still read what you wrote until it's gone. This can get kids in trouble if they say something in the heat of the moment.

It's a promotional tool for celebs. Twitter reels teens in with behind-the-scenes access to celebrities' lives, adding a whole new dimension to celebrity worship. You may want to point out how much marketing strategy goes into the tweets of those they admire.



Instagram is a platform that lets users snap, edit, and share photos and 15-second videos -- either publicly or with a network of followers.

Why it's Popular:

Instagram unites the most popular features of social media sites: sharing, seeing, and commenting on photos. Instagram also lets you apply fun filters and effects to your photos, making them look high-quality and artistic.

Risks:

Teens are on the lookout for "Likes." Similar to Facebook, teens may measure the "success" of their photos -- even their self-worth -- by the number of likes or comments they receive. Posting a photo or video can be problematic if teens post it to validate their popularity.

Public photos are the default. Photos and videos shared on Instagram are public unless privacy settings are adjusted. Hashtags and location info can make photos even more visible to communities beyond a teen's followers if his or her account is public.

Private messaging is now an option. Instagram Direct allows users to send "private messages" to up to 15 mutual friends. These pics don't show up on their public feeds. Although there's nothing wrong with group chat, kids may be more likely to share inappropriate stuff with their inner circles. Also, strangers can send private messages to users; kids then choose to open the message and view or discard the attached picture.

Mature content can slip in. The terms of service specify that users should be at least 13 years old and shouldn't post partially nude or sexually suggestive photos -- but they don't address violence, swear words, or drugs.



Vine is a social media app that lets users post and watch looping six-second video clips. This Twitter-owned service has developed a unique community of people who post videos that are often creative and funny -- and sometimes thought-provoking.

Why it's Popular:

Videos run the gamut from stop-motion clips of puzzles doing and undoing themselves to six-second skits showing how a teen wakes up on a school day vs. a day during summer. Teens usually use Vine to create and share silly videos of themselves and/or their friends and family.

Risks:

It's full of inappropriate videos. In three minutes of random searching, we came across a clip full of full-frontal male nudity, a woman in a fishnet shirt with her breasts exposed, and people blowing marijuana smoke into each other's mouths. There's a lot of funny, clever expression on Vine, but much of it isn't appropriate for kids.

There are significant privacy concerns. The videos you post, the accounts you follow, and the comments you make on videos are all public by default. But you *can* adjust your settings to protect your posts; only followers will see them, and you have to approve new followers.

Parents can be star performers (without knowing). If your teens film you being goofy or silly, you may want to talk about whether they plan to share it.



Facebook is the fastest growing social networking site in the world today with up to 250,000 new users being added every day. The site is popular for creating friends and followers using a news stream to keep audiences up to date with activities.

Why it's Popular:

Facebook is popular because it connects people around the globe. It's a place where you can share what's happening in your life with a single sentence. It's a place where businesses can find new customers and interact with their customers quickly and easily. With twenty million new applications being added to Facebook every day, it's clear that this social giant is not going anywhere!

Businesses enjoy Facebook for many different reasons including the easy integration options and free advertising opportunities. Prior to the Internet, the main avenues of advertising were radio or television commercials, printed ads in newspapers or magazines, direct mail marketing and word of mouth. Many of these avenues can be extremely expensive, so businesses saw a great alternative in Facebook "pages".

Small businesses can take advantage of Facebook pages for practically no cost at all; and in some cases, word of your business can spread like wild fire around the social network.

Risks:

Users can be stalked by strangers (or even acquaintances) because of the detailed and specific information students post on Facebook such as phone numbers, addresses, class schedules, social plans, etc.

Users are being turned down by employers for jobs, internships and even interviews because of the information employers are finding out about students on their Facebook accounts. Compromising and inappropriate pictures, statements or other information on student Facebook accounts can hurt students' chances to gain (or even be considered for) employment. Employers take the images that students are portraying on Facebook very seriously as a reflection of personal character.

Data tracking and targeting are concerns. Similar to Google+ activity (what you post and search for and who you connect with) is shared across Facebook and indexed across the Internet. This information is used for targeting ads to the user.



Google+ is Google's social network, which is now open to teens. It has attempted to improve on Facebook's friend concept -- using "circles" that give users more control about what they share with whom.

Why it's Popular:

Teens aren't wild about Google+ yet. But many feel that their parents are more accepting of it because they associate it with schoolwork. One popular aspect of Google+ is the addition of real-time video chats in Hangouts (virtual gatherings with approved friends), and some schools may use Google Docs for classroom assignments.

Risks:

Teens can limit who sees certain posts by using "circles." Friends, acquaintances, and the general public can all be placed in different circles. If you're friends with your kid on Google+, know that you may be in a different "circle" than their friends (and therefore seeing different information).

Google+ takes teens' safety seriously. Google+ created age-appropriate privacy default settings for any users whose registration information shows them to be teens. It also automatically reminds them about who may be seeing their posts (if they're posting on public or extended circles).

Data tracking and targeting are concerns. Google+ activity (what you post and search for and who you connect with) is shared across Google services including Gmail and YouTube. This information is used for targeting ads to the user. Users can't opt out of this type of sharing across Google services.



WHO MIGHT BE ABLE TO READ THIS?

COULD SOMEONE MISINTERPRET WHAT I'M SAYING?

THINK

BEFORE YOU POST ONLINE

AM I POSTING IN ANGER?

AM I SHOWING A BAD SIDE OF MYSELF?

COULD SOMEONE FEEL DISRESPECTED?

AM I REVEALING TOO MUCH ABOUT MYSELF?



Stay safe online

Remember the 5 SMART rules when using the Internet and mobile phones.



S

SAFE: Keep safe by being careful not to give out personal information – such as your full name, email address, phone number, home address, photos or school name – to people you are chatting with online.



M

MEET: Meeting someone you have only been in touch with online can be dangerous. Only do so with your parents' or carers' permission and even then only when they can be present.



A

ACCEPTING: Accepting emails, IM messages, or opening files, pictures or texts from people you don't know or trust can lead to problems – they may contain viruses or nasty messages!



R

RELIABLE: Information you find on the internet may not be true, or someone online may be lying about who they are. Make sure you check information before you believe it.



T

TELL: Tell your parent, carer or a trusted adult if someone or something makes you feel uncomfortable or worried, or if you or someone you know is being bullied online.



Safety Tips

TIP 1 – Beware of TMI: the five things you should never share online are social security number (including even just the last 4 digits), your birth date, home address or home phone number, the state where you were born as this information can be used to obtain your social security number and other identity information.

TIP 2 – Customize privacy options and don't assume you have to take whatever default settings the site gives you. Check out the settings, configuration and privacy sections to see what options you have to limit who and what groups can see various aspects of your personal information.

TIP 3 - Don't trust, just verify since there are lots of reasons (most of them bad) why someone might impersonate or falsify an identity online. Verify that the person is indeed who they say they are.

TIP 4 – Control your comments on social networks by using the THINK method.

TIP 5 – Avoid accidentally sharing personal details. For example, you wouldn't put a note on your front door stating, "Away for the weekend... Returning on Monday." Micro-blogging tools like Twitter and "What are you doing right now?" features in Facebook, LinkedIn and other social networking sites make it easy to let details slip you wouldn't otherwise tell friends or strangers. Be aware of what information you put out there which others might use for nefarious purposes.



Additional Tips to Help Protect You Online

- **Use caution when you click links** that you receive in messages from your friends on your social website. Treat links in messages on these sites as you would links in e-mail messages.
- **Know what you've posted about yourself.** A common way that hackers break into financial or other accounts is by clicking the "Forgot your password?" link on the account login page. To break into your account, they search for the answers to your security questions, such as your birthday, hometown, high school class, father's middle name, on your social networking site. If the site allows, make up your own password questions, and don't draw them from material anyone could find with a quick search.
- **Don't trust that a message really is from whom it says it's from.** Hackers can break into accounts and send messages that look like they're from your friends, but aren't. If you suspect that a message is fraudulent, use an alternate method to contact your friend to find out. This includes invitations to join new social networks.
- **Type the address of your social networking site directly into your browser or use your personal bookmarks.** If you click a link to your site through e-mail or another website, you might be entering your account name and password into a fake site where your personal information could be stolen.
- **Be selective about who you accept as a friend on a social network.** Identity thieves might create fake profiles in order to get information from you.
- **Choose your social network carefully.** Evaluate the site that you plan to use and make sure you understand the privacy policy. Find out if the site monitors content that people post. You will be providing personal information to this website, so use the same criteria that you would to select a site where you enter your credit card.
- **Assume that everything you put on a social networking site is permanent.** Even if you can delete your account, anyone on the Internet can easily print photos or text or save images and videos to a computer.



Let's Take a Pledge



PLEDGE FOR ANTI CYBER BULLYING AND RESPONSIBLE ONLINE USE



Don't Stand By - Stand Up Cyber Bullying

Take the Promise

If I witness cyberbullying, I will not join in, nor will I stand by idly. I realize that bullies thrive on the support and attention of bystanders. I promise I will not support cyberbullies. I will stand up for what is right and report cyberbullying to the appropriate people.

I promise to be aware of what I say and do on line, how my actions impact others, and will not become a cyberbully.

I promise to use good "digital hygiene" by using strong passwords and not sharing them. I will regularly update and use good virus and malware protection. I will protect my computer from malicious code and hackers.



Promise to Use Social Media Responsibly

Take the Promise

I will use social media for good. I realize with new learning and understanding comes great responsibility. I will model appropriate behavior and treat others as they deserve to be treated. I will use technology in a positive way. Technology will be used to empower, to compliment, to better, to reform. I understand I can make a difference. I can help others. I WILL!



“A smart girl learns from her mistakes. A wise girl learns from other people's mistakes” - Unknown



Questions



Parent Resources

THE DO'S AND THE DON'TS



Parent Resources

<http://www.coppa.org/coppa.htm>

<http://safesmartsocial.com/>

<http://www.staysafeonline.org/stay-safe-online/for-parents/parental-controls>

<http://www.staysafeonline.org/stay-safe-online/for-parents/cyberbullying-and-harassment>

<http://www.networkworld.com/article/2346606/microsoft-subnet/12-tips-for-safe-social-networking.html>

<http://safesmartsocial.com/activities-teens-should-avoid-on-social-media/>

