



Ohio School Boards Association 2016 Capital Conference

Keeping students safe online

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Social Media: Today's communication tools





What is social media?

- **Traditional media is one-way flow of information**
- **Social media allows users to engage in multi-directional conversations in or around content on a website**



Social media in perspective

- **Global active internet users total 3.2 billion; social media users 2.2 billion**
- **Mobile users total 1.9 billion**
- **Facebook adds half-million new users every day; six new profiles every second**
- **Twitter sees 100 million users login daily**



Social media in perspective

Teens, social media and technology

- 73 percent have access to a smartphone
- 33 percent alternative messaging apps to communicate with peers.



Facebook remains the top social media tool but....



..... mom and dad and grandma and grandpa are on Facebook.

Oh Crap. My Parents Joined Facebook.

CONGRATULATIONS! YOUR PARENTS JUST JOINED FACEBOOK. YOUR LIFE IS OFFICIALLY OVER.



Rhonda R

Lisa,

I'm sad to hear you and Bryce broke up. I know he was crazy about you. If u don't want to date him anymore that's fine but he did not sleep with DeDe!!!! You can ask her yourself. You seem like a smart girl and should know better than to listen to rumors. You should go directly to the source. Bryce also cares a lot about Nelly so it's too bad she would say things that she is not sure about. Oh well, I'm just being protective of my son and I know he was not with DeDe. I also took him to the doctor and know he doesn't have any STD's!!



18 hours ago via iPhone · Like · Comment · See Friendship



Jacob LOL

16 hours ago · Like



Bryce R mom wtf

about an hour ago · Like · 2 people



TOP





Tinder

What does it do?

- *Connects adults to others nearby who might be interested in them. Dating or “hookup” app*

How is it misused?

- *App is rated ages 17+, but Tinder’s privacy policy allows teens as young as 13 to register. App connects to Facebook. Predators could easily find an minor victim*



DOWN



Down

What does it do?

- *Used to be called “Bang with Friends;” connects to Facebook. Users indicate whether or not a friend is someone they’d like to “hang” with or someone they’re down to “hook up” with.*

How is it misused?

- *Creates norm that “hooking up” is okay. Kids will feel unwanted or left out.*





Yik Yak

What does it do?

- *Makers call it “the anonymous social wall for anything and everything.” User can post completely anonymous comments without creating a profile or account*

How is it misused?

- *Turn the school into a viral chat room where anonymous posts can lead to cyberbullying*



AT&T 8:12 AM 73%

< Details

The only kind of alcohol I've even drank is vodka

3

8 HOURS 3 REPLIES SHARE

You're living a sad life

3

8h

Oh no am I? I just am happy with vodka and don't want to try anything else.

0

8h

Unless you're a chick you have to try rum and whiskey at least once. Its all I ever drink

0

Yak Back

Send

AT&T LTE 8:21 AM 69%

< Details

What's better...oral or vaginal sex?

0

13 HOURS 2 REPLIES SHARE

Both

1

10h

Depends on how good the tongue is and how good they float their boat!!!

1

9h

Yak Back

Send





ask.fm

What does it do?

- *Users can post questions from known or anonymous users who then post answers. Most popular in Europe.*

How is it misused?

- *App rated ages 13+. Another place where kids can escape without parental accountability*





kik messenger

What does it do?

- *Provides a free, alternative texting service – no phone numbers needed, just usernames. More of a “face-to-face” feel than regular texting.*

How is it misused?

- *Very easy tool for “sexting” and cyberbullying. Children can send private messages parents cannot see*





groupme

What does it do?

- *For direct and group messages. Doesn't charge fees or have limits. Primarily used by older teens with embedded gifs and emojis.*

How is it misused?

- *Gifs and emojis have adult themes, like drinking and sexy images. Without fees or limits, teens can keep sharing and sharing.*





Snapchat

What does it do?

- *User can take picture or video and send it to a recipient for a specific time, then it disappears*

How is it misused?

- *Kids using it for “sexting” with others*







Poof!

What does it do?

- *Allows users to make other apps “disappear” on their phone.*

How is it misused?

- *Obvious. Luckily, you can no longer purchase this app. However, it’s still out there on mobile devices.*





Omegle

What does it do?

- *Free online video and chat app that randomly pairs users in one-on-one chat sessions. No registration required*

How is it misused?

- *Service is filled with adults looking for explicit sexual chat*





Whisper

What does it do?

- *Users can set up anonymous accounts to create messages or confessions*

How is it misused?

- *Predators seek out vulnerable young people*





What can school officials do?

- Be proactive! Parents need to know about the dangers of certain apps
- Parents may not know they can “block” their child’s personal information
- Parents may not know wi-fi can be cut off during a specific time



Parental monitoring

My Mobile Watchdog
Phone Sheriff
Mspy
Mobile Spy
Mobiestealth
Net Nanny
WebWatcher Mobile
Spyera
SpyBubble
Flexispy



Thank you!!



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