

# Ohio School Boards Association 2016 Capital Conference

### Keeping students safe online

Scott Gerfen
Communication Manager
sgerfen@ohioschoolboards.org
(614) 540-4000
(800) 589-OSBA



### 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

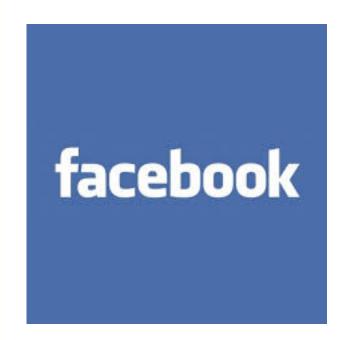
Teens, social media and technology

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

© 2016 Ohio School Boards Association All Rights Reserved

Source: Pew Research Center





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





Bryce R mom wtf about an hour ago · Like · ≰3 2 people











## 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

#### 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













## 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

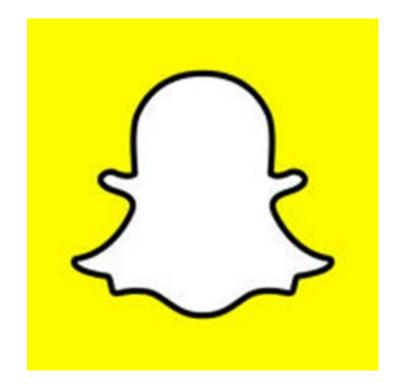
#### What does it do?

 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!!



follow us on twitter

Ohio School Boards Association

@OHschoolboards

Visit our website at: www.ohioschoolboards.org