SOCIAL MEDIA
Edie White, M.Ed.
Coordinator for Bullying Prevention
vintage social networking

LinkedIn, Pinterest, YouTube, foursquare, Instagram, Imgur, WordPress, Twitter, Facebook, reddit, Skype, Tumblr
SHRINKING ATTENTION SPANS

GOLDFISH
8 SEC

HUMANS
7 SEC
Social media are web-based communication tools that enable people to interact with each other by sharing and consuming information.
CAN YOU NAME THESE APPS?
2019: This is what happens in an Internet Minute

- Facebook: 1.8 Million Logins
- YouTube: 4.5 Million Videos Viewed
- Google: 1.8 Million Search Queries
- Instagram: 347,222 Scrolling Instagrams
- Netflix: 694,444 Hours Watched
- 5996,956 Spent Online
- Snapchat: 2.1 Million Snaps Created
- Messenger: 41.6 Million Messages Sent
- Kinder: 41 Million Views
- Amazon Echo: 180 Smart Speakers Shipped
- Spotify: 41 Million Music Streaming Subscriptions
- Tinder: 1.4 Million Swipes
- Twitter: 87,500 People Tweeting
- Gmail: 188 Million Emails Sent
- 1 Million Gifts Served

Created by: @LoriLewis @OfficiallyChadd
ADVANTAGES OF SOCIAL MEDIA

- Communication
- Connection
- Personal branding
- Technological literacy
- Access to information
DIGITAL DANGERS

- Risky behavior for “likes”
- Increase in anxiety and depression
- Sleep deprivation
- Low self-esteem
COMPARISON TRAP
Don't compare your scenes with other people's highlight reel.
when you see your friends doing something fun but they didn't invite you

FEAR OF MISSING OUT “FOMO”
THIS IS YOUR BRAIN...
DIGITAL FOOTPRINT

Nothing ever truly disappears in the digital world.

“Our kids are growing up on a digital playground and no one is on recess duty.” —@KevinHoneycutt

Penn State
Herb Hand
Dropped another prospect this AM due to his social media presence...Actually glad I got to see the 'real' person before we offered him.

Duke
Derek Jones @dukecoach
Our jobs depend on the young men that we recruit. Your social media pages say a lot about your character, discipline & common sense. #Ap2w

SMU
Coach Justin Stepp @coachstepp
I came across an awful Twitter account today. Shame the kid was a really good player...On to the next one...get a clue!
DIGITAL DRAMA

Clara Rose @clarasilverrose
Maybe you should eat some makeup, then you could be pretty on the inside
Expand

Sorry the guy you were in love with liked me instead. Oh actually not sorry.

#OOMF
Where are People Cyberbullied?

Social Media Platforms

- Twitter 9%
- YouTube 10%
- WhatsApp 12%
- Snapchat 31%
- Facebook 31%
- Instagram 42%
Sexting: Sending or posting nude or partially nude images.

Research suggests that:

- 15% of teens have sexted
- 27% of say they have received a sext
SOCIAL NETWORKING APPS
SNAPCHAT

• Snaps disappear immediately after viewing and Stories disappear after 24 hours
• “Snap Map” shows location
• Snapchat Discover Stories regularly have sexually explicit images and articles — not for kids!
TWITTER

• Doesn’t enforce content restrictions
• Sub-tweeting creates digital drama or crosses the line into cyberbullying

INSTAGRAM

• Instagram accounts are public by default
• Finsta accounts
• Sexually explicit content
NAVGATING INSTAGRAM

CHECKING FOLLOWERS

PRIVATE DOESN'T ALWAYS MEAN PRIVATE
YOUTUBE

- Access to inappropriate material
- Bullying

TIKTOK

- Explicit language
- Inappropriate material
- Bullying
- Direct message
MEET UP APPS
LIPSI
• "It’s a platform that attracts the boldest who want to step out of their comfort zone. Meet new people in class, on campus, in a cafe...Honest thoughts."
• Users can include a link to their Lipsi account in their Instagram profile, allowing other kids to leave anonymous feedback and comments

MEETME
• “Chat and meet new people”
• MeetMe is aiming people towards an on-line hook-up
• Chat with strangers, trade pictures, take an anonymous poll, adding friends

YUBO
• “Tinder for Teens”
• Default privacy settings are to show your city and phone number to friends
• Can add matches made on Yubo to Snapchat contacts
ANONYMOUS APPS
WHISPER

• “Build lasting, meaningful relationships in a community built around trust and honesty.”

• Users don’t have an identity when using the service- assigned or select a handle upon joining.

• Users post confessions, either fact or fiction, by superimposing text on a picture
VIDEO CHAT APPS
HOLLA

• “Live random video chat”
• Profiles consist of a kid’s age, location, gender, several pictures, and a short blurb sharing their interests or other personal information

MONKEY

• Users are randomly matched with other users
• Collects a lot of data about its users and shares all three types of information with third parties
• User can choose chat room based on interests
APPS TO HIDE CONTENT
CHECKING FOR DOWNLOADED APPS

**iPHONE**

**ANDROID**
GAMING APPS
ROBLOX

- Bullying
- Profanity and abusive language
- Third party chat apps can access
- Sexualized avatars

DISCORD

- Skype for Gamers
- Profanity and abusive language
- Adult content
- Bullying
TIPS

OPEN LINES OF COMMUNICATIONS

ELECTRONIC DEVICE CONTRACT

PRIVACY SETTINGS

KNOW YOUR CHILD’S PASSWORDS

MONITOR TECHNOLOGY

DIGITAL DETOX
PARENTAL CONTROL APPS

OurPact’s App Rules let you keep tabs on all apps installed on your child’s device. Block specific apps or set different management rules for educational apps, versus distracting social media. After all, not all apps are made equal!
RESOURCES FOR PARENTS

- Common Sense Media
- Connect Safely
- NetSmartz
- Internetmatters.org
- Enough is Enough

"I didn't get the Owners Manual. I thought you got the Owners Manual!"