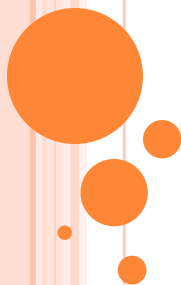




## CYBER SAFETY

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[www.facebook.com/SocialHealth](http://www.facebook.com/SocialHealth)



[www.twitter.com/SocialHealthIN](http://www.twitter.com/SocialHealthIN)




## OBJECTIVES


- Participants will
  - Understand current trends in teen social media and technology use.
  - Increase confidence in talking to their children about cyber safety, etiquette, and bullying.
  - Understand how to address cyber bullying when their children are involved.



## CONNECTED KIDS

- 8 – 18 year olds spend on average 7.5 hours per day “connected.”
    - Watching TV/movies
    - Playing games
    - Listening to music
    - Texting
    - Online
  - Teens online
    - Homework/research
    - Gaming
    - Watching TV/movies/videos
    - Socializing
    - Creating and uploading content (photos, videos, music, etc)
- 

## TEEN SOCIALIZING ONLINE

- 78% of teens now have a cell phone.
    - Almost half (47%) of those own smartphones.
  - 23% have a tablet computer.
  - 93% teens have a computer or have access to one at home.
- 

Source: Pew Internet Teens and Privacy Management Survey, July 26-September 30, 2012. N=802 parents of teens ages 12-17 and 802 teens ages 12-17. Margin of error is +/- 4.5 percentage points.

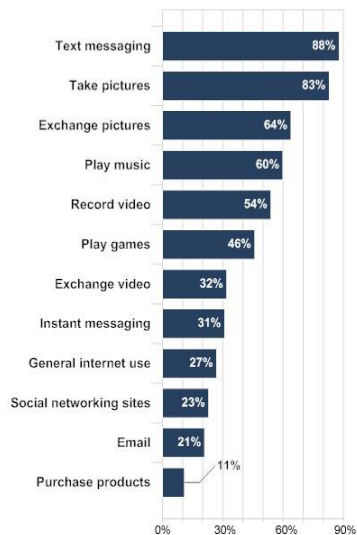
## TEEN CELL PHONE USE

- Text Messages
- Photo-taking and photo-sharing

Accessing the internet and using social networking sites and apps are increasing rapidly.

### Photo-taking and -sharing are most popular features on teens' cell phones

The % of teen cell phone owners who have used the following functions on their cell phones



Source: Pew Research Center's Internet & American Life Project, Teens and Mobile Phones Survey, conducted from June 26 – September 24th, 2009. n=625 teen cell phone owners ages 12-17 and the margin of error is +/- 5%.

## HOW TEENS ACCESS THE INTERNET

- 7 out of 10 teens with home computer access say the laptop or desktop they use most often is one they share with other family members.
- 3 out of 4 teens say they access the internet on cell phones, tablets, and other mobile devices at least occasionally.
- One in four teens are “cell-mostly” internet users.

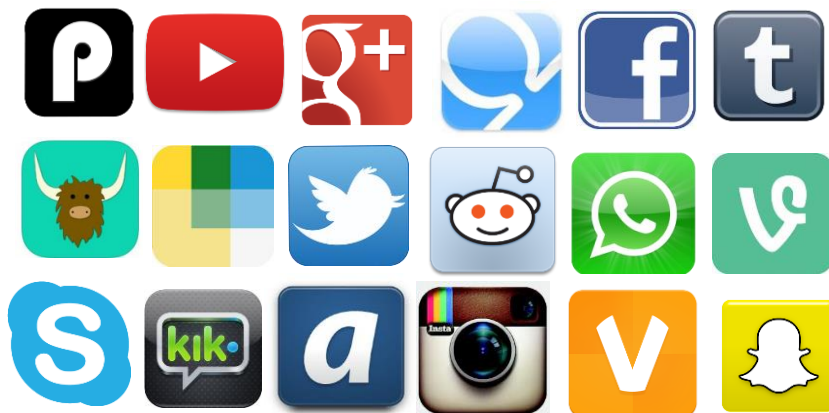
Source: Pew Internet Teens and Privacy Management Survey, July 26-September 30, 2012. N=802 parents of teens ages 12-17 and 802 teens ages 12-17. Margin of error is +/- 4.5 percentage points.

## TEEN INTERNET ACCESS DEMOGRAPHICS

	Access the Internet	Mobile Access to Internet (phone, tablet, etc)	Access Internet Mostly on Cell Phone
<b>All teens, ages 12-17 (n=802)</b>	95%	74%	25%
<b>Teen Gender</b>			
a Boys (n=405)	97 <sup>b</sup>	72	20
b Girls (n=397)	93	76	29 <sup>a</sup>
<b>Age of Teen</b>			
a 12-13 (n=246)	93	71	16
b 14-17 (n=556)	96	76	29 <sup>a</sup>
<b>Teen Gender and Age</b>			
a Boys, 12-13 (n=122)	96	70	12
b Boys, 14-17 (n=283)	97 <sup>c</sup>	73	24 <sup>a</sup>
c Girls, 12-13 (n=124)	91	72	20
d Girls, 14-17 (n=273)	95	78	34 <sup>abc</sup>

Source: Pew Internet Teens and Privacy Management Survey, July 26-September 30, 2012. N=802 parents of teens ages 12-17 and 802 teens ages 12-17. Margin of error is +/- 4.5 percentage points.

## HOW MANY DO YOU KNOW?



## SOCIAL NETWORKING: SITES TO KNOW

- The Big Three
  - Facebook
  - Instagram
  - Twitter
- Messaging
  - Kik
  - What's App
  - Oovoo
- Annonymus
  - Whisper
  - Omegle
- “Disapearing”
  - Snap Chat
  - Burn Note
- Video Sharing
  - You Tube
  - Vine
- Other
  - Ask.fm
  - Pheed
  - Wanelo



## Snap Chat

- 12+ rating in App Store.
- Photo messaging app.
- Sender sets how long the image will be available for the recipient.
- Image disappears, but is still retrievable.
- Possible to screen shot and save the image – sender will get an alert.
- Snap Save – apps that allow recipients to save photo without the sender receiving an alert.
- Most teens use it to send goofy or slightly embarrassing photos of themselves.
- Makes sexting easier.



## Ask.fm

- 12 + rating in the App Store.
- Ask and answer questions posted by any user.
- Public by default, can change settings.
- Follow friends and read responses to questions.
- Can sync to Facebook.
- A lot of cyber bullying.



## Omegle

- 17+ rating in the App Store.
- Costs \$0.99 to download.
- Anonymous chatting – app pairs users randomly.
- Allows text, video, and voice communication.



## TWITTER

- 4+ Rating in App Store.
- “Tweet” 140-character messages - microblogging – about anything.
- Public by default, can change settings.
- Hashtags (#) can make users’ content more visible.
- Fastest growing social networking site among teens.



## Instagram

- 12+ rating in the App Store.
- Users take, edit, and share photos and short videos.
- Profile is public by default, can change in settings.
- Hashtags (#) can make users’ content more visible.
- Rapidly growing social media site.
- A lot of cyberbullying.



## SOCIAL MEDIA AND NETWORKING USE

### Positives

- Connect with friends.
  - Receive encouragement and support
- Learn new social skills.
- Do Good.
  - Respond to bullying
  - Community service
- Digital competency.
- Express personality.

### Negatives

- Inauthentic validation.
  - Out for “likes” and “friends” or “followers.”
- Lose face-to-face communication skills.
- Less distinction between “real” and “virtual” worlds.
- Less discretion.
  - Quick reactions
  - Share with the wrong crowd
- Permanent digital footprint.
- Risk for cyberbullying.



## BULLYING: IC 20-33-8-0.2


Bullying means overt, unwanted, repeated acts or gestures, including verbal or written communications or images transmitted in any manner (including digitally or electronically), physical acts committed, aggression, or any other behaviors, that are committed by a student or group of students against another student with the intent to harass, ridicule, humiliate, intimidate, or harm the targeted student and create for the targeted student an objectively hostile school environment that:

- (1) places the targeted student in reasonable fear of harm to the targeted student's person or property;
- (2) has a substantially detrimental effect on the targeted student's physical or mental health;
- (3) has the effect of substantially interfering with the targeted student's academic performance; or
- (4) has the effect of substantially interfering with the targeted student's ability to participate in or benefit from the services, activities, and privileges provided by the school.







## BULLYING

- Overt, unwanted, **repeated** acts or gestures.
  - Verbal or written communications or images (**including digitally or electronically** transmitted).
  - Physical acts committed, aggression.
  - Or any other behaviors, against another student with the intent to **harass, ridicule, humiliate, intimidate, or harm** the targeted student and create for the targeted student an **objectively hostile school environment** .
- 


## HOSTILE SCHOOL ENVIRONMENT

1. Reasonable **fear of harm** to the target's **person or property**.
  2. Substantially **detrimental effect** on **physical or mental health**.
  3. Substantially **interfering** with **academic performance**.
  4. Substantially **interfering** with the ability to **participate in or benefit from the services, activities, and privileges** provided by the school.
- 


## CYBERBULLYING

- Sending or posting derogatory or hateful material on the Internet with the intent to harm, harass, threaten, or embarrass another.
    - Email
    - Text
    - Games
    - Chat rooms
    - Blogs
    - Social networking sites
- 


## BULLYING ON INSTAGRAM

- Commenting.
  - Captioning photos.
  - Creating specific hashtags (#).
  - Tagging a user through the “Add People” feature on the Share screen.
  - Creating fake accounts.
  - Creating accounts that target a person with the username.
- 


## TIPS FOR PARENTS

- Communicate values and expectations
  - Teach Internet safety
  - Teach Internet etiquette
  - Discuss immediate and long-term consequences
  - Supervise your kids
- 


## COMMUNICATE VALUES AND EXPECTATIONS

- Create an open environment.
  - Start early.
  - Be clear about values and attitudes.
  - Use teachable moments/everyday opportunities to initiate conversations not lectures.
  - Listen patiently when your child shares with you.
  - Talk about peer pressure.
  - Lead by example.
- 


## TEACH INTERNET/CYBER SAFETY

- Keep profiles private.
  - Do not talk to/friend/follow people you do not know personally.
  - Limit personal information shared.
  - Turn off location services.
  - Keep passwords private – even with friends.
  - Do not meet up with people you meet up with online in person – without adult supervision.
  - Never send or post sexually suggestive or explicit messages or photos.
  - Trust your gut.
- 


## TEACH INTERNET ETIQUETTE

- Review each site or app’s “rules” before using.
  - Language matters.
  - Use good manners – no online YELLING.
  - Don’t send mean messages.
  - Avoid “reply all.”
  - Don’t forward messages.
  - Avoid sex talk.
  - Never hack an account or pretend to be someone else.
  - Never plagiarize material.
- 


## DISCUSS IMMEDIATE AND LONG-TERM CONSEQUENCES

- Discuss the importance of not engaging in “drama.”
  - Discuss the concept of a “digital footprint.”
    - Nothing is ever really gone.
    - The “Grandma Rule.”
    - Potentially visible to all.
  - Discuss the social, emotional and legal consequences of sexting.
- 


## SUPERVISE YOUR KIDS

- Let them know you are in charge.
  - Know who your children’s friends are online.
  - Ask questions about friends and peers.
  - Stay actively involved in your child’s life.
  - Set and maintain limits for social media and Internet use.
- 

## SUPERVISE YOUR KIDS

- Stay current – know the sites and apps your kids frequent.
    - Create your own profile.
    - “Follow” your kids.
    - Read reviews from trusted organizations.
    - Talk to other parents.
  - Recognize warning signs that your child may become involved in bullying.
    - Overly concerned with social status or popularity.
    - Spends a lot of time online.
    - Has friends who bully others.
- 

## SUPERVISION CONSIDERATIONS

- Consider limiting technology use to public spaces (family computer/tablet in public area).
  - Consider making the bedroom a technology free zone.
  - Consider taking phones away at parties.
  - Consider knowing your children’s passwords.
  - Consider using parental control settings and software.
- 

## PARENTAL CONTROLS

- Be transparent with your rules.
- Use the restriction features on your child's technology.
  - Restrict app downloads.
  - Set a budget.
- Parental monitoring software.




## HOW MANY DO YOU KNOW?


- 121
- 143
- 404
- #MCM
- #WCW
- A/S/L
- F2F
- HMU
- Inbox Me
- PAL or PRL
- PM
- SMH
- TDTM



## TEXT MESSAGE ABBREVIATIONS AND HASHTAGS

- 121 – one to one
  - 143 – I Love You
  - 404 – I haven't a clue
  - #MCM – Man Crush Monday
  - #WCW – Woman Crush Wednesday
  - A/S/L – Age/Sex/Location
  - F2F – Face to Face
  - HMU – Hit me up
  - PAL or PRL – Parents are Listening
  - PM or Inbox Me – send a private message
  - SMH – Shaking my head
  - TDTM - Talk dirty to me
- 

What about when bullying  
still happens?





## SCHOOLS MUST: IC 20-33-8-13.5

### Discipline rules prohibiting bullying required

- (a) Discipline rules adopted by the governing body of a school corporation under section 12 of this chapter must:
  - (1) prohibit bullying; and
  - (2) include:
    - (A) provisions concerning education, parental involvement, and intervention;
    - (B) a detailed procedure for the expedited investigation of incidents of bullying that includes:
      - (i) appropriate responses to bullying behaviors, wherever the behaviors occur;
      - (ii) provisions for anonymous and personal reporting of bullying to a teacher or other school staff;
      - (iii) timetables for reporting of bullying incidents to the parents of both the targeted student and the bully, in an expedited manner;
      - (iv) timetables for reporting of bullying incidents to school counselors, school administrators, the superintendent, or law enforcement, if it is determined that reporting the bullying incident to law enforcement is necessary;
      - (v) discipline provisions for teachers, school staff, or school administrators who fail to initiate or conduct an investigation of a bullying incident; and
      - (vi) discipline provisions for false reporting of bullying; and
    - (C) a detailed procedure outlining the use of follow-up services that includes:
      - (i) support services for the victim; and
      - (ii) bullying education for the bully.



## WHAT SCHOOLS MUST DO

- Prohibit bullying.
- Include:
  - Provisions concerning education, parental involvement, and intervention
  - A **procedure** for the expedited **investigation of incidents of bullying** that includes:
    - appropriate responses to bullying behaviors, wherever the behaviors occur.
    - provisions for **anonymous and personal reporting of bullying** to a teacher or other school staff.
    - timetables for reporting of bullying incidents to the parents of both the targeted student and the bully, in an expedited manner.
    - timetables for reporting of bullying incidents to school counselors, school administrators, the superintendent, or law enforcement, if it is determined that reporting the bullying incident to law enforcement is necessary.
    - discipline provisions for teachers, school staff, or school administrators who fail to initiate or conduct an investigation of a bullying incident.
    - discipline provisions for false reporting of bullying.
  - A detailed procedure outlining the use of **follow-up services** that includes:
    - support services for the victim.
    - bullying education for the bully.



4/17/2014
South Madison Community School Corp - Report Bullying

# SCHOOL POLICIES

- Anonymous Bullying Reporting Tool
  - Corporation and each school's webpage

## SCHOOL POLICIES

- Bullying rules apply when a student is:
  1. On school grounds immediately before or during school hours, immediately after school hours or at any other time when the school is being used by a school group (including summer school).
  2. Off school grounds at a school activity, function, or event.
  3. Travelling to or from school or a school activity, function, or event.
  4. Using property or equipment provided by the school.



## SCHOOL POLICIES

### ○ Personal Communication Devices (PCDs)

- Computers, tablets, e-readers, cell phones, smartphones, or other web-enabled devices.
  - K-8: May possess PCDs during day, but must be powered off and concealed during school hours.
  - 9-12: May use PCDs before and after school, during lunch, between classes, during after-school activities.
- May not be used to access and/or view Internet sites that are otherwise blocked to students at school.


### ○ Sexting

- Reports must be filed to law enforcement if the violation involves illegal activity.
  - Child pornography or Child exploitation.


## ADVICE FOR PARENTS: WHEN YOUR CHILD IS THE ONE BULLYING

- Listen to all sides of the story.
- Encourage empathy with the target.
- Have your child apologize.
- Follow through with consequences.
- Continue to model the expected behavior.
- Remind your child that bullying is a behavior and can be changed.


## ADVICE FOR PARENTS: WHEN YOUR CHILD IS THE ONE BULLYING

- Try to find the root cause.
    - Do they have low self-esteem?
    - Has there been a major change in his/her life?
    - Is he/she also a target?
  - Praise and reinforce positive behaviors.
  - Ask for help.
    - From the school.
    - From a mental health professional.
  - Remind students of other potential consequences including legal consequences.
- 


## POTENTIAL LEGAL CONSEQUENCES

- Battery (IC 35-42-2-1)
  - Intimidation (IC 35-45-2-1)
  - Harassment (IC 35-45-2-1)
  - Criminal Recklessness - Hazing (IC 35-42-2-2)
  - False Informing (IC 35-44.1-2-3)
  - Identity Deception (IC 35-43-5-3.5)
  - Criminal Mischief (IC-35-43-1-2)
- 

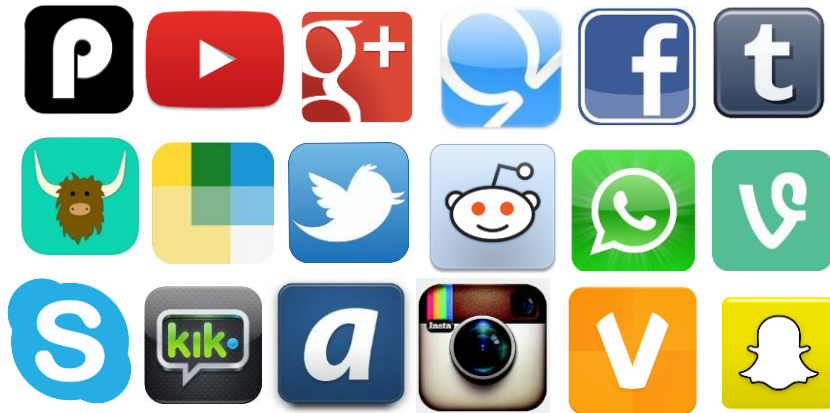
## ADVICE FOR PARENTS: WHEN YOUR CHILD IS THE TARGET OF BULLYING

- Watch for warning signs.
    - Changes in mood or behavior.
  - Listen to all sides of the story.
    - Ask your child to tell you in his/her own words.
  - Screen shot and save online bullying messages.
  - Delete (and report) sexting.
  - Report it.
    - To school.
    - To authorities (police).
- 

## ADVICE FOR PARENTS: WHEN YOUR CHILD IS THE TARGET OF BULLYING

- Give your child tips to prevent it from escalating.
    - Avoid the person bullying.
    - Use the buddy system.
    - Do not respond. Act brave. Walk away.
    - Continue talking to trusted adults.
    - Block the person bullying from accessing your social media profiles and phone number.
  - Build their self-esteem.
- 

HOW MANY DO YOU REMEMBER?



## RESOURCES

- American Academy of Pediatrics
- The Centers for Disease Control and Prevention
- Commonsensemedia.org
- CNN (<http://www.cnn.com/2013/11/21/living/social-media-positives-teens-parents/>)
- Cyberbullying Research Center
- Indiana Department of Education
- KidsHealth.org
- Office of the Indiana Attorney General
- Onguardonline.gov
- PACER Center
- Pew Research Center
- Social Health Association
- South Madison School Corporation
- United States Department of Labor

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