

CYBER-REALITY CYBER-PARENTING

North Kitsap School District

Charles Leitch

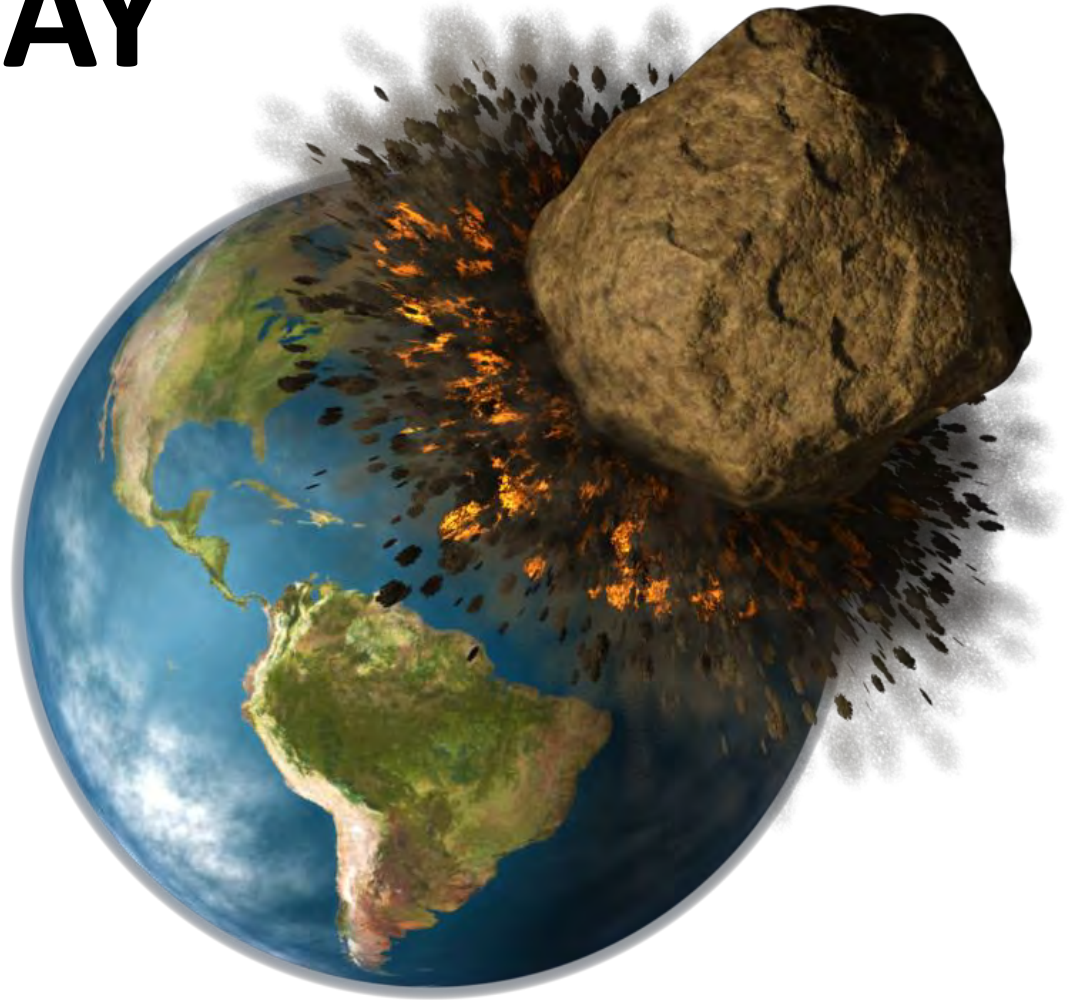
NEW TECHNOLOGY POSES CHALLENGES



**REMAIN
CALM**



IT IS NOT DOOMSDAY



WHAT ARE YOUR RULES?



DO YOU HAVE RULES?



RULES FOR WHAT??



**THESE SITES
ARE FREE**

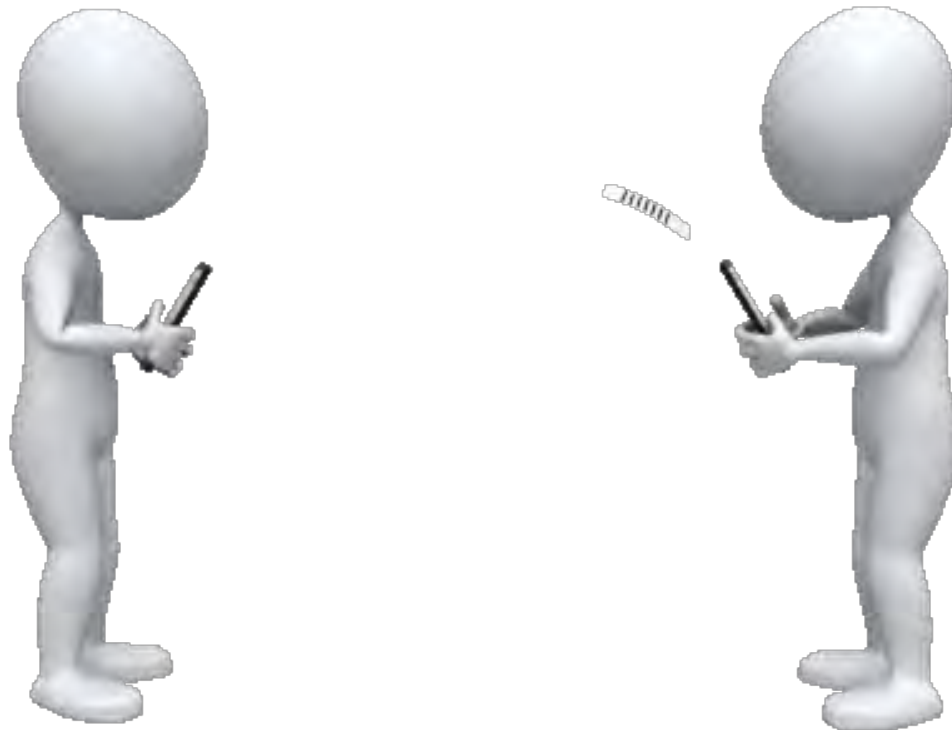
**THESE SITES
ARE NOT FREE**

**ETIQUETTE IS
NOT CLEAR**

Pew Research Center on Teens

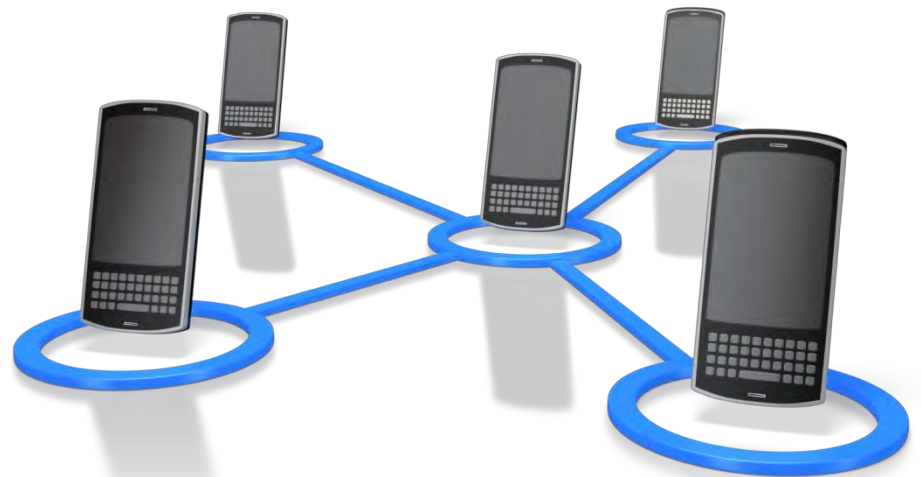
- 87% have computer
- 81% have gaming console
- 73% have smartphone
- 58% have tablet
- 30% have a “basic” cell phone
 - 15% of teens have both types of phone

- American teens (13-17) send or receive **3,000 - 4,000** texts per **month**



Pew Research Center

- 24% of teens (13-17) go online “almost constantly”
- 92% go online daily
- 56% go online several times a day



Teens post info on social media

- 92% post real name to profile they use most
- 84% post interests
- 82% post birth date
- 62% post relationship status
- 24% post videos of themselves

<http://pewinternet.org>

Cyberbullying = ?



- Posting mean things
- Pretending to be someone
- Telling everyone to ignore someone
- Sharing confidential stuff
- Sending mean things over and over



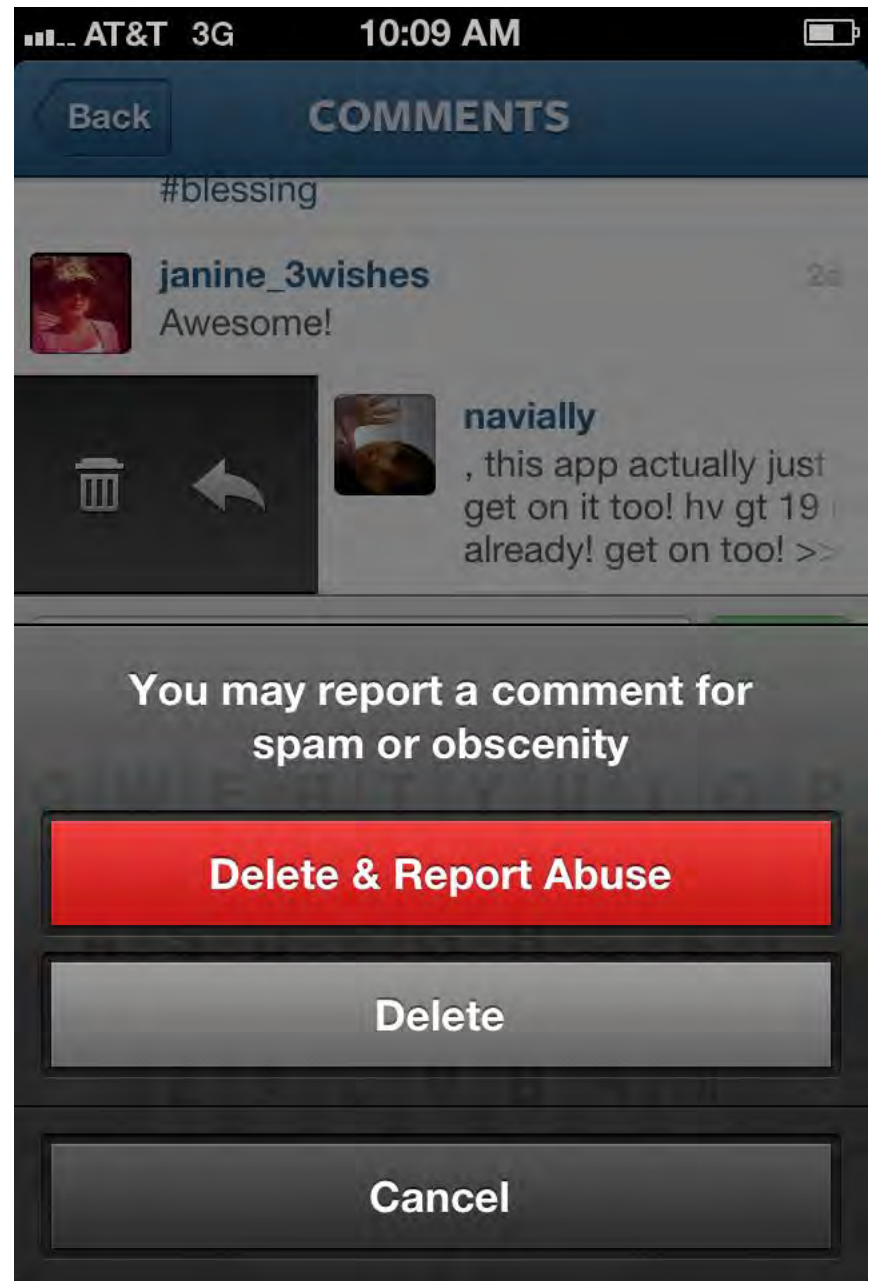
- **1.39 Billion** active users
- **300 Million** photos uploaded a day
- **83 Million** fake profiles
- Market research
- Self censorship

Instagram

- Photosharing
- **300 Million** monthly users
- **75 Million** daily users
- More females than males
- Embarrassing images
- Hateful comments
- Hurtful captions



You can report



Twitter & Vine

- **288 Million** monthly active users
- **500 Million** Tweets are sent per day
- 80% of Twitter active users are on mobile
- 77% of accounts are outside the U.S.
- **Vine:** Video-sharing App



Twitter Reporting

- Twitter only responds to reports from parties that are direct victims of abusive conduct
- Advise victims to report incident to Twitter
- Submitting report requires:
 - Twitter username
 - Description of the incident
 - Direct links to the tweets

Snapchat



- Photo messaging App
- **700 Million** “snaps” a day
- Users set time limit to view (1-10 seconds)
- Supposedly disappear after that
- Can report impersonation, abuse, harassment or inappropriate use

tumblr

The Tumblr logo, consisting of the word "tumblr." in a white, lowercase, serif font, centered within a dark blue square.

tumblr.

- Micro-blogging site
- **225 Million** blogs
- **87 Million** posts a day
- Content policy has changed to ban certain topics such as suicide, eating disorders, or advocate self-harm
- Adult content is present

Cyberbullying

**Students may face
disciplinary
consequences for off-
campus conduct**



Search & Seizure

Cell phones at
school can be
searched under
certain
circumstances



**Warrants
can be
issued for
websites
*sometimes***



Criminal Laws Apply?



Reporting to Websites

Reporting to social media site is easiest way to address concern officially



Communications Decency Act

Website publishers and users insulated from certain claims related to User Generated Content where created by third-party



OPPORTUNITY FOR MISCHIEF

If your child signs up for a new messaging app/platform:

- **What are the privacy settings?**
- **What are the identity controls?**



**Make lists of acceptable
websites for newer users**

**Keep a list of sites they
routinely visit**



PROTECTING PRIVACY IS DIFFICULT ONLINE



**DO YOU
UNDERSTAND
HOW SOCIAL
MEDIA
INFORMATION
IS TRACKED?**



DO NOT SURPRISE YOURSELF

- Check your privacy settings
- And check them often
- Responsible image use
- Limited friends - “Pruning”



WE ALL MAKE MISTAKES

- Anticipate it
 - Understand how you use technology & social media
 - Educate yourself about privacy settings





TEACH GOOD DECISIONS

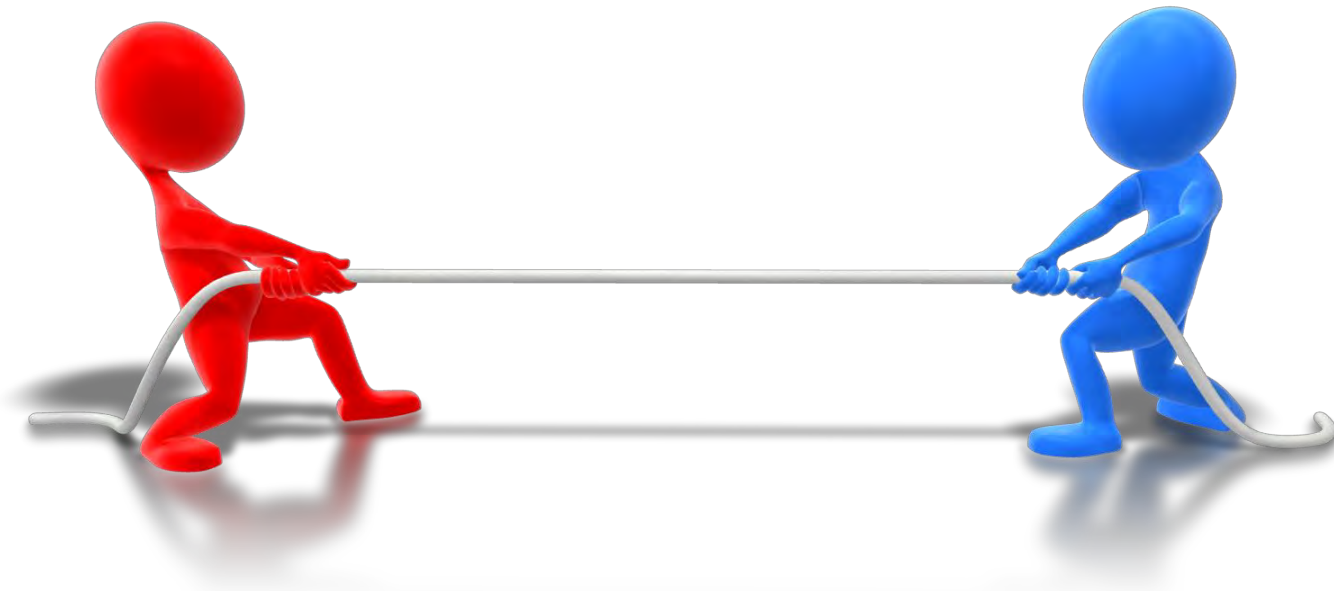
HOW TO APPROACH WITH OUR YOUNG PEOPLE



DANGER



“Texting while driving blamed in girl’s fatal crash”



TEASING
“FUN”

VS.

BULLYING
“MEAN”

There is a line but it moves AROUND!

Not only what we say



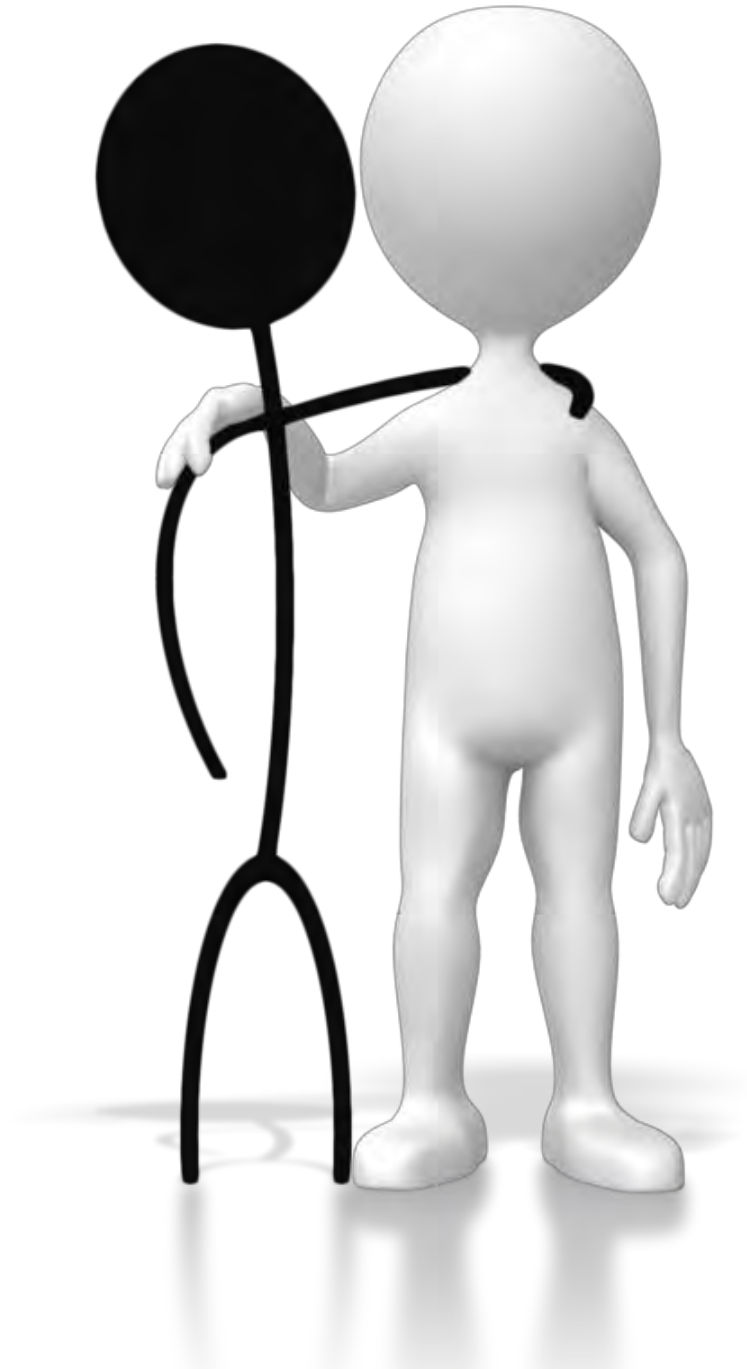
and **how** we say it

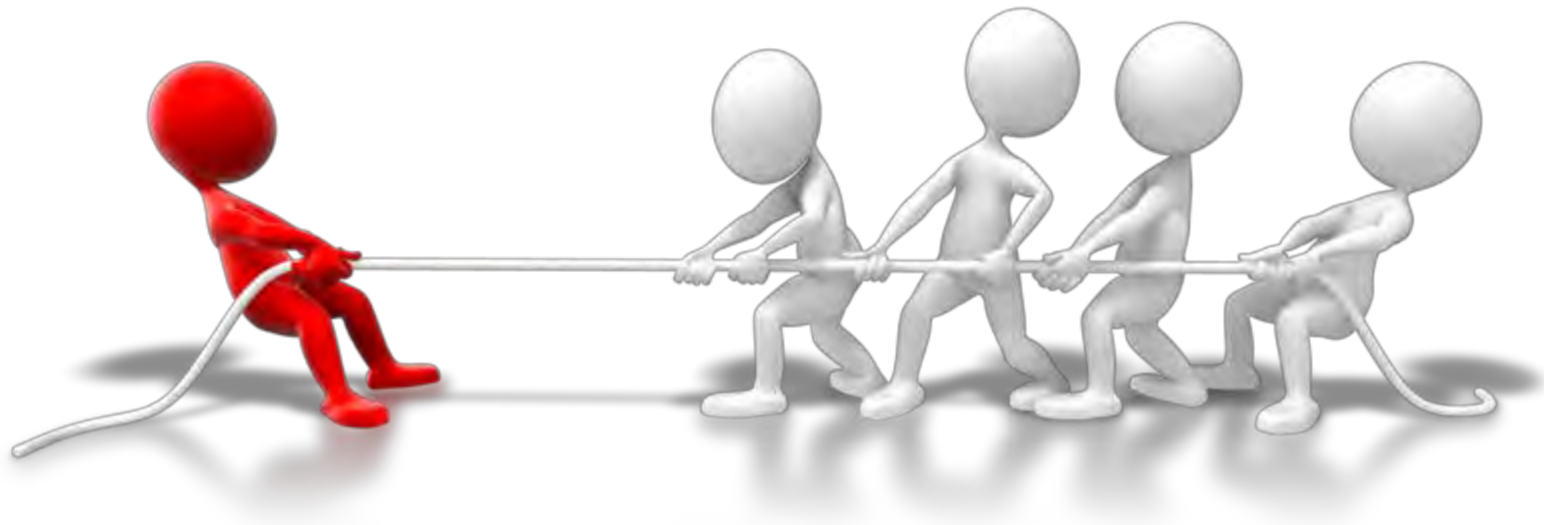
But what they hear



and how they take it

**Encourage
attention to
how others
are **feeling****





Do what's **right**
Not what others do

Use Cameras the RIGHT way

- No posting of images without their permission
- Any use of camera where privacy expected (bathrooms) will get you in trouble



SOCIAL MEDIA & REPUTATION



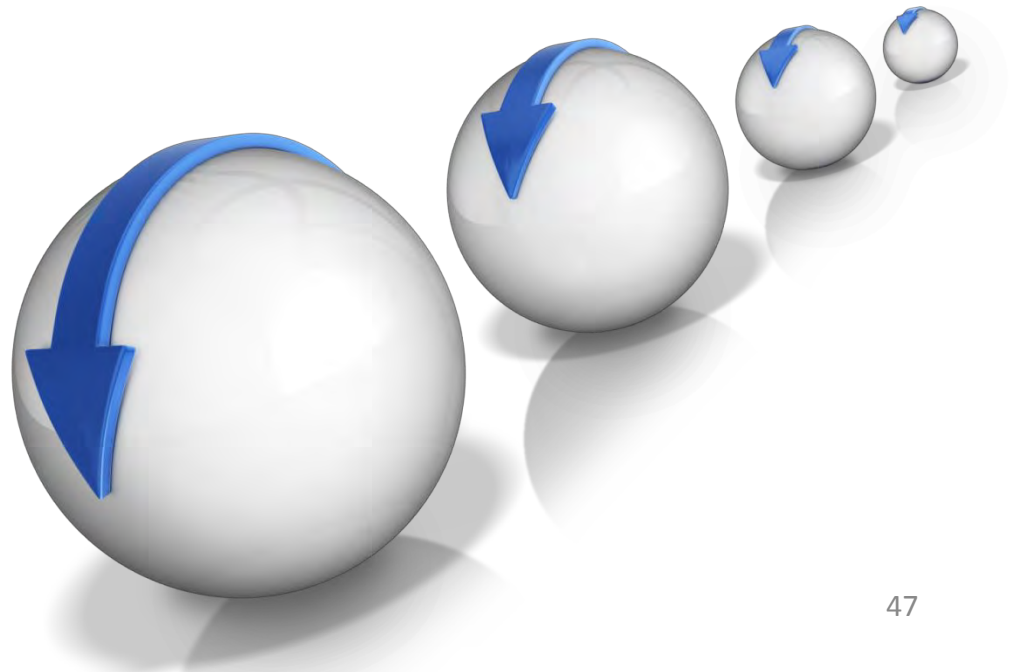


Sexting

Losing Control

IWF Study of UG sexual content

- 7,147 images & 5,077 videos
- 10,776 on “parasite” websites
- 88% was taken from original source site



***Sexting* should be a focus**

- Multi-dimensional issue
 - Can be considered child pornography
 - Often a tool for cyberbullying
 - Courtship issues



Encourage Understanding

- **Sending** naked pictures or videos is a **BAD IDEA**
- **Pressure** by someone to send naked pictures is **WRONG**



Everything can be TRACKED



Encourage them to think:

- Where does it go?
- Who might see it?
- Want world to see it **forever**?
- Will it cause concern?



DON'T CREATE A MONSTER





Protect Passwords!

Supporting Expectation

- Watch for potential:
 - Malice in technology use
 - Bad judgment
 - Dumb mistakes



TAKEAWAYS



**REMAIN
CALM**



**THE EARLIER YOU START
WITH YOUR CHILD,
THE BETTER**



ESTABLISH KNOWLEDGE OF TECHNOLOGY



GET THE SAME TECH



LEARN ABOUT SENDING **TEXTS**



USE FACEBOOK

USE TWITTER



MAKE TIME TO SURF THE WEB TOGETHER



TALK TO YOUR CHILD ABOUT EXPECTATIONS



HELP YOUR CHILD PROTECT THEIR **BRAND**



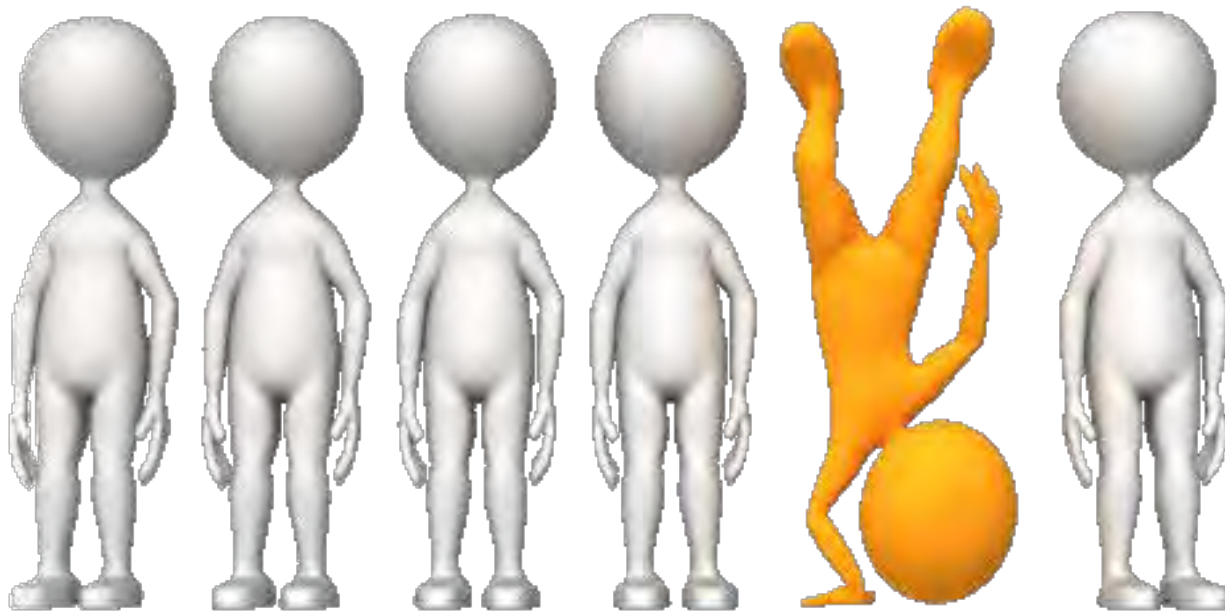
ESTABLISH RULES



TEACH **GOOD** **CHOICES**



LET THEM DEVELOP AS **AN** **INDIVIDUAL**



BUILD A SUPPORT NETWORK BY TALKING TO OTHERS



BE VIGILANT



IF YOUR CHILD SHARES CONCERNS:

- Explore Referrals
- Calm Support



**IF IT IS A CRISIS -
REPORT IF YOUR
CHILD WILL NOT**



PRESERVE

EVIDENCE





**DON'T BE MUTE
ON EXPECTATIONS**

**You will
have to be
adaptive!**



BE NICE
BUT BE
STRONG



**STAY
POSITIVE**

