



Parents should have been welcomed and separated from kids before you start the formal presentation. Girls and boys are in the same room until “split” is noted later in the presentation after slide 6. Confirm attendance as appropriate. Kids should have pen and paper to take notes. If not, please provide for them.:

## Objectives

- We want to give you the information and power to:
  - Make smart choices.
  - Be a stakeholder in creating a positive online community.
  - Be a good digital citizen.



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## Agenda

- You and your “media”
- You as a publisher
- Your digital reputation
- Online bullying and sexting
- Your future



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This a good opportunity to go over the “rules” for this course. Should kids raise hands to ask questions? Do they need permission to take a break, go to the bathroom etc. Where are the bathrooms? Are they allowed to use their cell phones or laptops during the course?



## YOU AND YOUR MEDIA

Section 1

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## Media

- What do you think media is?



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Review the risks and note that we will be going into more detail on these later in the presentation.

## Media

- What do you think media is?
  - The Internet
  - Mobile phones
  - Text messages
  - Social networks
  - Tweeting/blogs
  - Instant messages/chatting
  - Email
  - Images/videos
  - Skype/FaceTime
  - Virtual worlds
  - Online gaming



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Review the risks and note that we will be going into more detail on these later in the presentation.

## Media: What Is It?

**Media** isn't just newspapers and magazines anymore.

It can refer to the messages and images that we consume and create, as well as the technology used to consume and create these messages.



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## Media



- Besides in person, how do you communicate with your friends and family?
- Which media are the most important to you?

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Have teens answer verbally. Don't go into too much detail, this is just to get them started thinking about media.

Texting

Creating content, like  
blogs or videos

Downloading music,  
movies, etc.

Social networks like  
Facebook & Twitter

Email

Online gaming

Virtual worlds

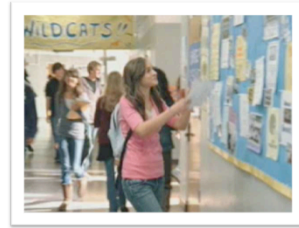
**same.**

A photograph of a woman with her hands clasped, looking at a laptop. The image is overlaid with a semi-transparent orange chain-link fence pattern. The top left corner of the image has a small vertical stack of three colored dots (yellow, orange, red).

**You as a Publisher**  
Section 2

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## You as a Publisher: Bulletin Board



Video courtesy of Ad Council

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Emphasize that once something is online it is out of your control

## You as a Publisher

### What is publishing?

It's not just writing a book. Publishing can also include:

- Sharing status updates
- Tweeting
- Creating or commenting on a social-networking page
- Creating and uploading videos and photos
- Making an avatar
- Gaming online
- Texting, emailing, and blogging

Have you ever thought of yourself as a publisher?

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## You as a Publisher

### What happens when you publish?

- How long will what you share stay up there?
- Can you control where it goes?



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Information, photos, and videos that are posted or get posted about you may never go away. Whatever you post could possibly be retrieved by anyone.



## You as a Publisher: Context Matters

What is context?

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Give examples of non-verbal language

Tone

Speed

Facial expressions

How do you express emotion when you're texting?

**HEY** or hey

Capital letters

Emoticons

Extra letters for emphasis

## You as a Publisher: Context Matters

### What is context?

Context is the circumstance, tone, or surrounding event that determines something's meaning.

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Give examples of non-verbal language

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Extra letters for emphasis

## You as a Publisher: Context Matters

### What is context?

Context is the circumstance, tone, or surrounding event that determines something's meaning.

- How do you express emotion when you are texting or online?
- Has someone ever taken what you said online the wrong way?

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Give examples of non-verbal language

Tone

Speed

Facial expressions

How do you express emotion when you're texting?

**HEY** or hey

Capital letters

Emoticons

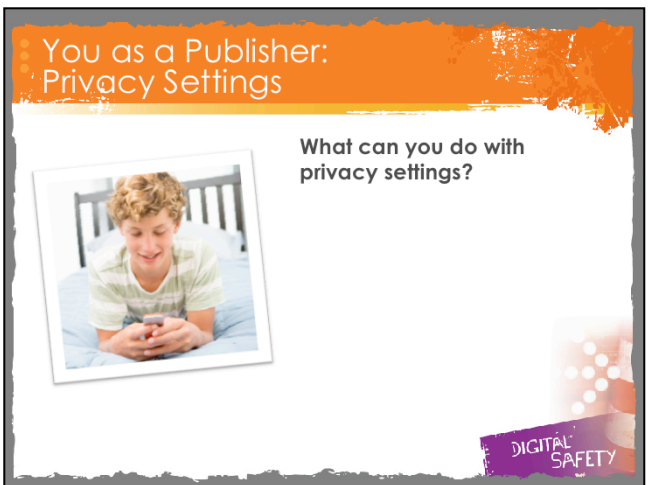
Extra letters for emphasis

## You as a Publisher: Using Social Networks

- Which social network sites do you use?
- How old do you have to be to join these sites?
- Have you or your friends lied about your age to get on a site?



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Do you know how to block people? Why should you block people?

Check your privacy settings every six months—a good reminder would be to link it with daylight savings time changes.

If you **aren't** old enough to meet the minimum age requirements, **don't join**

If you **are** old enough, **use your privacy settings**

-Tagging is linking a photo or a location or text with a name and a link to their profile.

-It's possible to include the GPS coordinates with a tag (geotagging)

## You as a Publisher: Privacy Settings



### What can you do with privacy settings?

- Control who sees your page
- Control what information people can see about you
- Block people
- Control who tags you

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## You as a Publisher: Privacy Settings



### What can you do with privacy settings?

- Control who sees your page
- Control what information people can see about you
- Block people
- Control who tags you

Check your privacy settings often—sites can change and what used to be private can become public.

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Do you know how to block people? Why should you block people?

Check your privacy settings every six months—a good reminder would be to link it with daylight savings time changes.

If you **aren't** old enough to meet the minimum age requirements, **don't join**

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## You as a Publisher: Passwords

### Protect your passwords!

- **Don't** share them with your friends.
- **Do** share them with your parents.



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Emphasize: For some, sharing passwords sign of bestfriendship. But best friends should respect password boundaries.

If you get in a fight, your best friend can post stuff you never said, or lock you out of your account.

Your parents are here to protect you – giving them your password helps keep you safe. It is another reminder that you shouldn't be posting anything that your parents shouldn't read or see.





## Your Digital Reputation

Section 3

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## Digital Reputation: Real Life



Video courtesy of iKeepSafe

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Baseball Player/Blog video – Mention to teens that both are true stories (with actors playing parts, but facts are true).

## Digital Reputation: What Is It?

- Your **digital reputation** is your online image presented through all digital media interactions. This comes from the way you present yourself, and the way you treat other people.
- When did your digital reputation start?
- What contributes to your digital reputation?



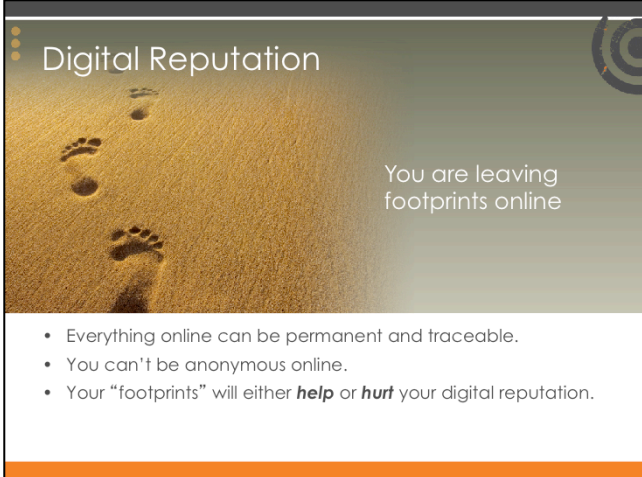
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Ask your kids: When did it start?

Your digital reputation started before birth — there are records of you from a sonogram

Things that contribute to your digital reputation:

- Emails you write
- Text messages you send
- Photos you post
- Content you forward to friends
- Profiles you create on social networks
- Messages you post on other people's profiles

A presentation slide titled "Digital Reputation". The top half features a background image of footprints in a field of tall grass, with a target icon in the upper right corner. The text "You are leaving footprints online" is positioned on the right side of the image. Below the image is a white box containing a bulleted list of three points. The slide has an orange bar at the bottom.

Digital Reputation

You are leaving footprints online

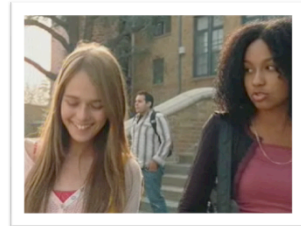
- Everything online can be permanent and traceable.
- You can't be anonymous online.
- Your "footprints" will either **help** or **hurt** your digital reputation.

Ask: What do you want your digital reputation to be?

If necessary, law enforcement has the ability to trace comments back to an individual's computer, even if you sign up with a fake name, email address or Facebook.

Your digital reputation is permanent and can be difficult to change after it has been damaged because the information is ALWAYS there. Even false information.

## Digital Reputation: "Hi, Sarah"



Video courtesy of Ad Council

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After viewing, discuss how they would feel if they were Sarah, or if Sarah were their sister. Why is it creepy to have strangers know about her underwear of the day? What could Sarah have done differently? Make sure they list more than just not take the photos in the first place. Discuss privacy options for social networking sites.

## Digital Reputation: Dangers

- **Beyond your control**  
Your postings can be altered.
- **Mean posts**  
Messages can turn ugly fast.
- **False identities**  
It's easier for people to lie about who they are online. Know who you're talking to.
- **Risky behavior**  
Sexy pictures, videos, and conversations can be forwarded to anybody.



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## Digital Reputation: "Creepy Predator"



Video courtesy of Ad Council

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Emphasize the anonymity of online personalities.

Don't share personal info (name, school, age, address) with people you don't know in real life.

Don't engage in sexual conversations online.

Never send pictures to people you met online.

If you know a friend is engaging in risky behavior, tell a trusted adult.

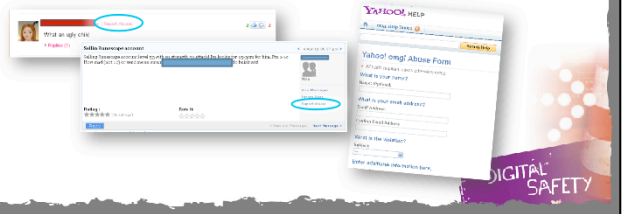
And most importantly, **NEVER meet somebody offline who you met online.**

## Digital Reputation: Report Abuse

Each site has its own way to handle abuse. Find the “report abuse” link or button for the site you’re on.

If something makes you feel uncomfortable, you should report it.

Depending on the situation, notify a trusted adult.



Ask kids if they know how to report abuse (some thing that there’s a specific website, explain that individual websites have different report abuse functions)

Reporting abuse can be anything from drugs and alcohol, to gang lifestyle and weapons, to online predators.



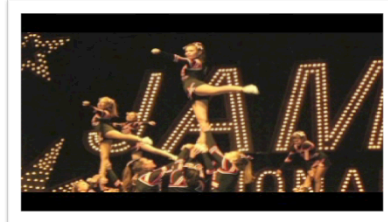


## Online Bullying and Sexting

Section 4

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## Online Bullying: Jill's Story



Video courtesy of Yahoo!

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## Online Bullying: Jill's Story



- What other options did the boys in the video have?
- What other options did Jill have?
- Why do you think the police got involved?

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## Bullying Is Different Online



- People tend to be even meaner when they think no one knows who they are.
- More gossip is spread when people think there won't be consequences for their actions.
- Don't add to the online drama.

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- Some kids (and even adults) set up fake (impostor) profiles pretending to be someone they know to bully other people.
- Schools are beginning to establish consequences, like suspension or expulsion, for students caught bullying other students, even if they did the actual bullying at home. And many states are enacting laws making bullying online a crime.

## Bullying Changes Online

- You can say things that can't be taken back with the touch of a button. Is that enough time to think about what you are saying and how others will take it?
- Online bullying can be extra painful if it goes viral, and you might not even know who is behind it.



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It used to be that you could escape to your room or somewhere else to escape the bullying. Now it is everywhere- on your phone, on your computer, in your car, in your house.

Why would you say it online if you wouldn't say it to their face?

Take time to reflect before posting or communicating- especially if you are mad or upset about something

## Online Bullying: Consequences



Bullying can have serious consequences everywhere:

- It can damage both victims' and perpetrators' reputations.
- Schools discipline for online bullying – even if it's done off-campus or after school.
- The police can become involved.

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It can be a crime to impersonate someone online.

## Online Bullying: You Can Prevent It

### 1. Stop

- Refuse to pass along bullying messages.
- Tell friends to stop bullying.

### 2. Block

- Block communication with bullies.

### 3. Tell

- Report cyberbullying to a trusted adult.
- Report the abuse to the hosting website.

*From WiredSafety.org*

A purple rectangular logo with the words "DIGITAL SAFETY" in white, uppercase letters. The logo is positioned in the bottom right corner of the slide, partially overlapping a decorative graphic of a smartphone screen with white dots.

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## Online Bullying: Be an Upstander, Not a Bystander

- Don't be a bully yourself. Initiating or retaliating bullying can make situations worse.
- When you see inappropriate behavior online or in real life, don't just stand by. Be an upstander!
- How would you feel if you were being bullied and no one stood up for you?



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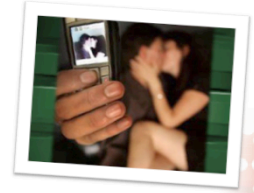
If you see bullying or other mean or inappropriate behavior online, don't just stand by and let it continue. Report it to the site by clicking on the "report abuse" button.

**It can be hard to report or stand up to bullying because you don't want to come off as a snitch. Would you want someone to stand up for you, or your friends, or family?**



## Sexting: What Is It?

- Sexting is the act of sending sexually explicit messages or photos electronically, primarily between mobile phones.
  - Why do people "sex"?
  - Can you control what happens with sexy/naked images or texts?



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Why kids sext

- to show off
- to entice
- to show interest
- to prove commitment

Ask kids what happens when you send a picture to your boyfriend/girlfriend, and you break up.  
Can you guarantee what's going to happen to that picture?

- Include/ask for stories from people students know
- For a high school project a student searched each other online, and a naked picture of her friend came up

## Sexting: Dangers

- Sexting can do permanent damage to your digital reputation.
- There are serious legal consequences.
- Would you want strangers — or even your entire family or school — to see a naked picture of you?



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Once the photo is sent, you lose control over who sees it.

Sharing sexual or naked photos of minors, even with other minors, can be illegal

## Sexting: How You Can Prevent It

### Respect yourself and others by:

- **Not asking** anyone for sexy or naked pictures.
- **Not sending** pictures if anyone asks for them.
- **Not passing** along compromising pictures if anyone sends them to you.
- **Reporting** any incidents to a trusted adult.

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### Talking points for Officers:

- Remind teens that the problem is that the moment the relationship ends (and most of them do) someone is in possession of a highly compromising image that can be easily posted on a social networking site or sent around via email or text.
- Emphasize that **YOU** could help prevent tragedies like what happened to Jill.

Block communication with friends who send sexting messages

If you know somebody is sending around sexually revealing photos or if somebody has them, you should tell an adult immediately.



Bring the teens back together for a large group discussion.

## Your Future: Your Opportunity

- The Internet contains a permanent record of all you do online.
- Be an upstander, not a bystander.
- Don't tolerate bullying – report it when you see it.
- Be aware of who you talk to.
- You have control in creating a positive digital reputation, and a positive online community.



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The web is an exciting place, have fun, explore and remember that you get to create your digital reputation.

## Your Future: Family Media Agreement



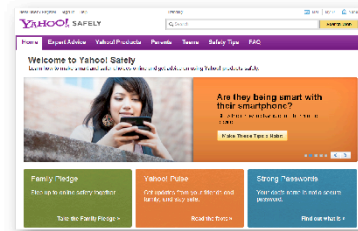
The graphic features a document titled "FAMILY MEDIA AGREEMENT" with two columns of text. The left column is headed "Parents" and the right column is headed "Students". Both columns contain a list of 10 numbered items, each with a checkbox. The items are: 1. Use devices only in common areas; 2. No devices in bedrooms; 3. No devices in bathrooms; 4. No devices in cars; 5. No devices in the car; 6. No devices in the car; 7. No devices in the car; 8. No devices in the car; 9. No devices in the car; 10. No devices in the car. Below the document is a purple logo that says "DIGITAL SAFETY".

Technology is a privilege, not a right. Use it responsibly.

Review Family Media Agreement with families and have them sign!  
Include screenshot

## Yahoo! Safely

- For tips and advice about staying safe online, visit [safely.yahoo.com](http://safely.yahoo.com).



Thanks to smartphones and other portable devices, kids can be online everywhere they go. That's why now, more than ever, education is key to online safety. With this in mind, Yahoo! developed Yahoo! Safely.

Yahoo! Safely is a global resource to inform parents, teens, and educators about important topics such as managing your “digital reputation” and learning how to minimize risks on mobile devices. With 29 sites worldwide, the site offers videos, simple strategies, and advice from internationally known safety experts including Common Sense Media, ConnectSafely, NetSmartz, and iKeepSafe. Yahoo! Safely also provides safety guidance for sites such as Yahoo! Messenger, Flickr, Yahoo! Pulse, and Yahoo! Mobile, all of which are designed to foster conversation and community among our users.



Thank you!

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