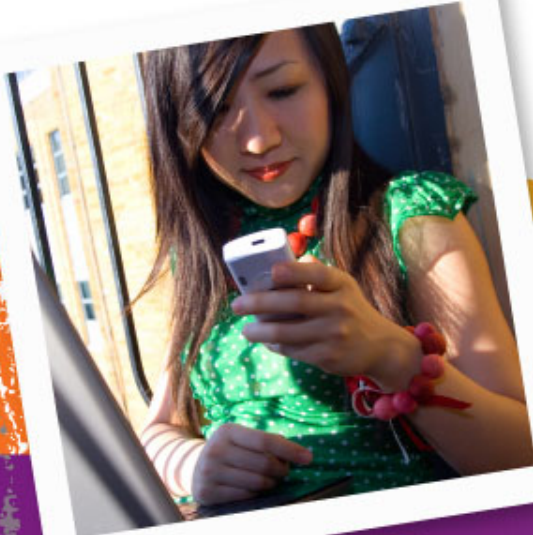


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- Brought to you by:
- Sunnyvale Department of Public Safety
- with support from Yahoo! Inc.

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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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YOU AND YOUR MEDIA

Section 1

Media

- What do you think media is?



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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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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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You as a Publisher

Section 2

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?

You as a Publisher

What happens when you publish?

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



You as a Publisher: Context Matters

What is context?

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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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You as a Publisher: Context Matters

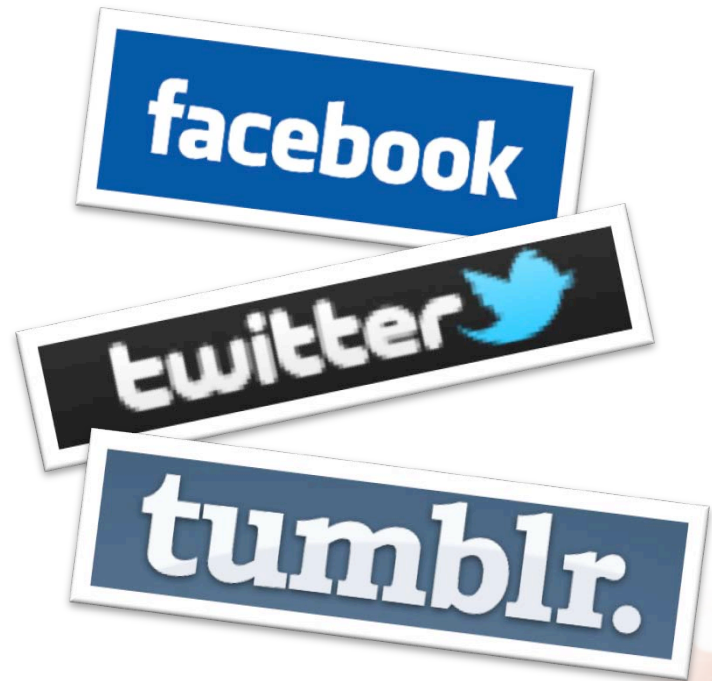
What is context?

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?

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?



You as a Publisher: Privacy Settings

**What can you do with
privacy settings?**



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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

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.

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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Your Digital Reputation

Section 3

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?





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.

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.



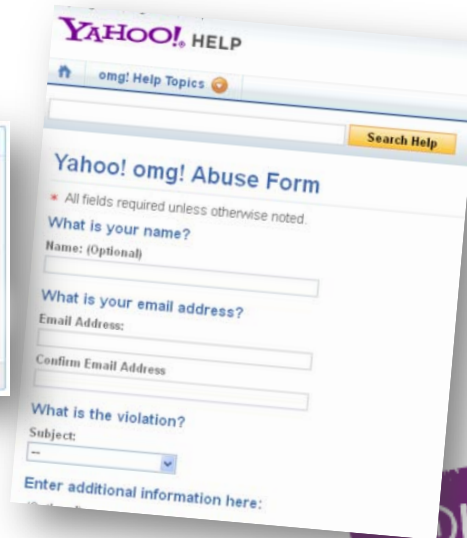
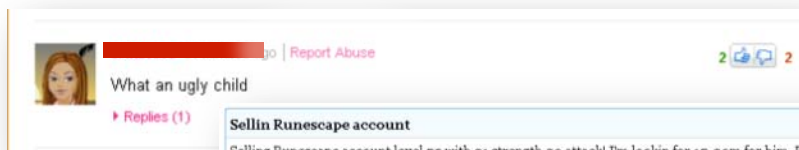
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Digital Reputation: Report Abuse

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.



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Online Bullying and Sexting

Section 4

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.

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.



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.

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

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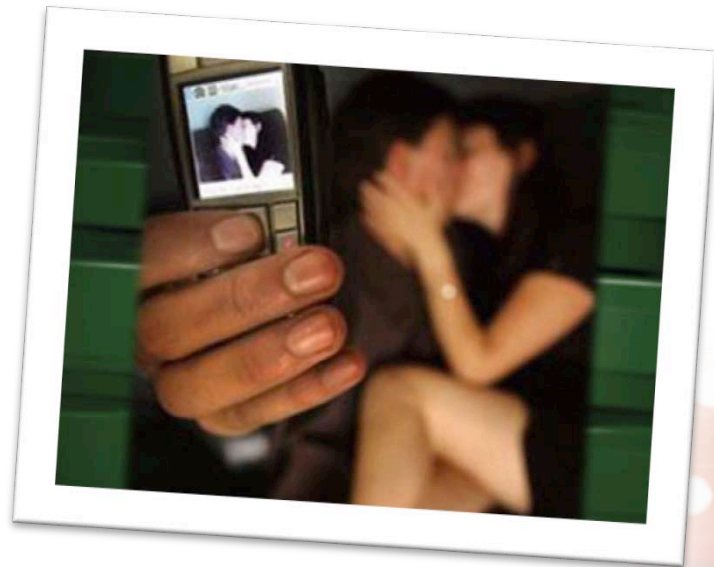
Online Bullying: Be an Upstander, Not a Bystander

- 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?



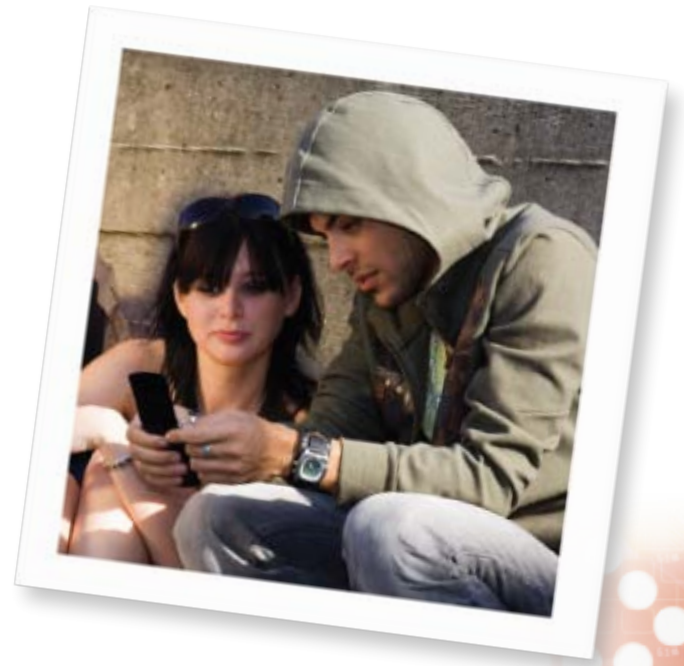
Sexting: What Is It?

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



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?



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.



Your Future – It's in Your Hands

Section 5

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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Your Future: Family Media Agreement

FAMILY MEDIA AGREEMENT

TEENS

- I will not give out any personal information to strangers, like my age, last name, address or phone number
- I will not meet someone in real life that I met online
- I will block and report any creepy messages from people I don't know
- I will tell my parents or an adult I trust if anything happens online that makes me uncomfortable
- I will only share my password with my parents
- I will use privacy controls and discuss with my parents when I want to create a social networking profile
- I will not put anything on my profile that I wouldn't want my parents, teachers, college admissions officers or future bosses to see
- I agree not to bully anyone online or on my cell phone by sending pictures, spreading gossip, setting up fake profiles, or saying cruel things about people
- I know that not everything I read or see is true and I will think about whether a source is credible
- I agree not to use technology to cheat in games or on schoolwork
- I recognize that to my parents my safety is more important than anything else

Signed by Me _____

Signed by my Parents _____

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

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Yahoo! Safely

- For tips and advice about staying safe online, visit safely.yahoo.com.

The screenshot shows the Yahoo! Safely website. At the top, there are links for 'New User? Register', 'Sign In', and 'Help'. The main header features the 'YAHOO! SAFELY' logo and a search bar with a 'Search Web' button. A navigation menu includes 'Home', 'Expert Advice', 'Yahoo! Products', 'Parents', 'Teens', 'Safety Tips', and 'FAQ'. The main content area starts with a 'Welcome to Yahoo! Safely' message and a sub-header 'Learn how to make smart and safer choices online and get advice on using Yahoo! products safely.' Below this is a featured article titled 'Are they being smart with their smartphone?' with a sub-header 'Show them how to stay safer on their mobile device.' and a 'Make These Tips a Habit' button. At the bottom, there are three colored boxes: a green 'Family Pledge' box with the text 'Step up to online safety together.' and a 'Take the Family Pledge »' button; an orange 'Yahoo! Pulse' box with the text 'Get updates from your friends and family, and stay safe.' and a 'Read the facts »' button; and a blue 'Strong Passwords' box with the text 'Your dog's name is not a secure password.' and a 'Find out what is »' button.

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Thank you!

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