Tweeting a smoke Signal

Social Media Helpline FOR SCHOOLS

#iCANHELP
delete negativity on social media

iCanHelpline #iCANHELP

iCanHelpline

- For school personnel
- Reachable via email, Website or phone
- Open school days

#iCANHELP

- For students
- Reachable in the cloud
- ‘Open’ all the time

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A HELPLINE FOR SCHOOLS

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Google ask.fm ClassDojo

Hub of a help ecosystem

- **Known & trusted** by the social media cos.
- **Growing database** of case studies
- **Part of a global network** of helplines
- **Deep expertise** in student leadership and digital literacy & leadership

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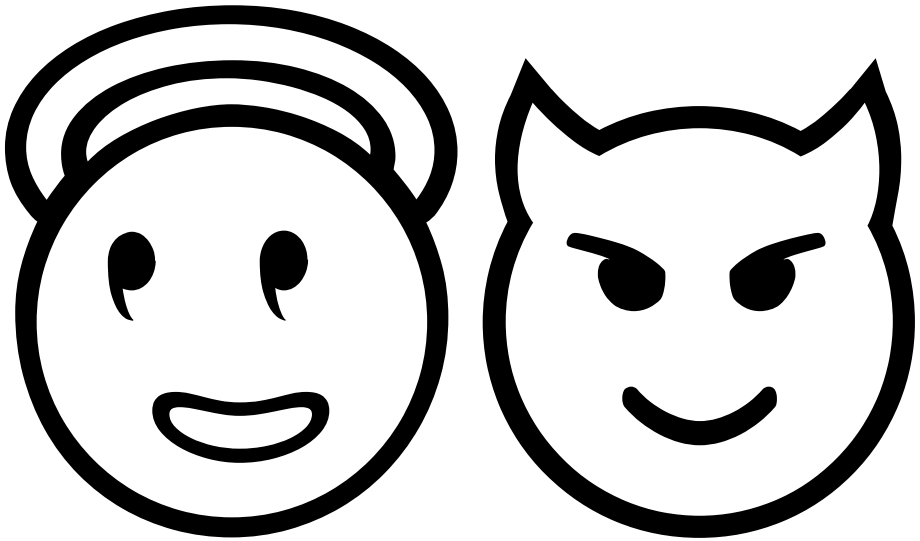
A Thought

Technology and the Internet are only as good as the people who use it



THIS IS THE INTERNET
Large, diverse and loud

All in perspective

1 billion daily users with 934 million daily mobile users – 83.6% of active daily users are outside the US

400 million daily users 75% of whom are outside the US

300 hours of video posted every minute

250 million daily users

100 million daily users that share 8,796 photos per second and 6 billion daily video views

Not exactly an epidemic…

- **14.8%** of U.S. students in grades 9-12 had been cyberbullied (**19.6% bullied**)
- 9th graders (16.1%) more than 12th graders (13.5%)
- Cyberbullying more prevalent among white than black and hispanic students
- **Cyberbullying < bullying**: "The prevalence of having been electronically bullied *decreased* from 2011 (16.2%) to 2013 (14.8%)."

CDC

Centers for Disease Control and Prevention

CDC 24/7: Saving Lives, Protecting People™

Bullying, cyberbullying, 'mixed'

- **34%** of youth had experienced harassment of some kind over the previous year, more than half of the 34% (**54%)** involving *no tech*, **15%** *only* tech and **31% mixed** (tech & in-person)
- Negative impact of tech-only "significantly *lower*" than in-person, and in-person "significantly lower" than mixed
- The challenge of mixed harassment less about the tech and more about "the relational nature of mixed harassment"
- *Social literacy training needed*

CRIMES AGAINST CHILDREN RESEARCH CENTER

The facts on ‘sexting’

- Data all over the map – from 1% having sexted to 27% (half the latter only once)
- A spectrum of behaviors and intentions
- Harmful when it involves coercion (digital form of sexual harassment)
- Not helpful to teens to hype it
- “Aggravated” vs. “Experimental” (there’s a typology)
- Part of sexual health education not “Internet safety”

Why do these facts matter?

Case Study #1

Platform: Ask.fm

Age: High School

Scenario: Students were using Ask.fm as a tool to gather private information on students at their school.

Case Study #2

Platform: Twitter

Age: High School

Scenario: Students were using information collected on Ask.fm and posting that to a private Twitter account.

Case Study #3

Platform: Instagram

Age: High School

Scenario: A parody account created to make fun of a popular existing school account.

Modeling good behavior

humansofloara FOLLOWING

108 likes 4w

an.aid 💖 @sandra9ducks

hoppaaaaa I love you Sandra 💖 - me & my mom

laura.malagon Love you sandrita @sandra9ducks 😍💞

jason_tovar I love you so much 💙

stacy_acevedo Awww Sandra 💘

sandra9ducks @hoppaaaaa I love both of you too😘

sandra9ducks @jason_tovar love you too 🙏🟫

sandra9ducks @laura.malagon love you my little Laura 🐕‍🦺

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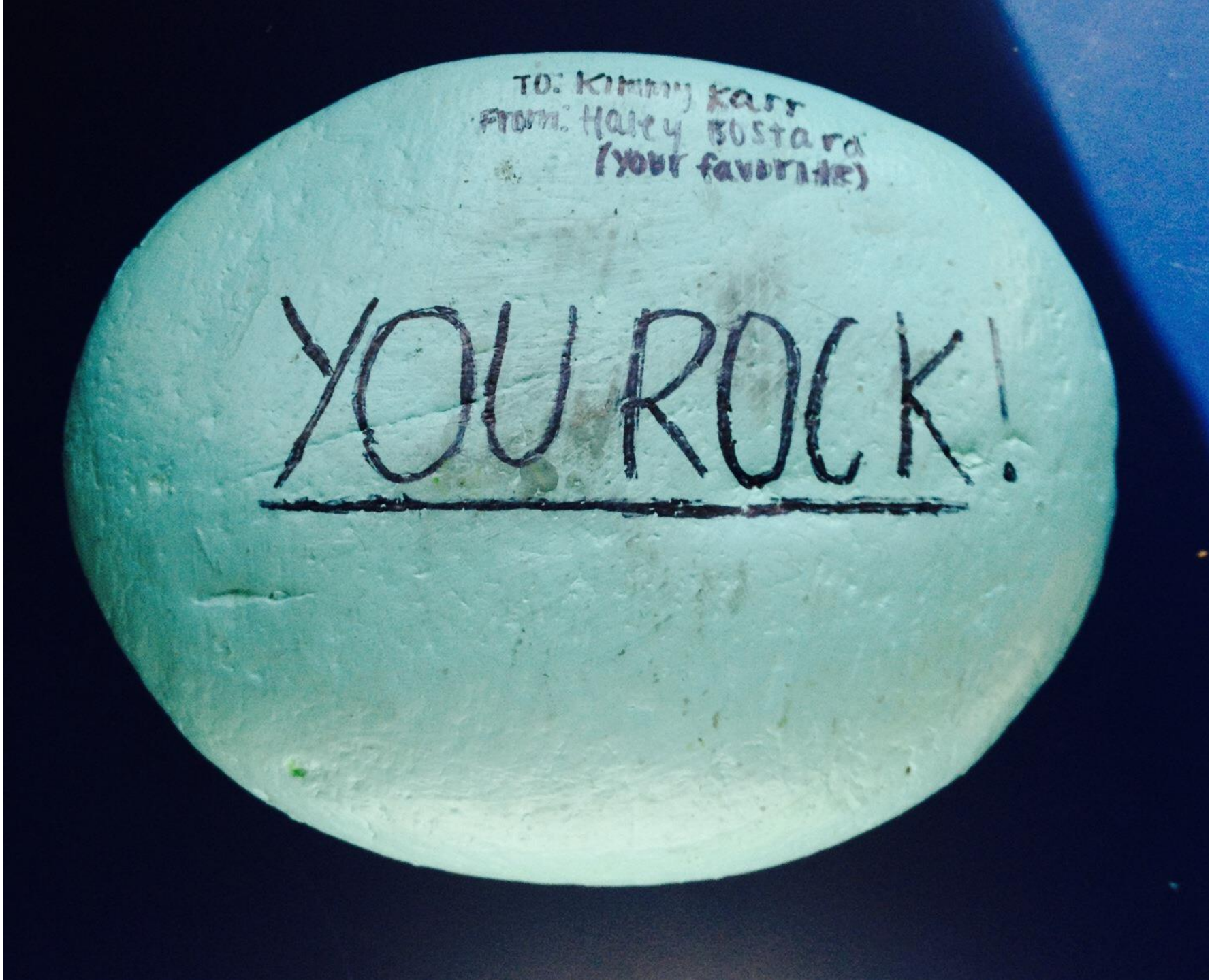
Add a comment... ...


TO: Kimmy Kart
FROM: Haley Bostard
(your favorite)
YOU ROCK!

50 likes

smileitsfaith The Anti-Bullying Week compliment wall, courtesy of @urjulian, making Lincoln a friendlier place one compliment at a time 😊 @lockenickmonster #niccolass #morefriendslessbullies

Nathan Suender
Suzanne Turner
Abby Whitlock
Gracie Franco
Kelsey gorgeous Alexander
Matthew
Joël
Meahgan Ferral
Stormy
Per 2 Calkins
Athena Hillock
Your awesome
Per 3 Morino
Francesca Amaudo
Maddie
John Piccone
Capri
Mrs Valponi
David Dedonatis
Tristan
Miss Tori Jordan
Gagandip
Alex Aguilar
Per 6 Fl
Per 5 E
Mari Novar
Amazin
Kennedy Ponce
To LEGIT
To a.iut

Resources

- ICanHelpline.org
- Icanhelpdeletenegativity.com
- Ask.fm, Instagram, Facebook, kik, snapchat…
- Pew Research
- CDC
- Cyberbully Institute
- Students

QUESTIONS?

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(855) 997-0409

help@icanhelpline.org

@icanhelpline @icanhelp

matt@icanhelpline.org @matthewsoeth

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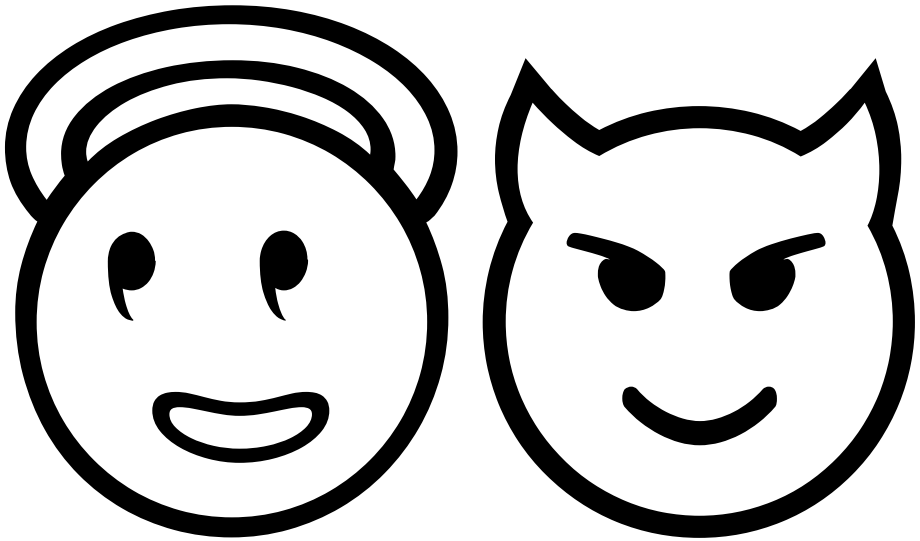

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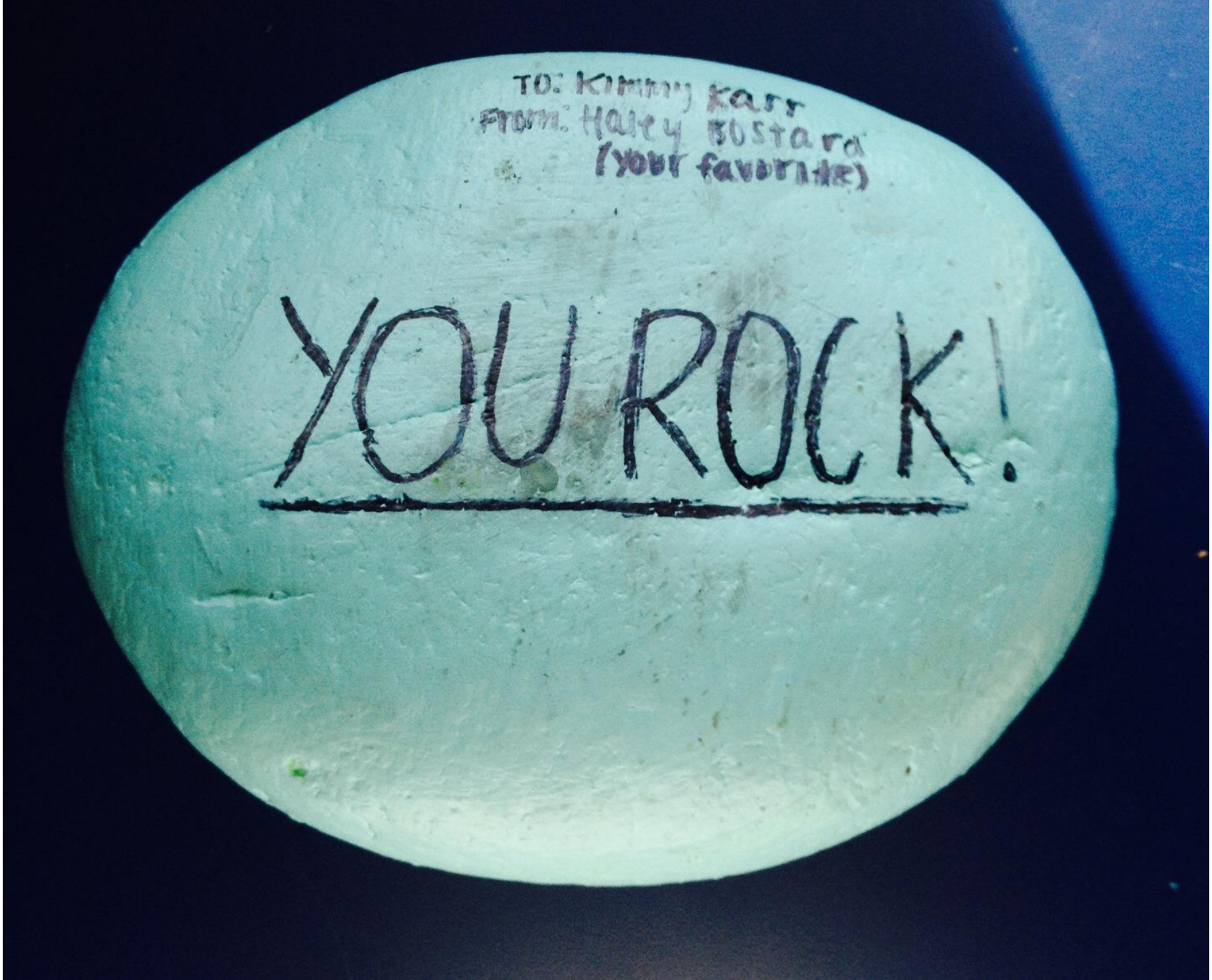
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Athena Hillock
Your awesome
Per 3 Morino
Francesca Amaudo
Maddie
John Piccone
Capri
Mrs Valponi
David Dedonatis
Tristan
Miss Tori Jordan
Gagandip
Alex Aguilar
Per 6 Fl
Per 5 E
Mari Novar
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