Tweeting a smoke Signal
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
A HELPLINE FOR SCHOOLS

ICANHELPLINE.ORG IS A FREE SERVICE THAT

1. HELPS SCHOOLS FIX AND PREVENT PROBLEMS IN SOCIAL MEDIA INVOLVING MEMBERS OF THE SCHOOL COMMUNITY
2. GETS ABUSIVE CONTENT DELETED THAT VIOLATES SOCIAL MEDIA TERMS OF SERVICE
3. PROVIDES A GROWING SEARCHABLE DATABASE OF SCHOOL CASE STUDIES
4. LINKS TO BEST-PRACTICE RESOURCES FOR INCIDENT RESPONSE AND POLICYMAKING
5. PROMOTES STUDENT LEADERSHIP ONLINE AS WELL AS OFFLINE

1-855-997-0409
SOCIAL MEDIA HELP FOR SCHOOLS
HELP@ICANHELPLINE.ORG

Social Media Helpline FOR SCHOOLS

facebook  twitter  Google™  Instagram

#iCANHELP delete negativity on social media  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

#iCANHELP delete negativity on social media
A Thought

Technology and the Internet are only as good as the people who use it.
A brief history of Internet safety

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 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%).”
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
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
YOU ROCK!

TO: Kimmy Karr  
FROM: Haity Bustard  
(your favorite)
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
Resources

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

(855) 997-0409
help@icanhelpline.org
@icanhelpline @icanhelp

matt@icanhelpline.org  @matthewsoeth

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