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SOCIAL MEDIA



Office of Public Engagement
Pennsylvania Office of Attorney General

www.attorneygeneral.gov

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SOCIAL MEDIA

Key Questions

- What is social media?
- What issues are parents facing?
- What issues are children/tweens/teens facing?
- How can we develop good behaviors online?





Definitions – Oxford English Dictionary

– Social Media

“Websites and applications that enable users to create and share content or to participate in social networking.”

– Social Networking

“The use of dedicated websites and applications to interact with other users, or to find people with similar interests to one's own.”

Social Media Today

- Social media and networking are pervasive in society
- In-person interactions may supplement online interactions for many young people
- Digital communications will be with young people for their entire lives
- Learning how to safely navigate digital environments early in life is critical



Social Media Examples

Facebook, Snapchat, Instagram, Pinterest, TikTok, WhatsApp, Online Video Games, and much more

- Platforms that utilize social media/networking technologies change over time

101

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MEETME



MEETME IS A DATING SOCIAL MEDIA APP THAT ALLOWS USERS TO CONNECT WITH PEOPLE BASED ON GEOGRAPHIC PROXIMITY. AS THE APP'S NAME SUGGESTS, USERS ARE ENCOURAGED TO MEET EACH OTHER IN PERSON.

GRINDR



GRINDR IS A DATING APP GEARED TOWARDS GAY, BI AND TRANSGENDER PEOPLE. THE APP GIVES USERS OPTIONS TO CHAT, SHARE PHOTOS AND MEET UP BASED ON A SMART PHONE'S GPS LOCATION.

SKOUT



SKOUT IS A LOCATION-BASED DATING APP AND WEBSITE. WHILE USERS UNDER 17-YEARS-OLD ARE UNABLE TO SHARE PRIVATE PHOTOS, KIDS CAN EASILY CREATE AN ACCOUNT USING A DIFFERENT AGE.

WHATSAPP



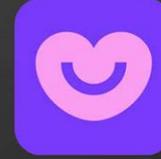
WHATSAPP IS A POPULAR MESSAGING APP THAT ALLOWS USERS TO SEND TEXTS, PHOTOS, MAKE CALLS AND VIDEO CHATS WORLDWIDE. WHATSAPP USES AN INTERNET CONNECTION ON SMART PHONES AND COMPUTERS.

TIKTOK



TIKTOK IS A NEW MOBILE DEVICE APP POPULAR WITH KIDS USED FOR CREATING AND SHARING SHORT VIDEOS. WITH VERY LIMITED PRIVACY CONTROLS, USERS ARE VULNERABLE TO BULLYING AND EXPLICIT CONTENT.

BADDOO



BADDOO IS A DATING AND SOCIAL NETWORKING APP WHERE USERS CAN CHAT, SHARE PHOTOS AND VIDEOS AND CONNECT BASED ON LOCATION. WHILE THE APP IS INTENDED FOR ADULTS ONLY, TEENS ARE KNOWN TO CREATE PROFILES.

BUMBLE



BUMBLE IS SIMILAR TO THE POPULAR DATING APP 'TINDER' HOWEVER, IT REQUIRES WOMEN TO MAKE THE FIRST CONTACT. KIDS HAVE BEEN KNOWN TO USE BUMBLE TO CREATE FAKE ACCOUNTS AND FALSIFY THEIR AGE.

SNAPCHAT



SNAPCHAT IS ONE OF THE MOST POPULAR APPS IN RECENT YEARS. WHILE THE APP PROMISES USERS CAN TAKE A PHOTO/VIDEO AND IT WILL DISAPPEAR, NEW FEATURES INCLUDING 'STORIES' ALLOW USERS TO VIEW CONTENT FOR UP TO 24

KIK



KIK ALLOWS ANYONE TO CONTACT AND DIRECT MESSAGE YOUR CHILD. KIDS CAN BYPASS TRADITIONAL TEXT MESSAGING FEATURES. KIK GIVES USERS UNLIMITED ACCESS TO ANYONE, ANYWHERE, ANYTIME.

LIVE.ME



LIVE.ME IS A LIVE-STREAMING VIDEO APP THAT USES GEOLOCATION TO SHARE VIDEOS SO USERS CAN FIND OUT A BROADCASTER'S EXACT LOCATION. USERS CAN EARN 'COINS' AS A WAY TO 'PAY' MINORS FOR PHOTOS.

HOLLA



HOLLA IS A SELF-PROCLAIMED 'ADDICTING' VIDEO CHAT APP THAT ALLOWS USERS TO MEET PEOPLE ALL OVER THE WORLD IN JUST SECONDS. REVIEWERS SAY THEY HAVE BEEN CONFRONTED WITH RACIAL SLURS, EXPLICIT CONTENT AND MORE.

WHISPER



WHISPER IS AN ANONYMOUS SOCIAL NETWORK THAT PROMOTES SHARING SECRETS WITH STRANGERS. IT ALSO REVEALS A USER'S LOCATION SO PEOPLE CAN MEET UP.

ASK.FM



ASK.FM IS KNOWN FOR CYBER BULLYING. THE APP ENCOURAGES USERS TO ALLOW ANONYMOUS PEOPLE TO ASK THEM QUESTIONS.

CALCULATOR%



CALCULATOR% IS ONLY ONE OF SEVERAL SECRET APPS USED TO HIDE PHOTOS, VIDEOS, FILES AND BROWSER HISTORY.

HOT OR NOT



HOT OR NOT ENCOURAGES USERS TO RATE YOUR PROFILE, CHECK OUT PEOPLE IN THEIR AREA, AND CHAT WITH STRANGERS. THE GOAL OF THIS APP IS TO HOOK UP.

Google Survey (Jan '19)

Parents listed the following issues as their main concerns around their children's use of networked devices:

1. Privacy & Security
2. Inappropriate Content
3. Information Sharing
4. Cyberbullying
5. Understanding Real vs. Fake
6. Healthy Digital Habits

Kids Online Experiences

39.1% Seen inappropriate content online.



23.8% Overshared information on social media.



15.6% Scammed by an email or by a bad link online.



13.8% Cyberbullying.

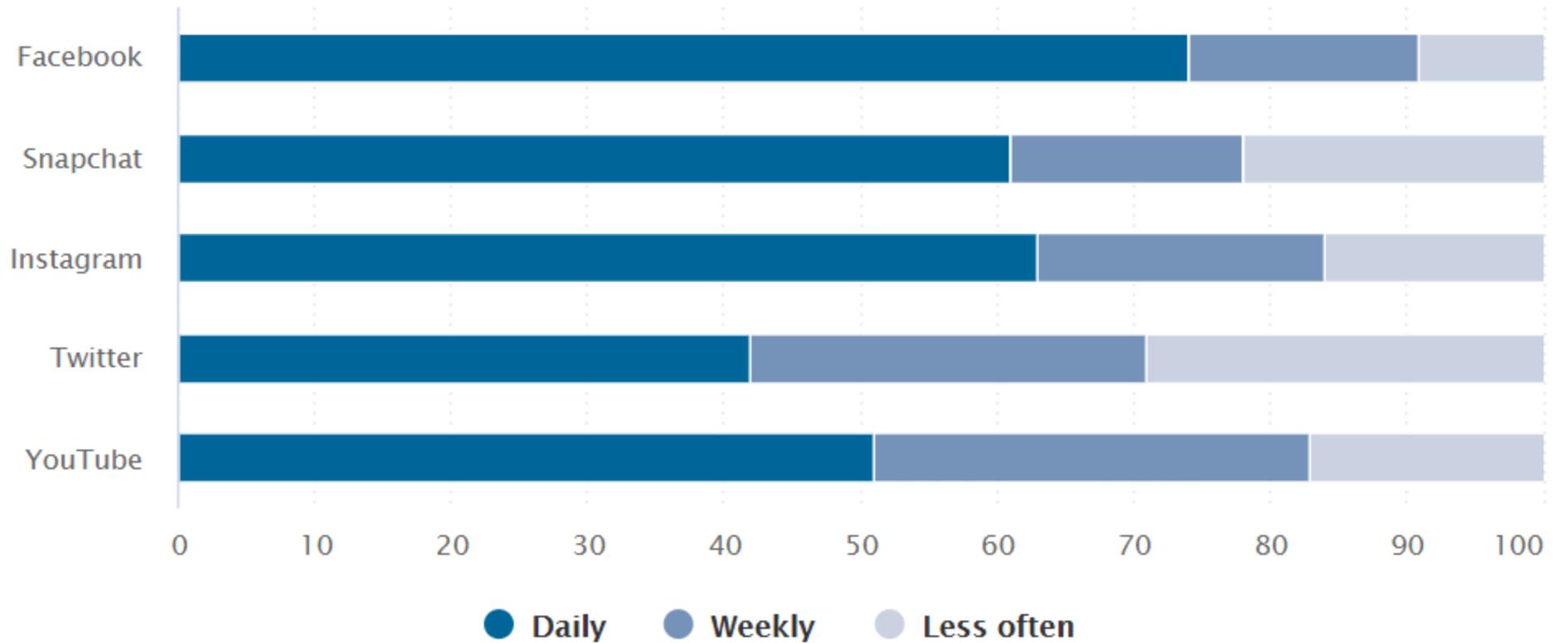


13.6% Account hacked.



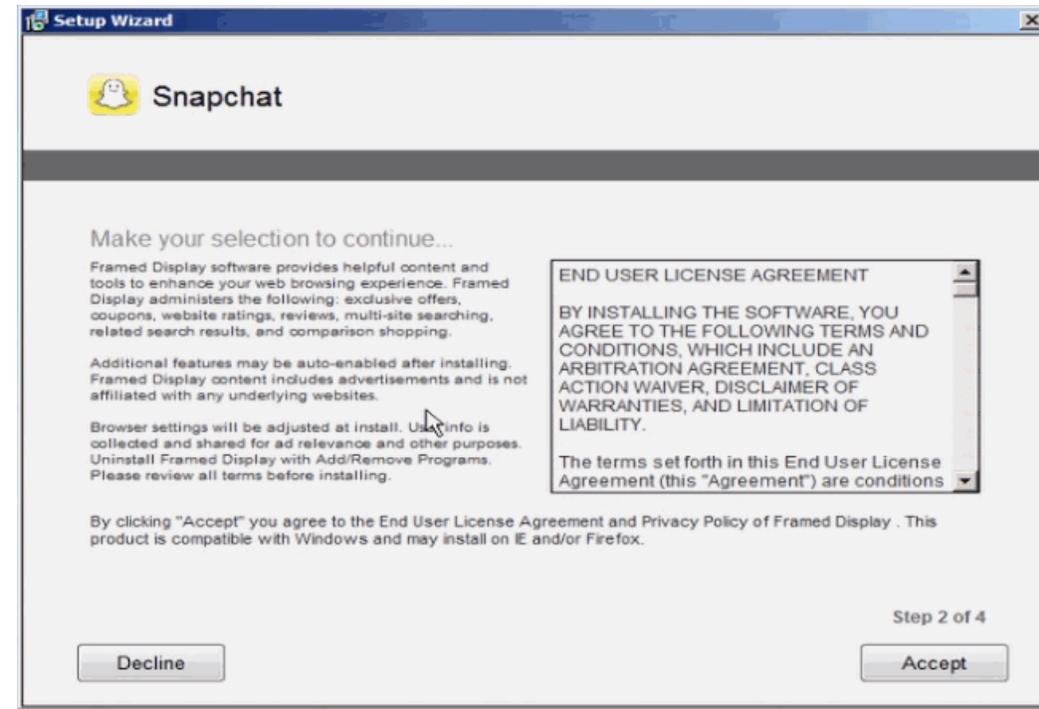
Social Media Use Frequency

Among the users of each social media site, the % who use that site with the following frequencies



End-User License Agreements (EULAs)

- An end-user license agreement (EULA) is a license that gives a user the right to use a software application in some manner
- EULAs only protect the copyright owner, **not the user**



Example of an EULA

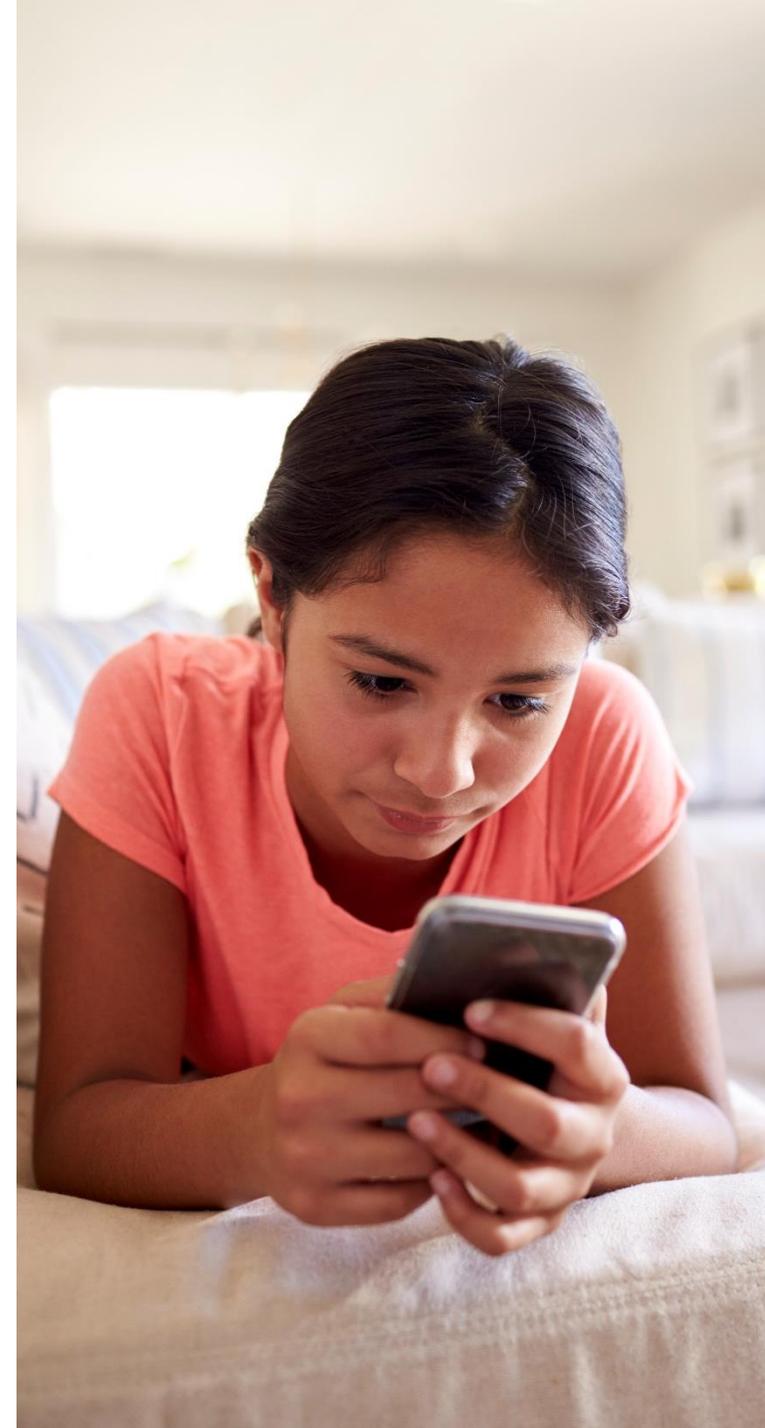
“Apple reserves the right, at any time and from time to time, to update, revise, supplement, and otherwise modify this Agreement and to impose new or additional rules, policies, terms, or conditions on your use of the Service. Such updates, revisions, supplements, modifications, and additional rules, policies, terms, and conditions (collectively referred to in this Agreement as "Additional Terms") will be effective immediately and incorporated into this Agreement. **Your continued use of the iTunes Music Store following will be deemed to constitute your acceptance of any and all such Additional Terms.** All Additional Terms are hereby incorporated into this Agreement by this reference.”

– Apple Store Terms of Service



Information Sharing

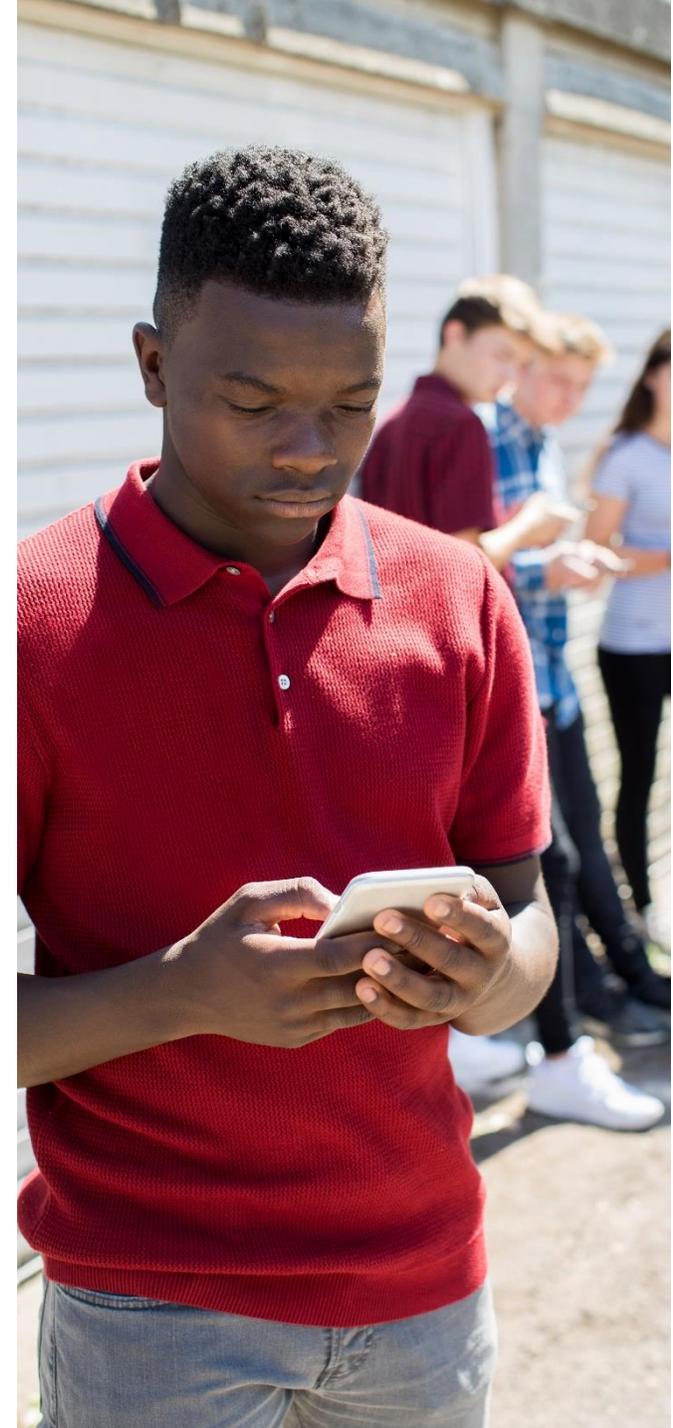
- Social Media Users focus on how they share information to their friends, followers, etc.
- But we are constantly sharing information with the creators of Social Media Platform
- That information can be given or sold to others (covered by the EULA)





Privacy Settings

- Many apps default to **“Public”**
- Many apps have a mapping feature that allows others to know your location
- Many apps allow any other registered user to follow or contact you



Avoiding Risk to Reputation of individuals and institutions

- Remember Context
- Consider Perception
- Expect Permanence
- Use Caution
- Set Privacy Settings
- Set High Expectations



The image shows a screenshot of the Facebook 'Custom Privacy' settings interface. The title bar is blue and reads 'Custom Privacy'. Below the title, there are two main sections: 'Make this visible to' and 'Hide this from'. The 'Make this visible to' section has a green checkmark icon and a dropdown menu currently set to 'Friends Only'. The 'Hide this from' section has a red 'X' icon and a dropdown menu currently set to 'Friends Only'. Both sections have input fields for 'These people:'. At the bottom right, there are two buttons: 'Save Setting' and 'Cancel'.

Custom Privacy

✓ Make this visible to _____

These people: Friends Only

✗ Hide this from _____

These people: Friends Only

Save Setting Cancel

Bullying

- Unwanted aggressive behavior(s)
- Observed or perceived power imbalance
- Repeated or likely to be repeated
- Inflict harm or distress

Source: Bullying Surveillance Among Youths, Uniform Definitions For Public Health and Recommended Data Elements, Centers for Disease Control and Prevention

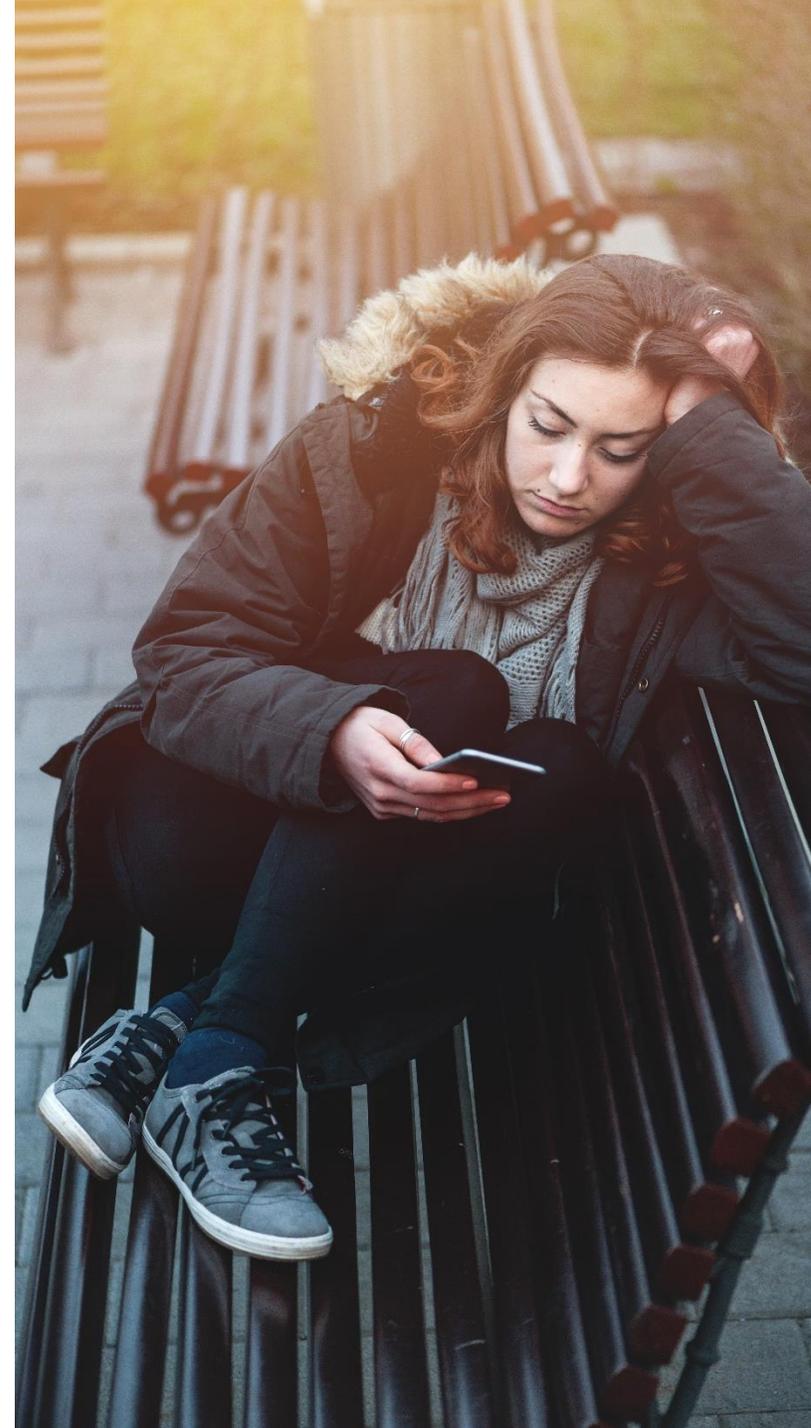
Cyberbullying

Use technology to:

- Name-call, tease and/or insult
- Harass through texting, instant messaging, online games, e-mails, etc.
- Threaten and intimidate
- Spread rumors and gossip
- Exclude targets from a group
- Rating sites

Cyberbullying

- Person/s engaging in cyberbullying
- Person/s targeted by cyberbullying
- Bystanders
- Upstanders



Cyber harassment of a child

A person commits the crime of cyber harassment of a child if, with intent to harass, annoy or alarm, the person engages in a continuing course of conduct of making any of the following by electronic means directly to a child or by publication through an electronic social media service:

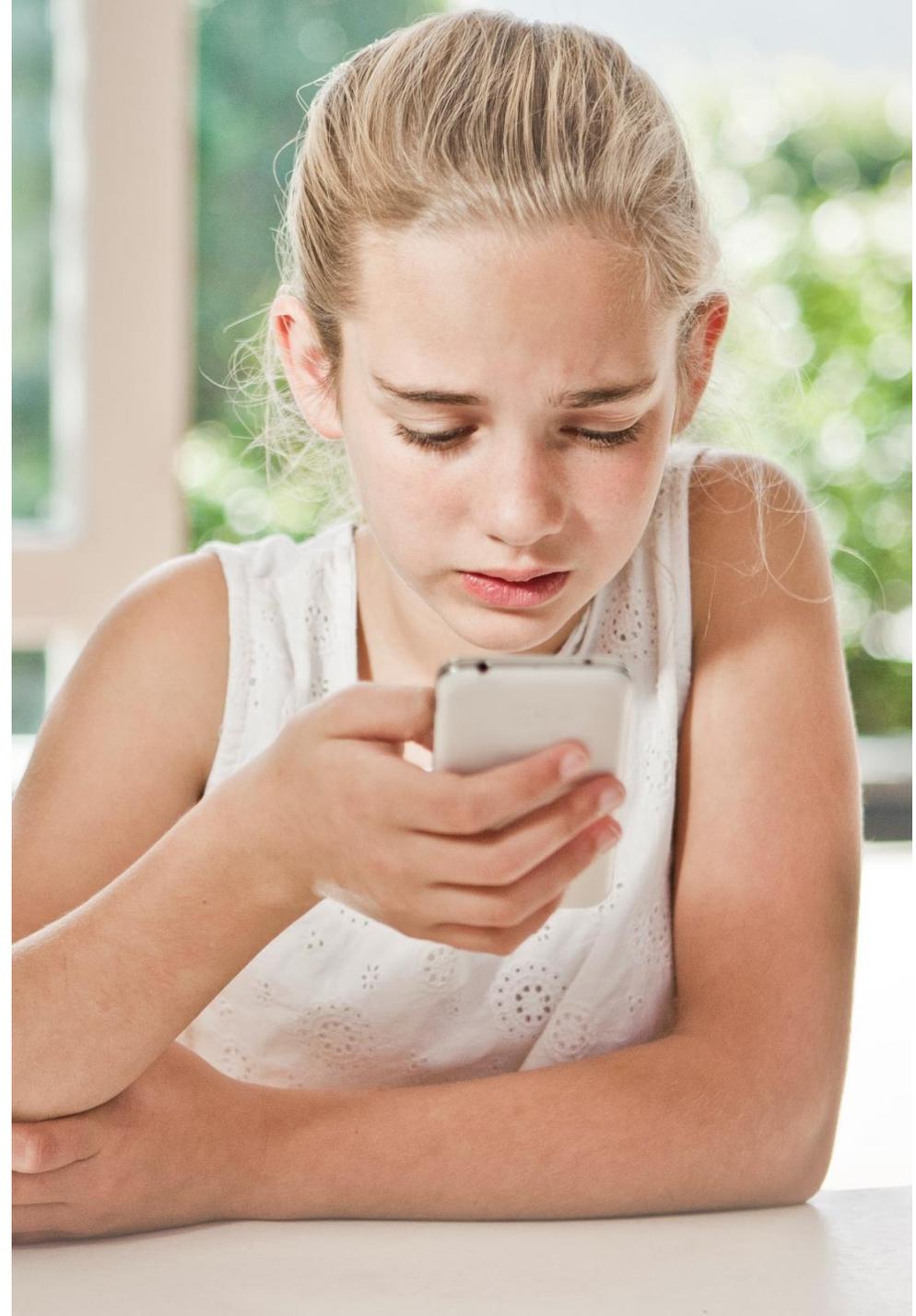
- i. seriously disparaging statement or opinion about the child's physical characteristics, sexuality, sexual activity or mental or physical health or condition; or
- ii. threat to inflict harm.

101

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What is Sexting?

Sending pictures of self or others in a state of undress or engaged in sexual activity by electronic means



Sexting

- Pennsylvania enacted a law in 2012 criminalizing the transmission of sexually explicit images by minors (under 18).
- The law covers: **DISTRIBUTION, DISSEMINATION, & POSSESSION**
- Minors can be charged under the state's child pornography laws.

Fact vs. Fiction

Majority say fake news has left Americans confused about basic facts

% of U.S. adults who say completely made-up news has caused ____ about the basic facts of current events



Source: Survey conducted Dec. 1-4, 2016.

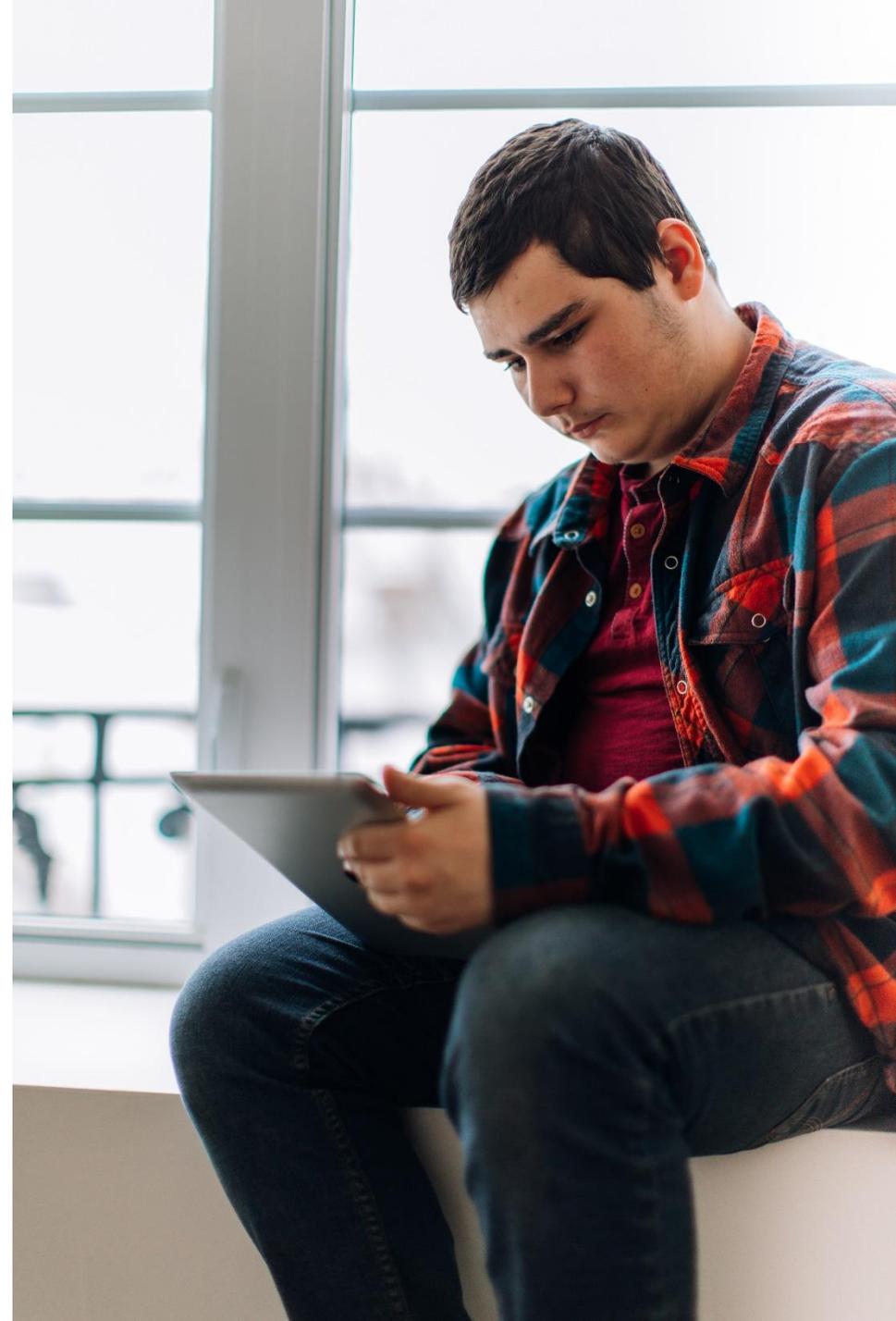
"Many Americans Believe Fake News Is Sowing Confusion"

PEW RESEARCH CENTER



Source Validation

- Timeliness
- Authority
- Audience
- Relevance
- Perspective



Technology Equity

Access to internet infrastructure and devices vary from community to community and from household to household.

Not all students, parents, or educators will have the same level of access to networked devices and digital applications.

Consider the manner by which students and others in society interact with social media and networking.

Kids' Internet Access

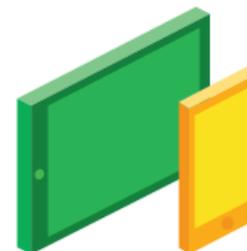
Where does your child access the Internet?



98% Home



68% Mobile Phone



55%

Of kids have their own smartphone or tablet.



10 YEARS OLD

Average age parents buy a connected device for



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Privacy and Security

- Be Alert to Impersonators
- Safely Dispose of Personal Information
- Encrypt Your Data
- Keep Passwords Private
- Don't Overshare on Social Networking Sites



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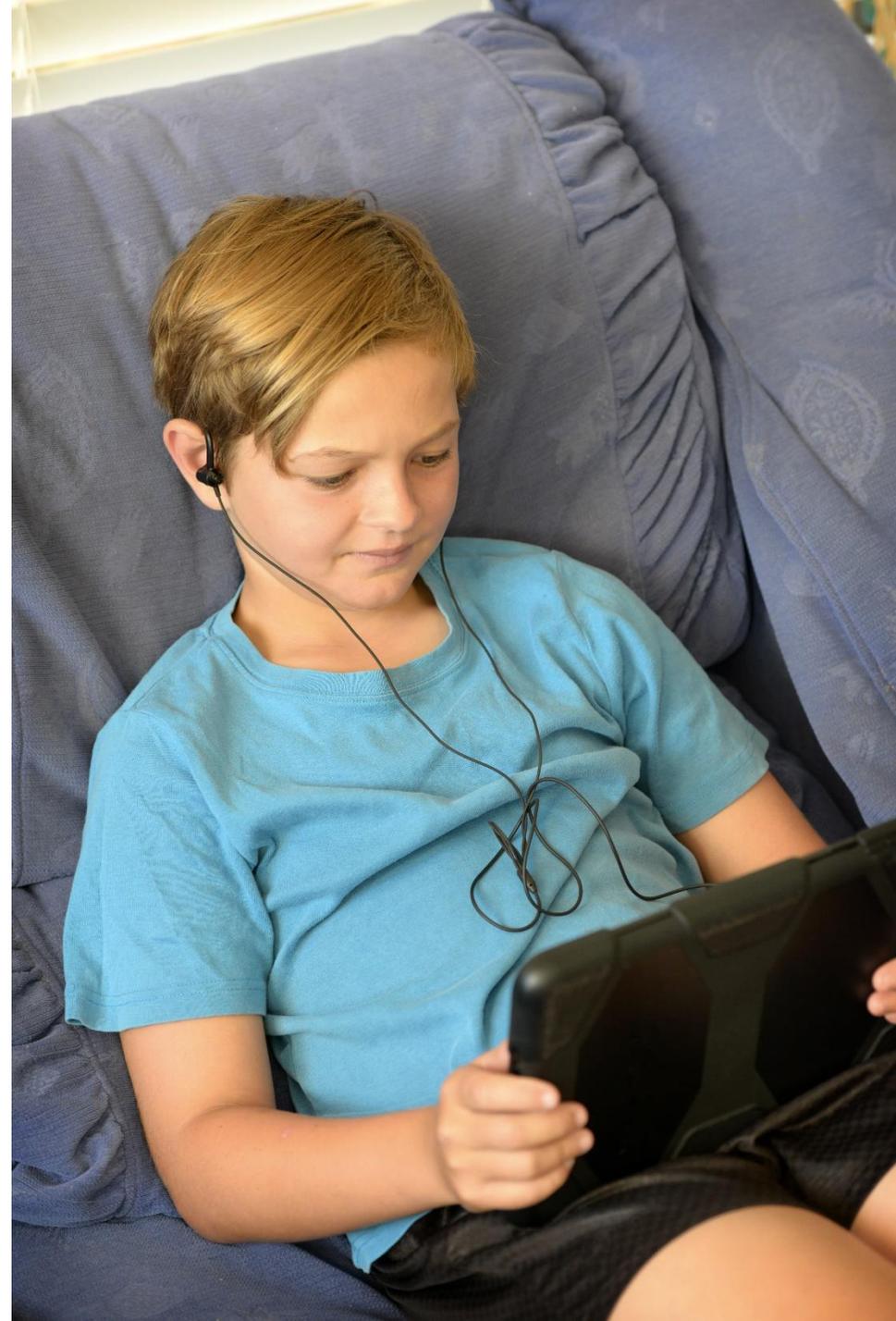
Privacy and Security Best Practices

- Use Security Software
- Avoid Phishing Emails
- Use a VPN and Be Wise About Wi-Fi
- Lock Up Your Networked Devices
- Read Privacy Policies



Establishing Healthy Habits

- Discuss Openly
- Set Limits
- Post Thoughtfully
- Be Kind
- Get Inspired!





Reporting Concerns

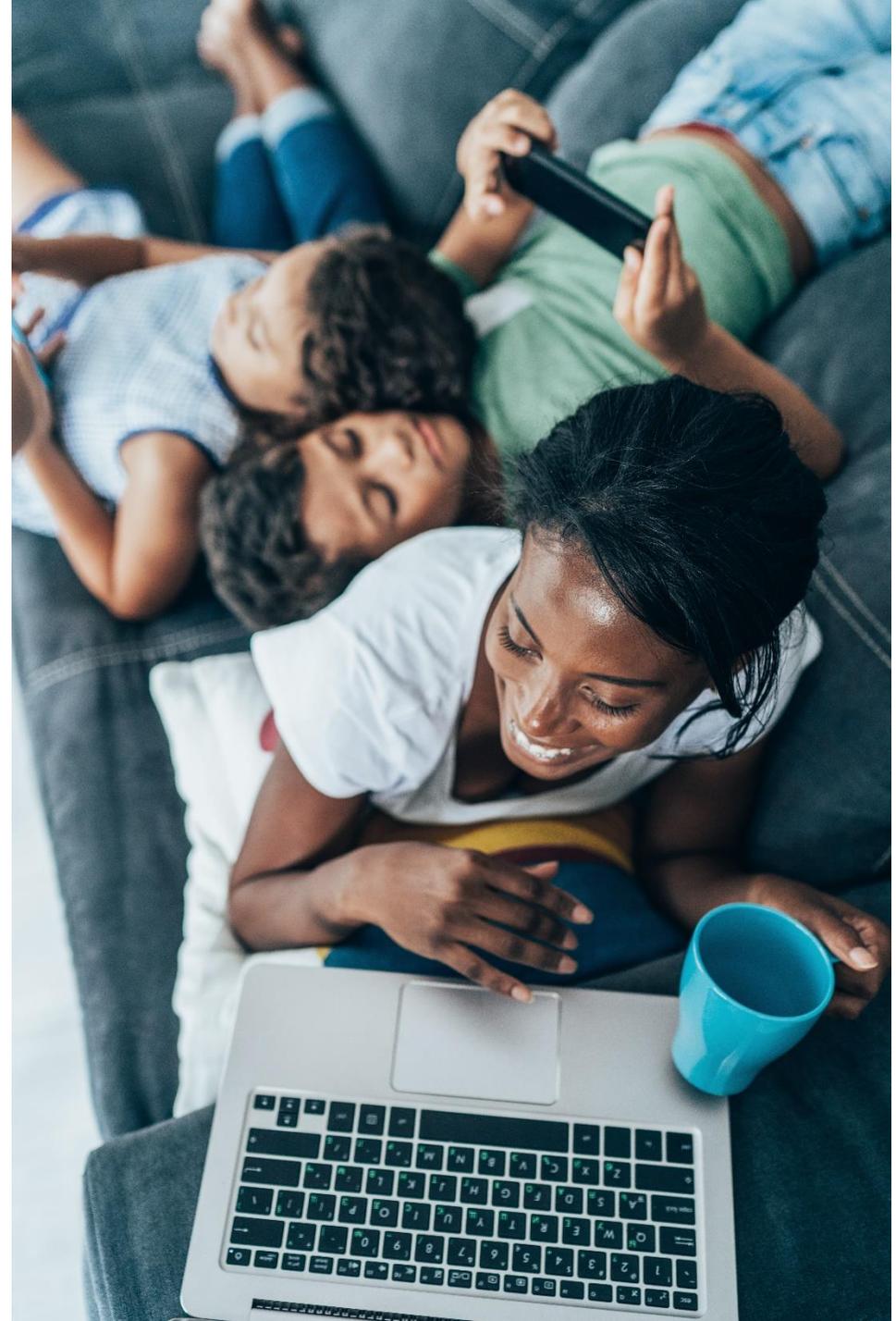
- Use the Report feature to contact the App or Platform directly
- Reach out to the school if the behavior took place at school or using school-issued technology
- Report crimes to local police
- Report any concerns to [Safe2SayPA.org](https://www.safe2saypa.org)

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Best Practices for Parents

- Talk with your children about staying safe and smart online
- Consider using a Family Media Agreement
- Make sure your child knows how and where to report concerns



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SAFE  SAY
SOMETHING

SEE IT. REPORT IT.



MOBILE APP



1-844-SAF2SAY



SAFE2SAYPA.ORG



Resources



common sense media

www.common sense media.org

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Resources

Connect Safely

www.ConnectSafely.org

Guides to Social Media

A Parents' Guide to Snapchat



ConnectSafely
Smart Socializing Starts Here™

© 2013 ConnectSafely.org

Parents' Ultimate Guide to Snapchat

Is Snapchat safe for kids? How does it work? And what's with Snapstreaks? Everything curious parents need to know about this ultra-popular app.

By [Christine Elgersma](#) 6/4/2018

Topics: [Cell Phone Parenting](#), [Facebook](#), [Instagram](#), and [Social](#)

If you have tweens or teens, you know [about Snapchat](#). And if you can't figure out how it works, you're like many parents. One of the most popular social media apps out there, Snapchat gives kids and teens what they really want: a simple way to share everyday moments while simultaneously making them look awesome. And unlike [Facebook](#) and [Twitter](#), which record and broadcast everything you do, Snapchat uses messages that are meant to disappear (learn more about how [they actually don't](#)). Like so many social media apps, Snapchat is a mixed bag, so it's a good idea to understand how it works, how your kids use it, and how much time they spend on it so you can make sure their experiences are positive.



In addition to letting you connect with and follow friends, Snapchat offers a lot more cool stuff: games, news and entertainment, quizzes, and truly innovative photo- and video-editing tools (so innovative, in fact, it's nearly impossible for grown-ups to figure them out -- another reason kids love it).

www.connectsafely.org/wp-content/uploads/snapchat_guide.pdf

www.common sense media.org/blog/parents-ultimate-guide-to-snapchat#What is Snapchat?



OAG Contact Information

- Office of Public Engagement:
800-525-7642
publicengagement@attorneygeneral.gov
- Child Predator Section:
800-385-1044

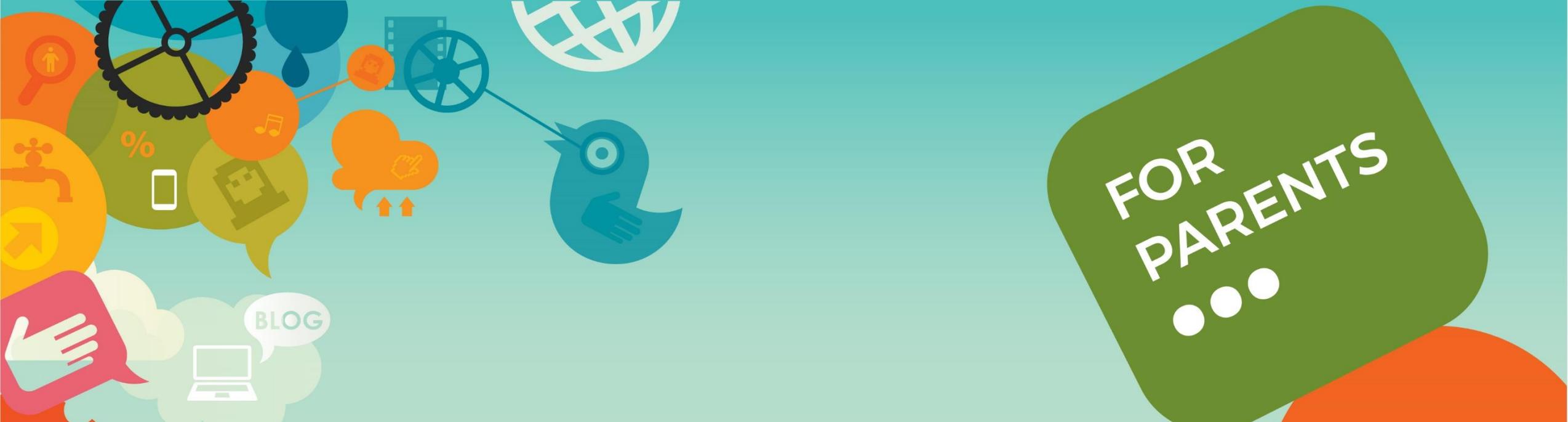


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Resources

- [Google Survey on Online Safety and Parents](#)
- [Common Sense Media: Privacy and Internet Safety](#)
- [Pew Research: Social Media Fact Sheet](#)
- [Social Media Teaching Strategies](#)
- [Managing Your Online Presence for Teachers](#)
- [What is cyberbullying?](#)
- [PA 2015 Act 26](#)
- [Pew Research: The Future of Truth and Misinformation Online](#)
- [Pew Research: Many Americans Believe Fake News Is Sowing Confusion](#)
- [Evaluating Reliable Sources](#)
- [Data Security: K-12 and Higher Education](#)
- [Forbes: Five Healthy Social Media Habits](#)
- [How to Keep Your Personal Information Secure](#)



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