The SOCIAL ME in social media
Over 3 billion people use the Internet now.
is the 2nd largest search engine in the World

Every minute, 24 hours of video is uploaded to YouTube.
There are 100 billion searches on Google every month.
Worldwide, there are over 1.55 billion monthly active Facebook users. It was launched in 2004.
+175 million users connected in each moment
2+ billion photos are shared daily across the internet.
If Facebook were a country
It’d be the world’s largest
Apple App Store

100 Billion

App downloads
Number of apps available in leading app stores as of July 2015

- Google Play: 1,600,000
- Apple App Store: 1,500,000
- Amazon Appstore: 400,000
- Windows Phone Store: 340,000
- BlackBerry World: 130,000

Apps Total (July 2015) 3,970,000

Additional Information:
Worldwide; Android; Apple; Google; Microsoft; AppBrain; BlackBerry; Amazon; July 2015

Sources:
Apple; Android; Various sources (WindowsCentral.com); AppBrain; BlackBerry; Amazon
+2 billion people now own a smartphone
The number of text messages sent and received every day exceeds the total population of the planet.
1 out of 6 couples married in the U.S. last year met online.
1 in 5 divorces are blamed on Facebook
Your new worst enemies:

- WhatsApp
- Snapchat
- Google
- Facebook
- Twitter
e-REPUTATION

Your new worst enemies:

WhatsApp
Snapchat
Google
Facebook
Twitter
"No, you weren't downloaded. Your were born."
“My Grandma lived before the Internet...”
Social ME in Social Media

- Mindful … of how we use social media and how that relates
  - to school
  - and our lives
- Educate… our students, parents and our own children
  - daily life
  - and the future
Too Much “Me “ in Social Media for Teachers

• How many of you use Social Media? Have a Facebook Page, twitter acct, Instagram acct or a smartphone?
• If you do “Let’s look at some Dos and Don’ts…
• If you don’t have one now before you do…
Teachers and Social Media

- THINK, THINK, THINK, and Look and Read...

Facebook for teachers:
tips for protecting your privacy
Some things will always be public

No matter what you do, your profile picture, cover picture and name will always be public on Facebook. For this reason, it is especially important that the photos you use for your profile and cover pictures are not compromising. It’s probably best to go for a pretty generic picture that reflects well on you or one that avoids revealing your identity at all.

Once a picture is no longer a profile or cover picture you can go back and edit the privacy settings so that the picture is no longer public.
Take the Privacy Checkup

A good way of checking who can see your Facebook posts is to take the Privacy Checkup. By clicking on the lock symbol on the Facebook toolbar, you’ll be guided through the three-part Privacy Checkup. From here you can quickly change who sees your posts and profile information.
Check your current privacy settings

Did you know that privacy settings on Facebook are “sticky”? This means that if your last post was public, your next one will also be public unless you change the privacy settings again. Before you post anything online know who will see the post. If the little globe icon appears, your post will be public for anyone to see.
Another Facebook tool, which is useful for ensuring you’re not over sharing, is the “View as” option. This option allows you to see your profile from the perspective of a particular friend or as if you were just a member of the general public. By viewing your profile as public you can quickly see if you’re sharing too much information.

To access the “View as” tool, click on the three dots (ellipsis) beside the View Activity Log button, at the top of your profile page.
Clean up your past

When you first start teaching it's important to look back at posts from your early days on Facebook. There might be some pictures from freshers’ nights out, back before you started worrying about your privacy settings. To avoid having to go through each post individually and check the privacy settings, use the “Limit Old Posts” option. This will change the privacy of all past posts from public or friends of friends to friends only.

To access the Limit Old Posts tool, go to Settings and then to Privacy.
Anyone can find you on Facebook

While you can prevent external search engines from linking to your profile, every Facebook user (even a minor) is searchable through Facebook’s own search engine. If your students know how to spell your name, chances are they should be able to find you.

While you can’t stop people from searching for you on Facebook, you can limit who can send you friend requests, through your privacy settings. Another solution teachers have come up with, for limiting unwanted attention from students, is to alter the spelling of their names or use middle names rather than last names.
Keep an eye on your tags

Even close friends will sometimes tag you in unflattering pictures or mention you in posts you’d rather not be tagged in, without thinking. If you’re not happy with a post you’ve been tagged in you can remove the tag. Alternatively you can ask the friend who tagged you to delete the original post.
The reason you need to be particularly careful about the photos you’re tagged in is that you don’t have control over the audience who sees the photo. Your friend might choose to make the photo public. Review, remove or report unwanted tags through your Activity Log.

While you can’t prevent people from tagging you in posts, you can limit the tags that appear on your timeline. Do this through editing the options in the Timeline and Tagging section in Settings.
Let’s debunk the free speech myth:

- Many teachers believe they have the absolute First Amendment right to post anything they want on social networking sites, including party pix and diatribes about the boss. After all, they’re on their own time and using their own resources.

- Sadly, the courts say otherwise.

The photo that got Stacey Snyder into trouble, because of its caption: “Drunken pirate.” She also was putting down her boss.
Why are teachers getting into trouble?

"Duh! I'm not going to ask my students to join me at a foam party even if I'm old." 

Well, you might want to think about whether you should ask your students to do something that is immoral or inappropriate, and few of these things happen in a vacuum. If a teacher's behavior is not appropriate, and the district has the power to enforce its interpretation of morality and professionalism upon its teachers. Some involve alcohol, some involve crude language, some involve risqué photos or behavior, etc., and most teachers didn't think they were doing anything wrong, thought they were posting content "privately," or "accidentally" shared something that they otherwise wouldn't have shown to students. None of that really matters, though, because they were disciplined all the same.
Top 7 worst posts/students:

- A teacher posting a picture of a student who put Jolly Ranchers in her hair for picture day and making fun of her hair. This one is especially disheartening since the little girl was so excited to try out her fun idea. Why would anyone want to stop this child’s creativity? I think I may put Jolly Ranchers in my hair.
- A teacher who wrote a post mocking a student’s name. I would think we could respect the names of our students since the students do not have a choice in the matter.*
- A teacher posting a picture of her students’ mouths duct-taped shut. It’s all fun and games until it’s on Facebook.
- A teacher posting pictures of homework of his/her students and mocking the wrong answers. Isn’t this supposed to be a teachable moment and not the opportunity to make fun of your students?
- A teacher posting a picture from a note written by a substitute about the behavior of his or her students. Not only is this a lack of respect for your colleagues but the students in your class as well.
- A teacher posting “I sure need a drink (or five) after this week. The kids have been absolutely insane Even if this does not amount to an ethics violation, it is a good reminder that people are watching and reporting your personal/private posts.
- A teacher posting pictures on Facebook holding alcohol or being at a party during “off-work time.” Yet another reminder that your social media is not as private as you might think.
Social Media Friends

- Yes, you can have too many friends... Frequently check your friend or buddy list to make sure that you don’t have people on it you don’t know, use to know but don’t communicate with anymore and most important DON’T FRIEND YOUR STUDENTS OR ANYONE IN THEIR FAMILY!

- Keep a Professional relationship between you and your students/their family...

- IF YOU DON’T TO SOCIAL MEDIA OR IF YOU DO, GOOGLE YOURSELF REGULARLY TO CHECK IF OTHERS HAVE POSTED PHOTOS OR INFO ABOUT YOU.
When Using Social Media for Communication with Students

• If you school policy doesn't allow this ...ok! Check before you do!

• Create a Page on Facebook not a Group. The Group would be closed but it would be under your original acct and allow access to your info and photos.

• The Page setting will allow you to receive replies or not ...

• You can set profanity filter if you have replies, etc...
One more Warning

• If a student brings a “sexting” photo on their device to you...DO NOT SHARE IT WITH ANYONE BUT YOUR SUPERIOR... OR LAW ENFORCEMENT.

• It is easy for us to ask a “peer” what do I need to do and share the risky photo. THIS CAN BE SEEN AS SHARING PORNOGRAPHY if the picture is of a student under age. A parent can press charges and you could loose your teaching certificate or worst...
“E” Educate our Students and their Parents

• The students in some ways know more than we do... or think they do!
• We need to start early, set rules, teach accessible use and continue to grow, learn and teach at the speed of light!!!

  – What Social Media are our students using???
  – Let’s look...Survey says... (93% of US teens are on the Internet, 15 % of US population doesn’t use Internet as of July, 2015)
Facebook, Instagram and Snapchat Top Social Media Platforms for Teens

% of all teens 13 to 17 who use ...

- Facebook: 71%
- Instagram: 52%
- Snapchat: 41%
- Twitter: 33%
- Google+: 33%
- Vine: 24%
- Tumblr: 14%
- Different social media site: 11%
• Be careful...
• It might seem fun
• Easy for anyone to save your snaps and forward them on without you knowing.
• Remember this next time silly gets risky....
Apps Used by Teens and Tweens

• **Instagram**: Owned by Facebook. Instagram is an online photo-sharing, video-sharing and social networking service that allows users to take pictures and videos, change the way a photo looks using digital filters and share them on social networking sites. It’s known as Selfie central! Parents need to make sure the privacy settings are set to allow friends they know to see the images. Also, the Geo-location feature needs to be turned off to mitigate online predator risk. Parents should also be aware that Instagram has recently been linked to [buying and selling drugs](#). Required age of use is 13 years old. This is an app commonly used by younger kids today. Parents clearly need to supervise use!
Am I Hot, or Not?"

- Instagram Beauty Contest...
- Not the Place to Find Self-Worth
  - “It’s an Instagram game that is exploding on the Internet. Young girls around the age of 13 are posting photo of themselves (Selfies) on Instagram with #beautycontest, #rankme, #rateme and #amipretty hashtags
  - Looking for a quick virtual judgment of their beauty
  - Receiving cruel or lewd comments that can damage their self-worth.
  - Some of the photos are head shots and some are more risky, which is “sexting.”
  - Obviously, these girls are not considering the privacy issue especially when hashtags are used or the variety of devastating comments this type of behavior solicits.
Now, Apps to Hide It

- It doesn’t matter how clever the concealer of inappropriate pictures and videos is...
- Sexting and having that type of material on your cell phone or tablet has harsh consequences...
Privacy Apps...Best Secret Folder

If you don't want anyone to know that you downloaded a privacy app, try Best Secret Folder. The icon is disguised as "My Utilities," so no one will ever guess there are private photos tucked away in your phone.

Once you open the app, you can set a password, have it emailed to yourself and write a hint for it. The only downside is that you can't forget your password, because there is no way to reset it.
Common Sense Media Videos

https://www.commonsensemedia.org/videos/cyberbullying-prevention-guide-for-kids
5 SOCIAL MEDIA RULES for Teens & Tweens

Kentucky Center for School Safety - www.kysafeschools.org
Apps Used by Teens and Tweens

- **Fess**: “Fess lets you post anonymously to your high school. Only students allowed in, no Fesses allowed out. This is your high school’s own confessions app,” describes the iTunes store. A red flag should go up whenever we read the word anonymous, because anonymous apps usually spell trouble of the cyberbullying kind. Why else would it be anonymous? So beware and don’t let your kids “Fess”. Age requirement to use Fess is 13 years old.
Kik messenger app scrutinized following 13-year-old's death

ATLANTA - Kik Messenger, a smartphone app popular among younger teens, is on the defensive following the stabbing death of a 13-year-old girl in Virginia who told friends she was using Kik to connect with an 18-year-old man.

Like Instagram, Snapchat and other messaging rivals, Kik provides free, easy and instant connections to other users anywhere. Kik enables people to message each other one-on-one or in group chats, and to share photos, videos and other content. By enabling people to identify themselves only by an invented username, it provides more anonymity than services such as WhatsApp, which connect people through their phone numbers.

Law enforcement officials say the application is dangerous in part because parents cannot reliably prevent anonymous strangers from contacting their children if they use it.

Kik made an updated guide for parents available on its website following the arrests of two Virginia Tech students in the slaying of Nicole Lovell, a seventh-grader who lived two miles from their campus in Blacksburg, Virginia.

Kik also pushed out an update to the app, available on Google Play and Apple’s iTunes store, and had Apple raise Kik’s age-appropriate rating on Monday from 9+ to 13+, closer to its requirement that no one under 13 use the service, terms that are shared by Kik’s rivals.

"We are trying to educate all users, parents and teens," company spokesman Rod
Apps Used by Teens

We rate, educate, and advocate for kids, families, and schools

Omegle

Anonymous chat site created by teen is too risky for kids.

http://omegle.com

WHAT PARENTS NEED TO KNOW

Positive messages
Violence
Sex
Language
Consumerism
Drinking, drugs, & smoking

Parents need to know that this chat site’s catch phrase, “Talk to strangers!”, says it all. Though created by an 18-year-old, Omegle is not for kids. The site puts two strangers together in a chat room. Though chats start out anonymous, users often ask for and share personal information. Language is uncensored, and sexual come-ons and requests for email addresses are common. Omegle might be fun if both users desired a real conversation, but the odds of this here seem unlikely. It might be worth the effort for older teens willing to sift through the trash talk. But most kids should definitely steer clear.
"I met someone wonderful in a chat room... and then I found out she's a cat!"
• **Periscope App:** Periscope enables kids to live stream right from their phone. When a child, tween, or teen hits record, anyone that uses this app can watch them live. The potential for misuse is extreme including accessing inappropriate content, posting inappropriate content, and posting personal information. There is an option for private broadcast. Make sure that your 13+ teen is using this setting. There are other similar apps like MeerKat and YouNow (18+).
• **Voxer**: A walkie talkie app that allows users to share short little voice notes that make the experience similar to chatting back and forth on a walkie-talkie. Images and texts can also be shared. Users can chat one on one or in groups. The app shares the users current location by default which can put kids at risk. Terms of use places the age requirement to use this app at 13 years old.
Apps Used by Teens and Tweens

• **Whisper.sh**: Whisper, an iPhone app, lets users share and post their “deepest, darkest secrets” anonymously through pictures and texts. Unlike the app Snapchat, Whisper doesn’t claim that user posts “disappear forever.” In fact their privacy policy reads, “You understand that Whisper Text does not guarantee confidentiality with respect to any User Content you submit.” This is a clear privacy alert for kids and parents!
Dear Parents,

We, at Xxxxxxxx School always have your child’s safety first in our minds and on our hearts. We wanted to share information with you about a serious issue and fast growing trend among middle schoolers; 

• Set Smartphone where only parent can add an app or review all apps with child weekly. 

• Limit time spent on line cyber communicating charging stations in parent’s room starting at a “determined time” every night. 

Ex...Collect all connected devices and put on a “determined time” every night. 

Talk with your child about appropriate online behaviors and 

explain the consequences of texting and cyber communicating. 

Routinely review your child’s mobile technology devices to ensure they are safe and include any apps that seem suspicious. Have your child talk with you about the use of each app and its purpose. 

Explain to your child that engaging in “sexting” behavior can have legal consequences. These inappropriate photos are pornography and creating, possessing and sharing them can lead to possible jail time and being registered as a sex offender.

Beyond the legal ramifications, “sexting” behavior can leave emotional scars that follow some children for...
Dos and Don’ts of Social Networking

1. Don’t post or send anything you would be embarrassed for certain others to see.
   - Think about what your family, friends, future employers, or college admission decision-makers might think if they see it.
   - How would you feel if that statement or picture was forever tied to your name and your identity?
   - Does it really represent who you are? Remember, your keyboard may have a “delete” button, but once online it is often impossible to remove.
2. Do start early in building a positive online reputation

- Don’t wait until you are getting ready for college or applying for a job to start developing your digital dossier.
- From the very first post you make on a new social media platform, think about how others will perceive and interpret what you share.
- Also, actively involve yourself in many positive activities.
  - Excel academically.
  - Volunteer.
  - Play a sport.
  - Lead a social group.
  - Do community service.
- All of these things will look good on a resume, and they will reflect positively on you if someone stumbles upon them in an online search. Figure out the best ways to create and maintain an online identity that strongly demonstrates integrity and maturity.
3. Don’t compromise your identity.

- Identity thieves are constantly looking for new ways to obtain your personal information, usually for the purpose of benefiting financially at your expense.

- Never post
  - your address,
  - date of birth,
  - phone number,
  - or other personal contact information anywhere on social media.
4. Do be considerate of others when posting

• If you message someone and they do not respond, or if someone messages you and asks that you not post about them, take the hint and move on.
• Also don’t post pictures of others without their permission.
• And if someone asks you to remove a picture, post, or to untag them, do so immediately. It’s what you would want if you asked someone the same thing.
5. Don’t vent or complain, especially about specific people or organizations, in public spaces online.

- People will negatively judge you based on your attitude, even if your complaint has merit.
- Employers, schools, and others have access to social media, and they are looking. Is that spiteful comment about your boss or co-worker really worth losing your job over?
- Or sharing with those who may have an awesome opportunity to give you in the future?
- Be careful, too, about complaining in seemingly private environments or sending direct messages to others you think you can trust. You just never know who might eventually see your posts.
6. Do be careful about oversharing.

• If you are always posting about your meals, trips to the bathroom, social life, and the latest viral YouTube video, others are going to think that:
  – 1) you have way too much time on your hands,
  – 2) you have no focus or goals, or
  – 3) you are unproductive and cannot possibly contribute meaningfully to anything.

• Remember that people don’t care as much as you want them to care about all of the various random things going on in your life. It’s not all about you!
7. Don’t hang out with the wrong crowd online

• Resist accepting every friend and follower request that comes your way.
• Having a lot of followers isn’t the status symbol some people make it out to be, and can just increase your risk of victimization.
• Giving strangers access to your personal information opens you up to all sorts of potential problems.
• Be selective with who you allow to enter into your world!
• Go through your friends and followers lists regularly and take the time to delete those you do not fully trust, those that you have superficial and largely meaningless friendships with, and those you probably aren’t going to ever talk to again.
8. Don’t hang out with the wrong crowd offline

• Maybe you’re smart enough not to post that pic of you holding that red solo cup (filled with lemonade). But your friend does—and tags you—along with the comment: “Gettin’ blitzed!!”

• You also might not want others to record your legendary dance moves at last weekend’s party, but cameras and phones are everywhere.

• If you are associating with people who don’t really care about you or your reputation, they may seize the opportunity to record and post the video for others to see (and laugh at).
9. Do properly set up the privacy settings and preferences within the social media

- Use the features within each environment to delete problematic comments, wall posts, pictures, videos, notes, and tags.
- Don’t feel obligated to respond to messages and friend/follower requests that are annoying or unwanted.
- Disallow certain people from communicating with you or reading certain pieces of content you share, and allow access only to those you trust.
- Turn off location-sharing, and the ability to check-in to places.
  - If you need to let your friends know where you are, just text them using your phone rather than sharing it with your entire social network.
10. Don’t post or respond when you are emotionally charged up

• Step away from your device. Close out of the site or app.
• Take a few hours, or even a day or two, and allow your brain some downtime to think through the best action or response.
• Responding quickly, based on emotion, almost never helps make a problem go away, and often makes it much worse.
• **Pause**, breathe, think before you post!
11. Do secure your profile

- Use complex passwords that consist of alphanumeric and special characters.
- Avoid using recovery questions which have easy-to-guess or common answers such as a pet’s name.
- Never reveal your passwords to friends or leave them written down somewhere.
- Avoid accessing your online profile from devices which are unsecure (like at a library computer), or do not have virus and malware protection.
Resources

• Screen Retriever: http://www.screenretriever.com/Popular-Mobile-Apps-for-Teens


• Apps Stats statista.com


• Common Sense Media, Social Media for Teens