



Social Media-Empowering parents to keep their children safe



Leading Teaching and Learning

Standard 7: Engage professionally with colleagues, parents/ carers and the community

7.3.4 Engage with parents/ carers

Identify, Initiate and build on opportunities that engage parents/carers in both the progress of their children's learning and the educational priorities of the school.

School Plan Strategic Direction: Learning

Improvement Measure: The Resilient School plan is reviewed to improve student and staff self efficacy and well being.



Links to School Plan

- E-Smart School- Digital Citizenship
- SHS BYOD and 21st Century Teaching and Learning Program
- Information Literacy Program- Digital Literacy
- Next part of the puzzle

Empower Parents!



Empowering Parents

- Understanding Social Media Platforms
- Evidence Based Research
- Potential **Dangers**
- Teenagers 'Secret Talk'
- Hidden Apps
- Tips to keep our children safe

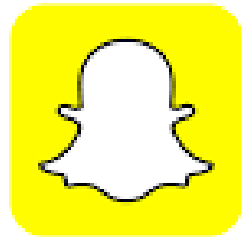


Understanding Social Media Platforms

POP Quiz!



WhatsApp



SnapChat



Instagram



Facebook



Yik Yak



Omegle



Tango



Tinder



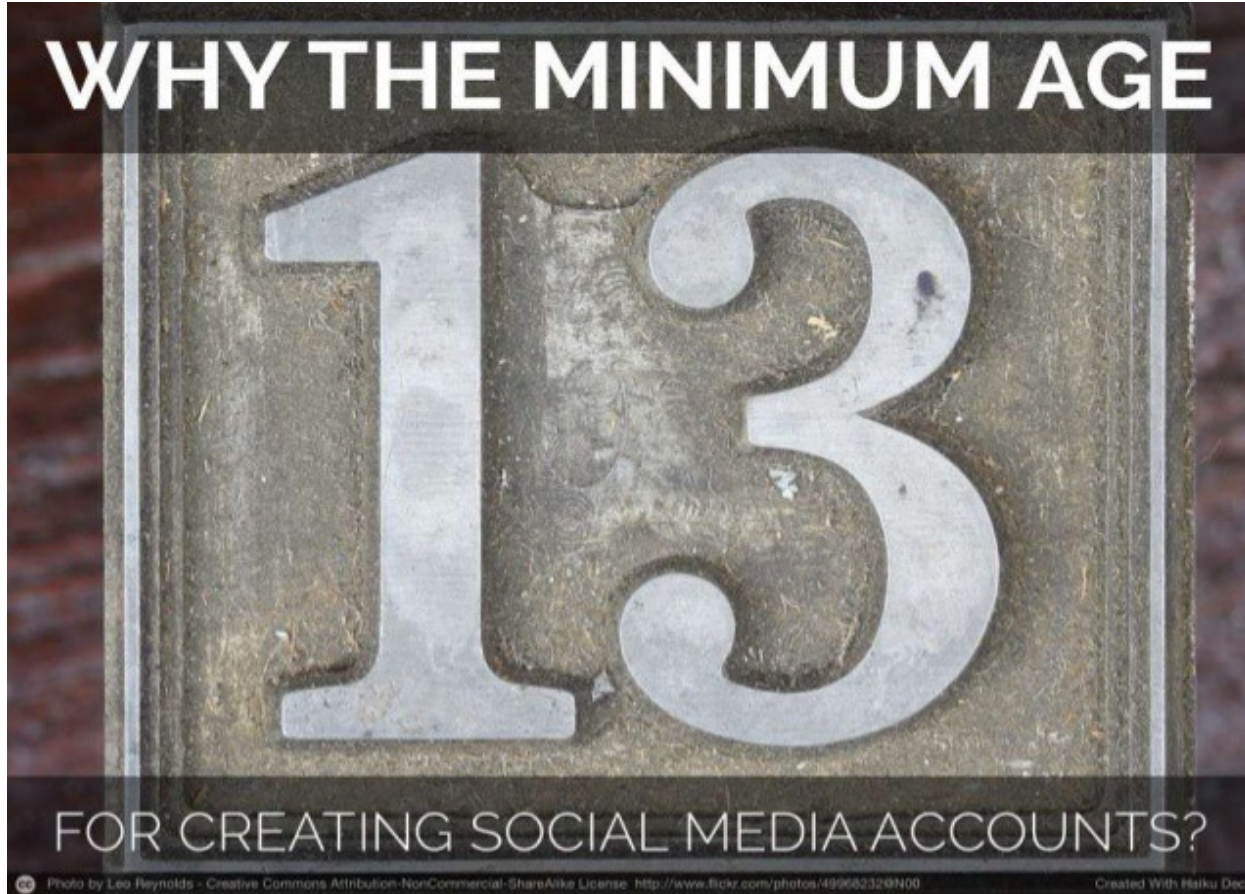
Ask.fm



Twitter



Age Matters



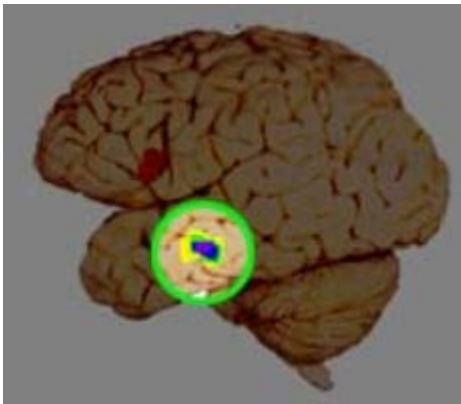
- Children's Online Privacy Protection Act 1998
- Protects a children from 3rd party advertisers
- 49% of children under 13 using social media, use Facebook
- Brain under construction



The Teenage Brain

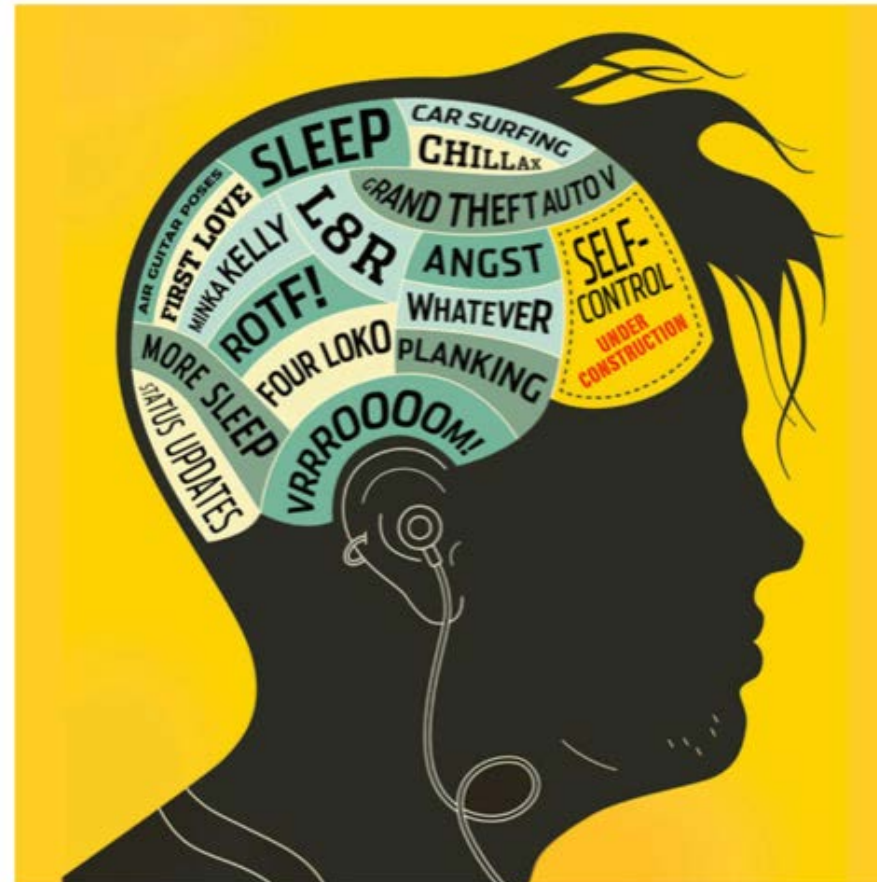
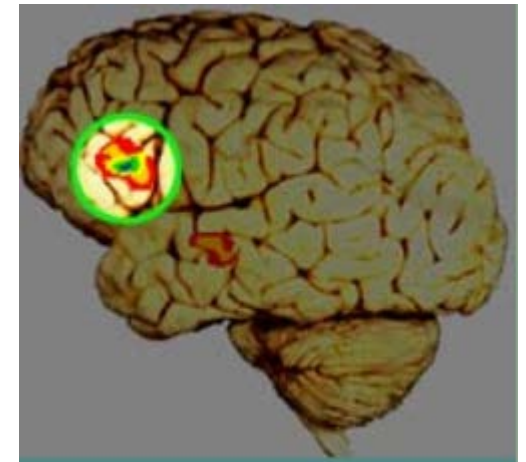
Amygdala

Decisions made on Emotion



Prefrontal Cortex

Governs judgement



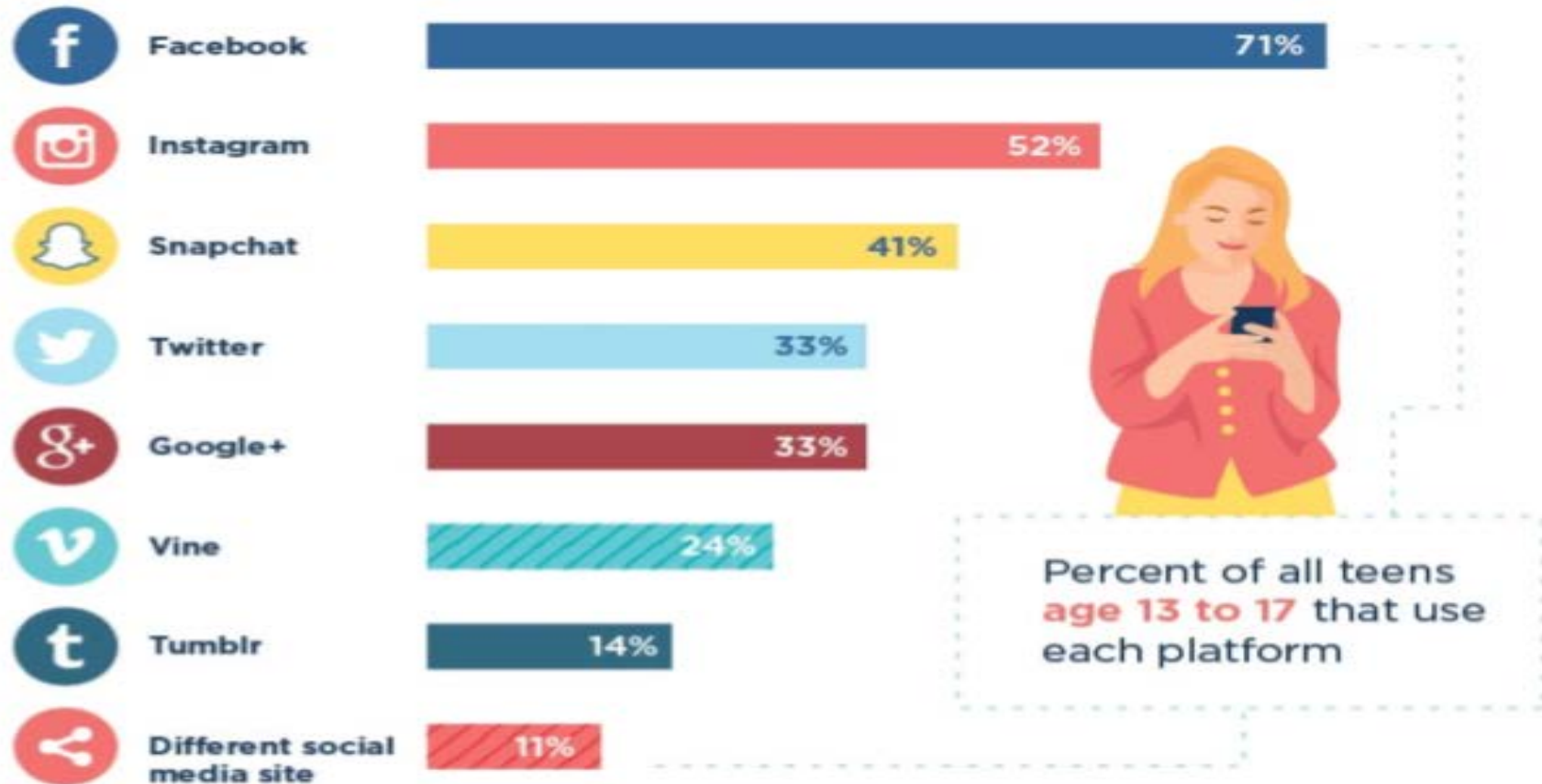
The developing fronal lobe of a teenager. (Photo:

When Processing information **Teens** rely on the **Amygdala** and **Adults** use the **Prefrontal Cortex**



Which platforms are most popular?

TEENAGE SOCIAL MEDIA USE BY PLATFORM



POTENTIAL DANGERS



BEWARE OF THESE APPS AND WEBSITES



What are they posting?

Personal info posted to social media profiles: Gender and age

% of teen social media users within each group who say they post the following to their social media profiles ...

	Teen Social Media Users	Boys (a)	Girls (b)	Teens 12-13 (a)	Teens 14-17 (b)
Your real name	92%	92%	92%	89%	93%
A photo of yourself	91	89	94	82	94 ^a
Your interests, such as movies, music, or books you like	84	84	85	81	85
Your birthdate	82	81	83	79	83
Your school name	71	73	69	56	76 ^a
The city or town where you live	71	73	69	67	72
Your relationship status	62	62	61	50	66 ^a
Your email address	53	57	49	53	53
Videos of you	24	27	21	25	24
Your cell phone number	20	26 ^b	14	11	23 ^a



8/10 users disclose their most personal info online

Source: Pew Internet Teens and Privacy Management Survey, July 26-September 30, 2012. n=802 parents of teens ages 12-17 and 802 teens ages 12-17. The margin of error for teen social media users is +/- 5.1 percentage points.



FACEBOOK
PRIVACY????? WHAT PRIVACY???



Facebook Dangers

- Stranger Danger- **TAKE IT SERIOUSLY!**
- GPS Enabled- 'GEOTABS'
- Live Streaming Real Time- **I'M COMING TO GET YOU!**
- The Staying Power of Social Media - **CONSIDER THE FUTURE**



Insta

INSTAGRAM

NOT APPROPRIATE FOR YOUNG KIDS



Instagram Dangers

- Images tell all - **OVERSHARING!**
- Insecurities on the rise - **TRANSFORM YOURSELF INTO A PRETTIER YOU**
- No parental Controls – **NONE!**

SNAPCHAT



DISAPPEARING PHOTOS DON'T DISAPPEAR!



Dangers of Snapchat

- Hidden Info in Photos – **EXIF DATA**
- Incriminating posts – **IASK**
- Risk Taking Behaviour – **15 seconds of FAME!**
- Screen shot **HORROR!**



Dangers of Social Media

Fake Profiles

<https://youtu.be/6jMhMVEjEQg>

SNAPCHAT

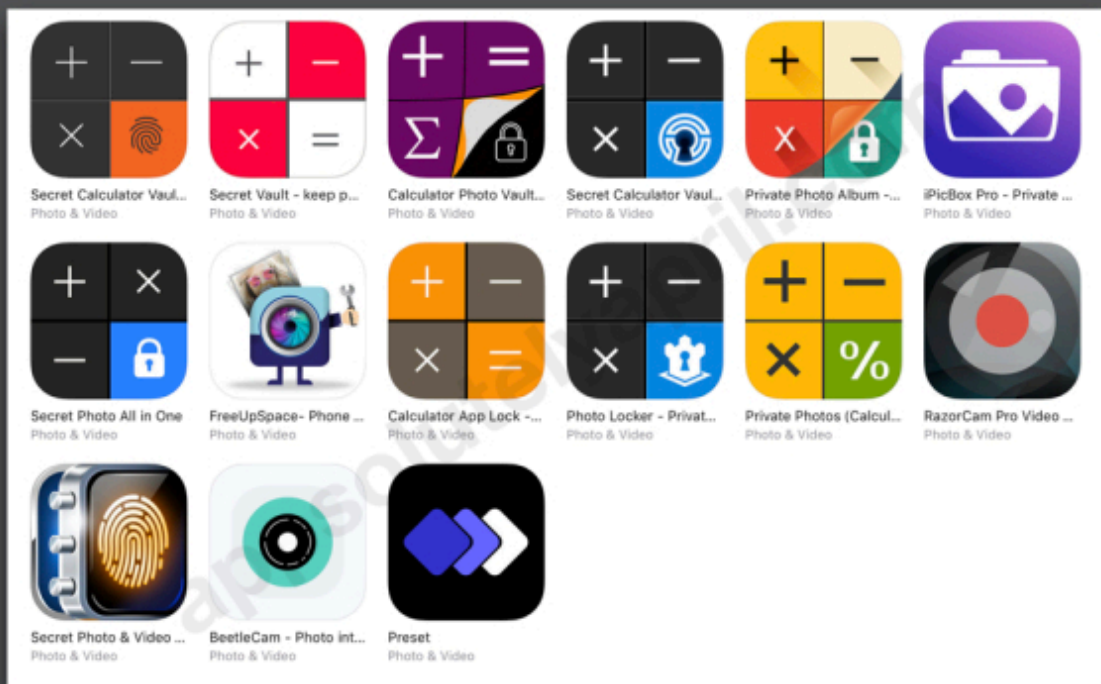
<https://youtu.be/fg-LhgZLB8M>



Secret Apps

SECRET APPS

appolutelyapril.com



HOW TO FIND SECRET APPS ON YOUR CHILD'S IPHONE



On your child's phone, go to the App Store and use the search tool to look for these key words "hidden, private photos, photo vault, or secret."

If your child has any of these apps, it will say "open" next to it.

OPEN

If your child does NOT have the app, it will say "get."

GET

If your child used to have it and has deleted it, it will have a cloud icon.



appolutelyapril.com

iPhone ---- swipe down ---- type in the name of the app ---- eg snapchat ---- if it comes up your child has it and has hidden it.



Secret Talk

CD9	Code9 Parents are Around
FYEO	For Your Eyes Only
KPC	Keeping Parents Clueless
ASL	Age, Sex, Location
P911	Parent Alert



Online Safety Tips

- Search Your Child's name regularly
- Take It Down- ISP provider
- App Age Appropriate
- Common Areas
- Parental Control Programs (Parental Control Kid Tracker App)
- Become your child's online friend
- To **Post** or **Not to Post**



Tips Continued

- **Check followers**
- **Pay attention to Privacy Settings**
- **Disable location settings**
- **Change passwords regularly**
- **Report bullying, fake accounts and inappropriate use of material**

COMMUNICATION IS KEY!



What Can You Do?

<https://sylvaniahigh.nsw.edu.au/>

Click- General

Click- Technology

Click- Cyberworld

<https://www.esafety.gov.au/>

Click- Iparent

<https://esafety.gov.au/about-the-office/resource-centre/brochure-parents-guide-to-online-safety>

How can SHS help Empower Parents???



“We don’t have a choice on whether we **DO social media, the question is how well we **DO** it.”**

– Erik Qualman



IN A WORLD WHERE
EVERYONE IS OVER EXPOSED,
THE COOLEST THING
YOU CAN DO IS MAINTAIN
YOUR MYSTERY.