

SOCIAL MEDIA 101:

NAVIGATING ONLINE WITH YOUR TEEN



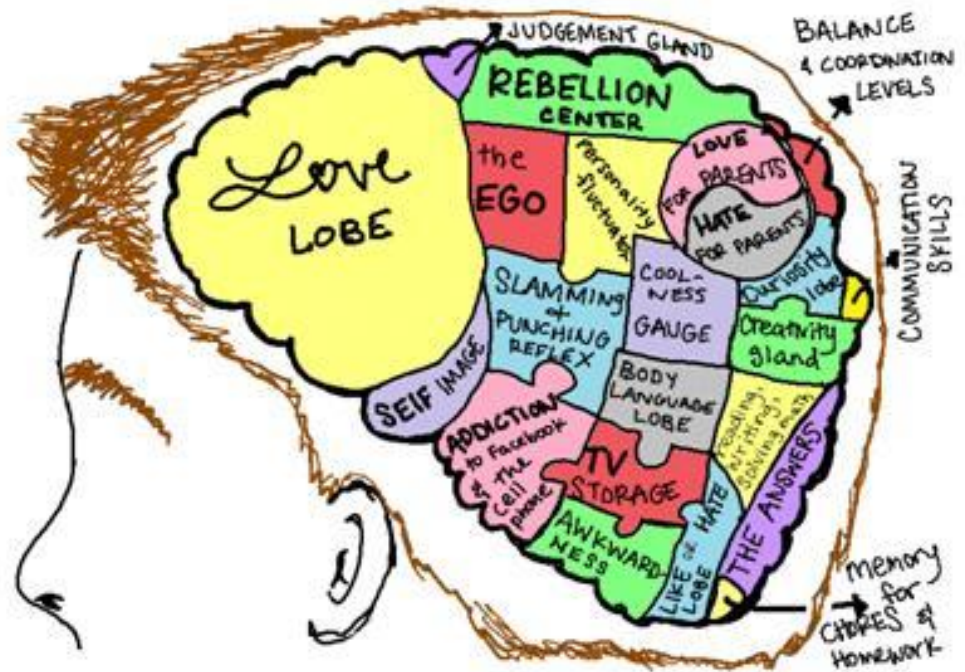
AMY ANTONY MEd., MC. Candidate
SARA GLASS MEd.

A BREAKDOWN of what we will be covering...

- 1. Theory**
- 2. Sites**
- 3. Safety/Cyberbullying**
- 4. Legality**
- 5. School Perspective**
- 6. Critical Thinking Skills**
- 7. Modelling**
- 8. Resources**



THE TEENAGE BRAIN...



"The teenage brain is like a car with a good accelerator but a weak brake. With powerful impulses under poor control, the likely result in a crash."

- Dr. Laurence Steinberg

WHAT'S GOING ON?

COGNITIVE DEVELOPMENT

- **Form firm, independent beliefs around moral subjects and make impassioned arguments to defend those beliefs**
- **Although they can understand horrible acts like murder, rape, hate crimes, they're still susceptible to images and messages that "normalize" things like sex, drinking, and acting out**

PHYSICAL DEVELOPMENT

- **Big bundles of hormones**
- **Hormones can trigger strong emotions they don't understand**
- **Huge changes in body shape and size**

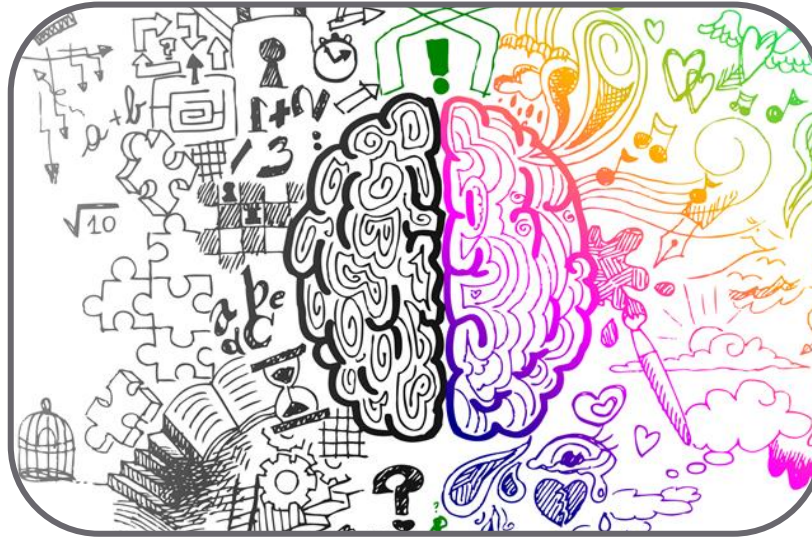
SOCIAL/EMOTIONAL DEVELOPMENT

- **Identity exploration**
- **Friendships become intense, first loves often develop**
- **Teens pull away from their parents requiring greater independence**
- **Tend to be secretive**
- **Intensely interested in/concerned by peers and what they think of them**
- **May become withdrawn and explore risky practices**
- **Increased tendency to be dramatic**

TECHNOLOGICAL/DIGITAL SAVVINESS

- **Operate on their own**
- **Increased desire for privacy**
- **Seeking autonomy**

TEENS ARE MORE LIKELY TO...



be impulsive

be aggressive

be emotionally volatile

be likely to take risks

be reactive to stress

be vulnerable to peer pressure

be prone to focus on short-term payoffs

underplay longer-term consequences of what they do

overlook alternative courses of action

INFLUENCES

What is making kids turn towards social media?

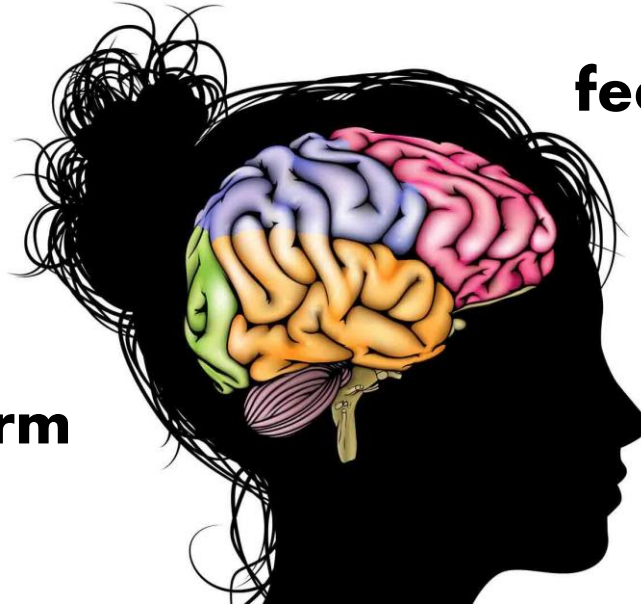
social enhancement

feelings of belonging

self-discovery

subjective norm

social identity



maintaining personal interconnectivity

**Teens are engaging in behaviours they
find rewarding –
social media playing into exactly that.**

SITES



In short, it is dead to them.



Facebook is something they got in middle school because it was cool but now is seen as an awkward family dinner party that they really can't leave.

It is often a jumping off point for many people to try to find you online, simply because everyone around them has it.

Mainly used for its group functionality.



Kik

Texting App

- **An app that lets kids text, send photos, videos, emojis for free**
- **It is fast and has no message limits or fees**
- **Because it's an app, the texts won't show up on your kid's phone messaging service**

Kik

What Parents Need to Know

- **It is loaded with ads and in-app purchases**
- **There is some stranger danger – an app named OinkText allows communication with strangers**

Different App – Same Functionality

Texting Apps

FB Messenger

What Parents Need to Know



- **Can send/receive messages from anyone of FB (Friend or not)**
- **Users can share their location**

ooVoo

What Parents Need to Know



- **Kids can chat/video message with up to 12 others at a time – common for them to open it after school and leave it on as a group**
- **Users can only chat with approved friends**

Different App – Same Functionality

Texting Apps

WhatsApp

What Parents Need to Know



- It is designed for users 16+ (though many teens use it because of no message fees)
- It can be pushy – automatically connects to all the people in your address book

Hangouts

What Parents Need to Know



- Doesn't support Off-the-Record (OTR) encryption so conversations are not necessarily private
- It prevents users from deleting text/chat history



MSQRD

Photo/Video App

- **Users can take photo or video selfies and record animations on them, changing the way they look**
- **They can then send the altered photos to friends or post them to other messenger and social networks**

MSQRD

What Parents Need to Know

- **Potential for cyber-bullying as users can take unsuspecting photos of others, change them and then post to broader social networks for others to see**



Instagram Microblogging App

- Lets users snap, edit and share photos and 15 second videos, either publicly or with a private network of followers.
- It unites the most popular features of social media sites – sharing, seeing, and commenting on photos

Instagram What Parents Need to Know

- Teens are on the lookout for “likes”
- Public photos are the default
- Hashtags/location information make photos more visible
- Private messaging is now an option



Twitter

Microblogging App

- **Users can post brief 140 character messages – called “tweets” and follow other users activities**
- **Used to share tidbits, keep up with news and follow celebrities**

Twitter

What Parents Need to Know

- **Public tweets are the norm for teens**
- **Updates appear immediately – even though you can remove tweets, your followers can still read what you wrote until it is gone**



Tumblr

Microblogging App

- **A streaming scrapbook of text, photos and/or videos, and audio clips**
- **Used to create short blogs that can be seen by anyone online – it is a hip and creative online hangout**

Tumblr

What Parents Need to Know

- **Porn is easy to find**
- **Images and videos that depict violence, self-harm, drug use and offensive language are easily searchable**
- **Privacy can be guarded but only through an awkward workaround (1st and 2nd profiles)**
- **Having content reblogged is what kids are after.**



Periscope Microblogging App

- **Users can watch real time videos from other users**
- **Can broadcast live from anywhere**
- **Watch other users' videos and interact with them by sending messages and hearts**

Periscope What Parents Need to Know

- **It is a location based app – users often share their school name or what they are doing afterschool**
- **Names and personal information is available to every user**



Snapchat

Self-Destructing/Secret App

- **Messaging app that lets users put a time limit on the pictures and videos they send before they disappear**
- **Used most often to send goofy or embarrassing photos without the risk of them going public**
- **Users can add live filters to photos/videos to change appearance**

Snapchat

What Parents Need to Know

- **It is a MYTH that Snapchats go away forever – data is data**
- **It can make sexting seem OK or seemingly risk-free**



Vine

Microblogging App

- **Lets users post and watch looping six-second video clips**
- **Usually create vines to share silly videos of themselves/friends**

Vine

What Parents Need to Know

- **It is full of inappropriate videos**
- **There are significant privacy concerns – the videos you post, the accounts you follow, and the comments you make are all public by default**



Burn Note **Self-Destructing/Secret App**

- **Messaging app that erases messages after a set period of time**
- **Limited to text messages**

Burn Note **What Parents Need to Know**

- **It allows kids to communicate covertly**
- **It may encourage risky sharing**
- **You don't have to have the app to receive a Burn Note**
- **To discourage screenshots, a spotlight-like system directs recipients with a finger to reveal a portion of the message at a time**



Yik Yak

Self-Destructing/Secret App

- **Social-networking app that lets users post brief, Twitter-like comments to the 500 geographically nearest Yik Yak users**
- **Yik Yak is only as good as the 10 km radius around you**

Yik Yak

What Parents Need to Know

- **It reveals your location**
- **It is a mixed-bag of trouble – cyberbullying, explicit sexual content, unintended location sharing, exposure to explicit information about drugs and alcohol**
- **“Everyone is on it before class starts...”**



Whisper

Self-Destructing/Secret App

- **Anonymous social “confessional” app that allows users to post whatever is on their minds, paired with an image**
- **Common Whisper topics include: insecurity, depression, substance abuse, and lies told to employers/parents/teachers**

Whisper

What Parents Need to Know

- **Often sexual in nature**
- **Content can be dark**
- **Although it is anonymous to start, it may not stay that way – app encourages personal exchange in “Meet Up” section**



Ask.fm

Self-Destructing/Secret App

- **Social site that lets kids ask questions and answer those posted by other users**
- **Anonymous answers are optional, user decides**

Ask.fm

What Parents Need to Know

- **Bullying is a major concern**
- **Users can decide whether to allow anonymous posts and can remove their answers from streaming to decrease their profile's visibility**
- **Q&A's can be synched with and appear on Facebook, increasing the viewing audience**



Cloaq

Self-Destructing/Secret App

- **Anonymous posting site that doesn't collect any personal information and assigns random usernames**
- **Users can post text and pictures and comment on content**

Cloaq

What Parents Need to Know

- **Like risk with any anonymous site – people behave differently when their identities are protected**
- **Posts are sometimes personal, philosophical, chatty, language is sometimes iffy**
- **Developer claims no information is collected but there are never guarantees when an app is linked to their device**



Omegle **Chatting/Meeting/Dating App**

- **Chat app that puts two strangers together in their choice of text chat or video chat room**
- **“Interest Boxes” let users filter potential chat partners by shared interests**

Omegle **What Parents Need to Know**

- **Users get paired up with strangers**
- **This is NOT an app for kids and teens**
- **Since chats are anonymous they are often much more explicit than those with an identifiable user**

Different App – Same Functionality

Chatting/Meeting/Dating App

MeetMe

What Parents Need to Know



- **Not marketed as a dating app but does have a “Match” feature where users can secretly admire others**
- **Open network – users chat with anyone online**
- **Lots of personal details required when registering for an account**

Line

What Parents Need to Know



- **Includes feature called “Hidden Chat” similar to Snapchat but with more options**
- **States that “minors” need parental permission but there is no process to monitor/track this information**

Different App – Same Functionality

Chatting/Meeting/Dating App

Skout

What Parents Need to Know



- **Flirting app that allows users to sign up as teen or adults and are placed into similar age peer groups (no age verification however)**
- **Users post to a feed, comment on others' posts, chat**
- **Users see when someone "checks" them out but must pay points to see who it is**

Tinder

What Parents Need to Know



- **Popular with 20-somethings**
- **All about swipes – right to "like" or left to "pass"**
- **If a person who you liked also likes your photo the app allows users to message each other**
- **It is location based**

Ghost

Spy App



Ghost apps like
Stealth Cam
Private Ninja Cam
Top Secret Camera
can be used to spy on people.

Key features include:

- blanking the screen so no one knows you're taking a picture
- muting the phone so the shutter doesn't sound
 - disguising the preview window so it looks like a web browser
- activating the camera to record via motion sensor

Vault

Hidden Camera App



Hidden-photo vaults such as

Calculator%

Keep Safe Private Photo Vault

Best Secret Folder

are places to keep photos out of view from a prying parent or friend.

Key features include:

- **requiring a password for access**
 - **hiding their true purpose**
- **Sounding an alarm or snapping a picture when accessed to catch anyone trying to break in**

THE BOTTOM LINE...

If teens are using these tools **RESPECTFULLY, APPROPRIATELY,**
and with a little **PARENTAL GUIDANCE**, they should be fine.
Take inventory of your kids' apps and review best practices.




Talk to them about their **ONLINE REPUTATIONS** –
not in terms of
“getting caught” ,
but rather as a matter
of being true to
themselves.

Acknowledge that, chances are, they'll come across extreme,
inappropriate, or hurtful content online... and that it is OK
for them to ask you about it, especially if it upsets them.
The benefits of these conversations will last a lifetime...

HOW DO YOU KEEP UP?

Talk AND listen to your kids...



Have your kid use YOUR app store account or an account linked to your email so you will be notified when an app is downloaded

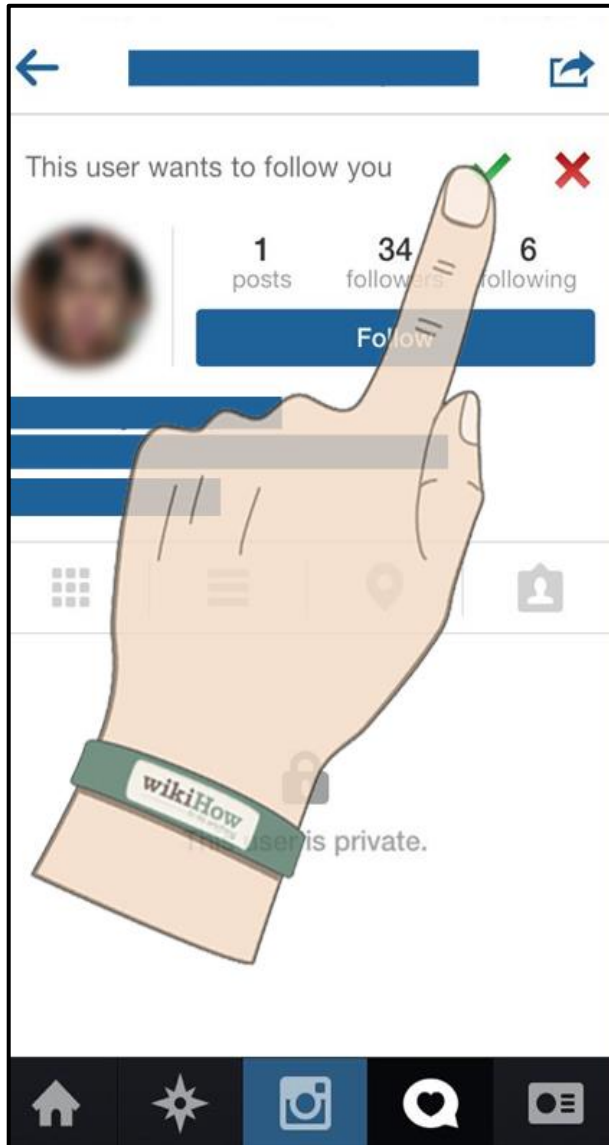


Ask which apps/sites are popular with your teens friends, kids may open up more when they are talking about someone else



Share what you are using, show them your pages or posts; they may be more likely to reciprocate

SHOULD I FRIEND OR FOLLOW?



You can ask BUT... don't insist on it.

Some families are connected on social media and it works for them.

Some teens don't want their parents seeing everything on their pages (and will block you from seeing things).

If you follow them you need to negotiate that new relationship – perhaps never commenting on or liking their posts...

Pick your battles, and make sure that anything addressed is FACE to FACE!

Hide and Seek Theory.

FUN, EASY, COOL...

**Social Media is just that...
and as long as it is used appropriately, it can be.**

**You know your kids best and probably have
a good sense of their maturity levels and
levels of impulse control.**

**Anything that
reduces the
time between
THOUGHT
and
ACTION**

**is a risk for kids
who can't think
through the
consequences of
their actions.**





<https://www.commonsensemedia.org/video/modal/1248989>

SAFE ONLINE BEHAVIOUR

As soon as your kids go online it is important to explain YOUR expectations of THEIR behaviour.

- 
- Communicate appropriately**
 - Keep private things private**
 - Respect others**
 - Be an “upstander”**
 - Report misbehaviour**
 - Follow your family’s rules**
 - Think before you post, text, share**

Don't do something permanently
stupid just because you're
temporarily upset.

SHOULD YOU INTERVENE?

Many kids DON'T tell their parents when they're being cyberbullied. But if you do find out it means the issue is major enough for you to get involved...

Collect more facts by talking the situation through with your kid.

Work out a plan of action – TOGETHER.

Ramp up your efforts as the situation demands

**Encourage your kid
to reach out for
support to peers!**



LEGALITY



Criminal Code Offences Related to Cyberbullying

**Criminal
harassment**

**Uttering
threats**

Intimidation

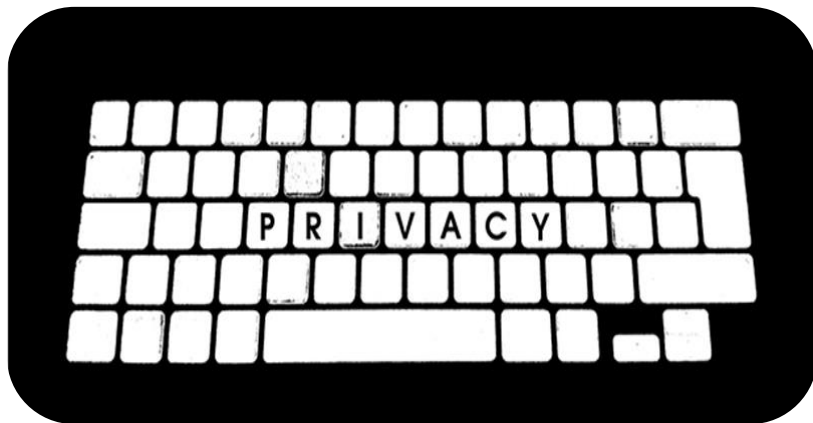
Extortion

**Unauthorized
use of
computer**

**False
messages**

BILL C₁₃

Legislation designed to combat online harassment by making it illegal to distribute intimate images of a person without their consent.



“Publishes, distributes, transmits, sells, makes available or advertises...”

The hope is to make people safer online while allowing them to protect their “personal integrity” when it comes to sharing images and information online.

It also gives authorities more powers to investigate as they now only require “reasonable grounds for suspicion” to obtain a warrant.

Today 12:57 AM

hey babe, can I
get a waist-up?
just for me 😊

I dunno... what
if u share it?

dont u trust me?

I do... I'm just
worried 🙄

come on, just
one pic

Read 1:02 AM

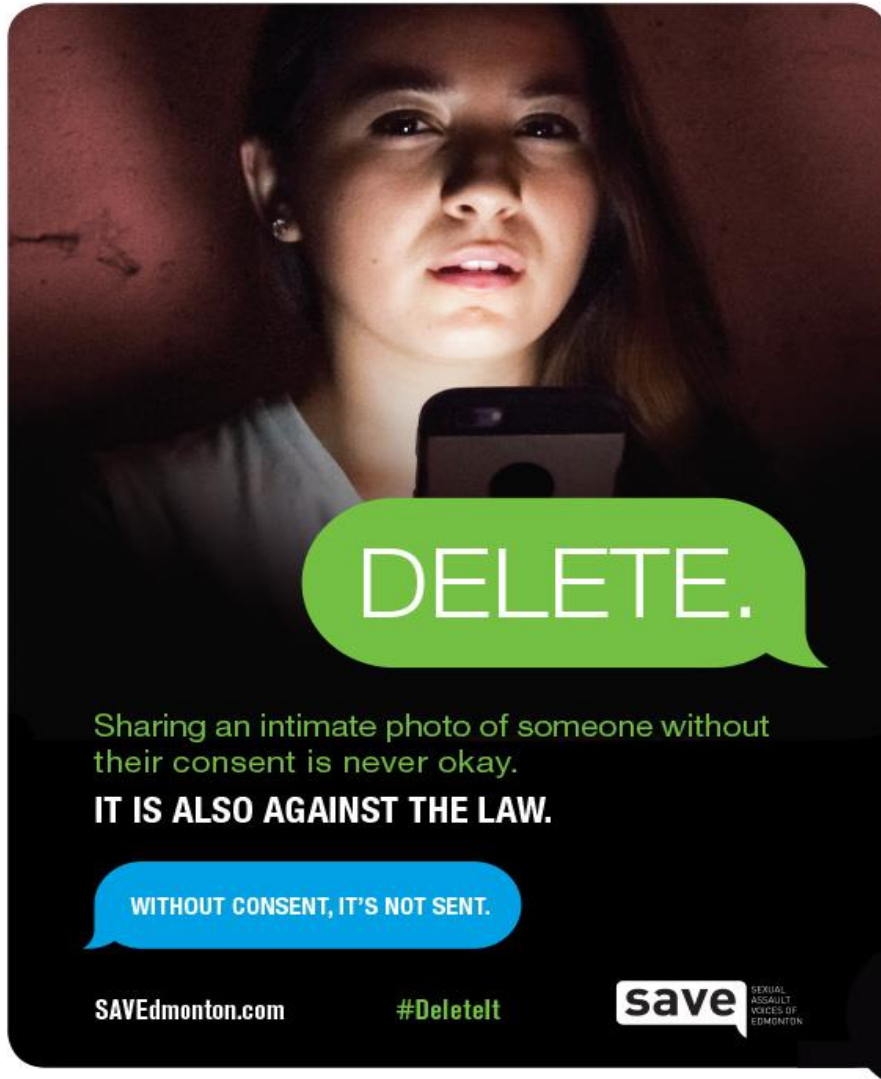


I SHARED A PHOTO...

<https://www.youtube.com/watch?v=Avm7nr1kZhg>

Without consent, it's not sent.

#DeleteIt

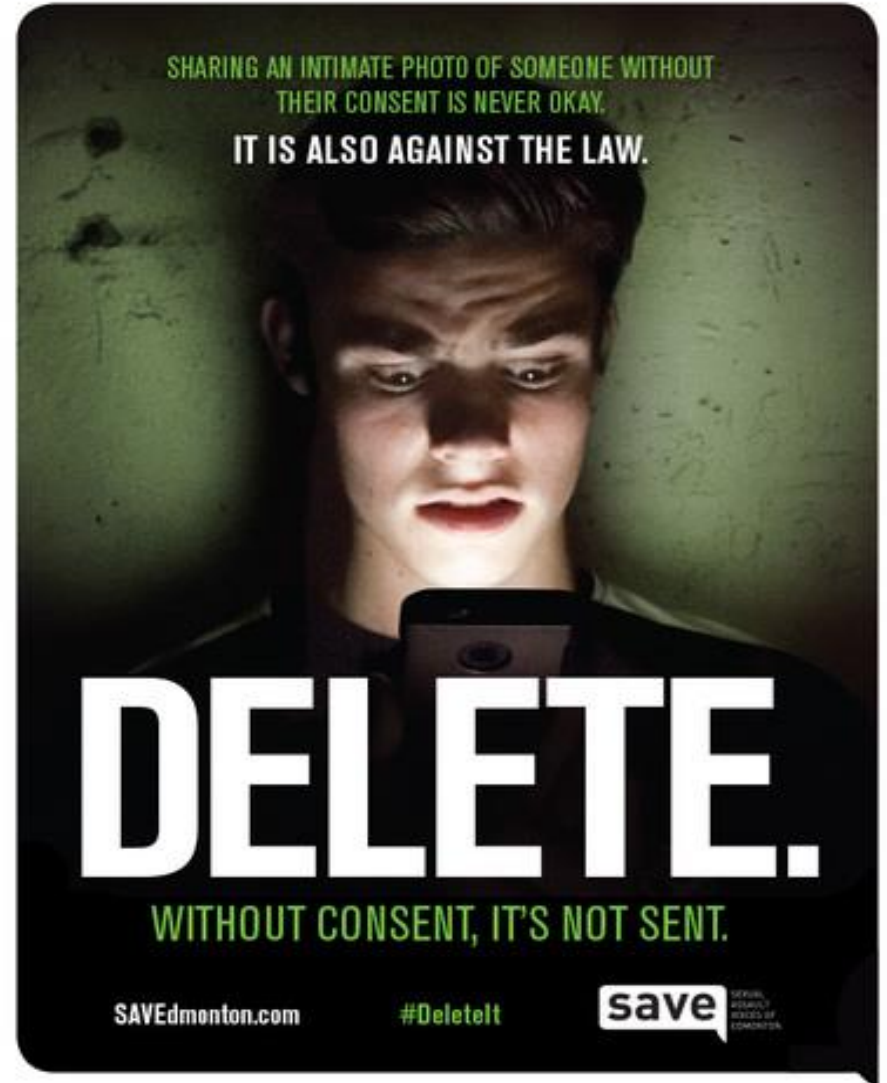


DELETE.

Sharing an intimate photo of someone without their consent is never okay.
IT IS ALSO AGAINST THE LAW.

WITHOUT CONSENT, IT'S NOT SENT.

SAVEEdmonton.com #DeleteIt **save** SEXUAL ASSAULT VOICES OF EDMONTON



SHARING AN INTIMATE PHOTO OF SOMEONE WITHOUT THEIR CONSENT IS NEVER OKAY.
IT IS ALSO AGAINST THE LAW.

DELETE.

WITHOUT CONSENT, IT'S NOT SENT.

SAVEEdmonton.com #DeleteIt **save** SEXUAL ASSAULT VOICES OF EDMONTON

CHARGED

Anyone convicted of distributing an **intimate image* without consent could face serious legal consequences...



**Imprisoned for
up to five years**

**Computer, cell
phone, or other
device seized**

**Ordered to
reimburse victim
costs incurred
for removing
image from
internet or
elsewhere**

****intimate image* defined as image that depicts a person engaged in explicit sexual activity, a sexual organ, anal region or breast, where there is a reasonable expectation of privacy at the time of the offense.**

SCHOOL'S PERSPECTIVE

**It's not just one or two people who are affected.
Lots of times it is an entire class or an entire school.**



"How do you continue in that environment if you are the victim of this, showing up every day when the entire school has seen these pictures?"

**– Shawna Grimes
RCMP Edmonton**

**Each scenario has its own set of unique circumstances,
so at present the school deals with these types of events
on a case by case basis,
involving our teachers, counsellors, administration
and the School Resource Officer as required.**

PARENTING IN A SOCIAL MEDIA AGE

<http://www.cnn.com/2015/10/04/health/being13-social-media-teens-parents-stress/>

PARENT'S GUIDE TO SOCIAL MEDIA

BE A ROLE MODEL

Set an example by using media the way you want them to use it.

START GOOD HABITS EARLY

Establish time limits and stick to them.

USE MEDIA TOGETHER

Watch, play and listen to your kids. Ask them what they think of the content. Share your values. Share what is on your accounts.

KEEP DISTRACTIONS TO A MINIMUM

Hide apps so they don't display, set your phone to "Do Not Disturb", or shut down your devices during important family time.

TURN OFF WORK

Set boundaries for work time and family time.

DID YOU ASK PERMISSION?

**Are your social media accounts
littered with photos of your children?**



Avoid “over-sharenting”...

It all comes down to ethics.

PRIVACY vs. CONFIDENTIALITY

**Talk about the difference between real life and the
HIGHLY CURATED photos and posts from friends whose
lives *seem* more fulfilling – explain how this has been
shown to make people feel sad, jealous and angry.**

If we all lived the lives we live on Facebook...

RESOURCES

**After you have had some time to digest
all of this information...
you might want to do a little reading of your own.
These websites are a great place to start
and are immensely useful.**

STAY SAFE ONLINE

<https://www.staysafeonline.org/data-privacy-day/parent-resources>

COMMON SENSE MEDIA

<https://www.commonsensemedia.org/social-media>

GET CYBER SAFE

<http://www.getcybersafe.gc.ca/cnt/cbrblng/prnts/lgl-cnsqncs-en.aspx#a02>



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