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ATTORNEYS AT LAW



# Social Media: What Parents Need to Know

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# Tonight's Topics

- Pertinent Issues relating to Social Media
- Background and Statistics
- Review of Popular Apps Kids are Using Today
- Legal Issues regarding Student Speech
- Consequences of Social Media Blunders

# Recent Issues from the Perspective of a School Attorney

- Sexual/Other Predators
  - adults posing as teenagers, catfishing, etc.
- Child Pornography Issues
  - criminal and civil actions
- Cyberbullying/DASA
  - suspensions and expulsion
- Long-Term Consequences
  - Posting of pictures or statements that may cause embarrassment or shame to children, peers, parents, potential employers, colleges, etc.

# Why is It So Critical to Be Aware of Social Media?

- Social media now dominates all other online activities
- Social Media now replaces time spent:
  - Reading
  - Watching TV and Movies
  - Playing Video Games
  - Face to Face socializing
  - Phone conversations
  - Art

# Let's Begin with Some General Information

# Social Media Statistics

- Evolving constantly
- Do not seem reliable – unclear what the demographics are
- Too much information on the Internet to know which sources are reliable
- Social media usage is growing so rapidly, it is difficult to stay current and keep track.

# Some Worldwide Social Media Stats

- What the world is using (adults and teens), as of August 2015:
  - Facebook : 1.5 billion users
  - WhatsApp: 800 million users
  - Qzone (China): 668 million users
  - LinkedIn: 400 million users
  - Twitter: 316 million users
  - Instagram: 300 million users
  - Tumblr: 230 million users
  - Snapchat: 200 million users
  - LINE (Asia): 211 million users
  - Sina Weibo: 176 million users
  - Pinterest: 70 million users
  - Yik Yak: 3.6 million users

# Some Interesting World-Wide Stats

- Number of Facebook users is nearly 5 times the population of the U.S. Although sources differ, it appears that Brazil holds the title for most Facebook posts.
- 30 percent of Facebook users are from Asia, which is only 10 percent of Asia's population.
- 745 million Facebook users access the site from their smartphones.
- Peak traffic on Facebook occurs between 1 pm & 3 pm mid-week.
- Facebook generates \$1.4 million in revenue every hour.
- Top 3 countries on Twitter are the US at 200 million, Brazil 33 million, and Japan at nearly 30 million.
- In 2012, according to the Huffington Post, Lady Gaga had the most Twitter followers at 34.1 million. Today, according to Twitter Counter, the top followed Twitters are Katy Perry (with 77.3 million), Justin Bieber (69.1 million), Taylor Swift (65.6 million) and Barack Obama (65.6 million); Lady Gaga is now #7 (52.1 million).
- The most followed brand on Twitter is YouTube with 56.2 million followers.
- The fastest growing demographic on Twitter and Facebook is the 55-64 age bracket.



# There are Just So Many Sites/Apps

- Facebook
- Twitter
- Instagram
- MySpace
- LinkedIn
- Foursquare
- Google Chat
- Tumblr
- Craigslist
- Pinterest
- KiK
- Vine
- Snapchat
- YikYak

# Teachers vs. Students

## How I See Social Media: Teacher vs. Students



Love it! It's so fun to see pics and posts from my friends, family, even my coworkers.

Facebook? Isn't that for old people?



Awesome for connecting with other teachers. Love my Tuesday night #edchat!

Awesome for connecting with my friends.  
#FridayNightParty  
#ChelseasHouse  
#Don'tCareThisIsPublic



Check out these supercute photos of my classroom!

Check out my supercute mirror selfies!



Have an account but don't really use it.

Have an account but don't really use it.



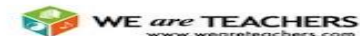
My source of inspiration for lesson planning, crafts, meal planning and more!

A source of procrastination for grown-ups.



Snapchat? I think my students use that.  
#Don'tEvenWantToGoThere

My favorite social media app.  
#UntilTheGrownUpsArrive



# Impact of Social Media on Teens and Students

# Child Protection Laws – Federal Legislation

- Children’s Online Privacy Protection Act (“COPPA”) – enacted in 1998 to protect children under 13 from having their personal information collected without the consent of a parent or guardian.
- COPPA was revised in 2013 to address changes in the way children actually use and access the internet, including the increased use of mobile devices and social networking.
- The modified rule expands the definition of children’s personal info and includes persistent identifiers such as “cookies” that track a child’s activity online, as well as geolocation info, photos, videos, and audio recordings.
- Children’s Internet Protection Act (“CIPA”) – enacted in 2000, requires that schools provide internet filtering to prevent student access to offensive content.

# Criminal Law – Child Pornography

- Images of child pornography are not protected under First Amendment rights, and are illegal contraband under federal law.
- Section 2256 of Title 18, United States Code, defines child pornography as any visual depiction of sexually explicit conduct involving a minor (someone under 18 years of age).

# Criminal Law – Child Pornography

- The legal definition of sexually explicit conduct does **not** require that an image depict a child engaging in sexual activity.
  - A picture of a naked child may constitute child pornography if it is sufficiently sexually suggestive.
- The age of consent for sexual activity in a given state is irrelevant
  - Any depiction of a minor under 18 years of age engaging in sexually explicit conduct is illegal.
- Federal law prohibits the production, distribution, receipt, and possession of an image of child pornography using or affecting any means or facility of interstate or foreign commerce.
  - Also covers any attempt or conspiracy to produce, distribute, etc. child pornography.
- Federal jurisdiction almost always applies when the Internet is used to commit a child pornography violation. Even if the child pornography image itself did not travel across state or international borders, federal law may be implicated if the materials, such as the computer used to download the image or the CD Rom used to store the image, originated or previously traveled in interstate or foreign commerce.

# Consequences - Legally

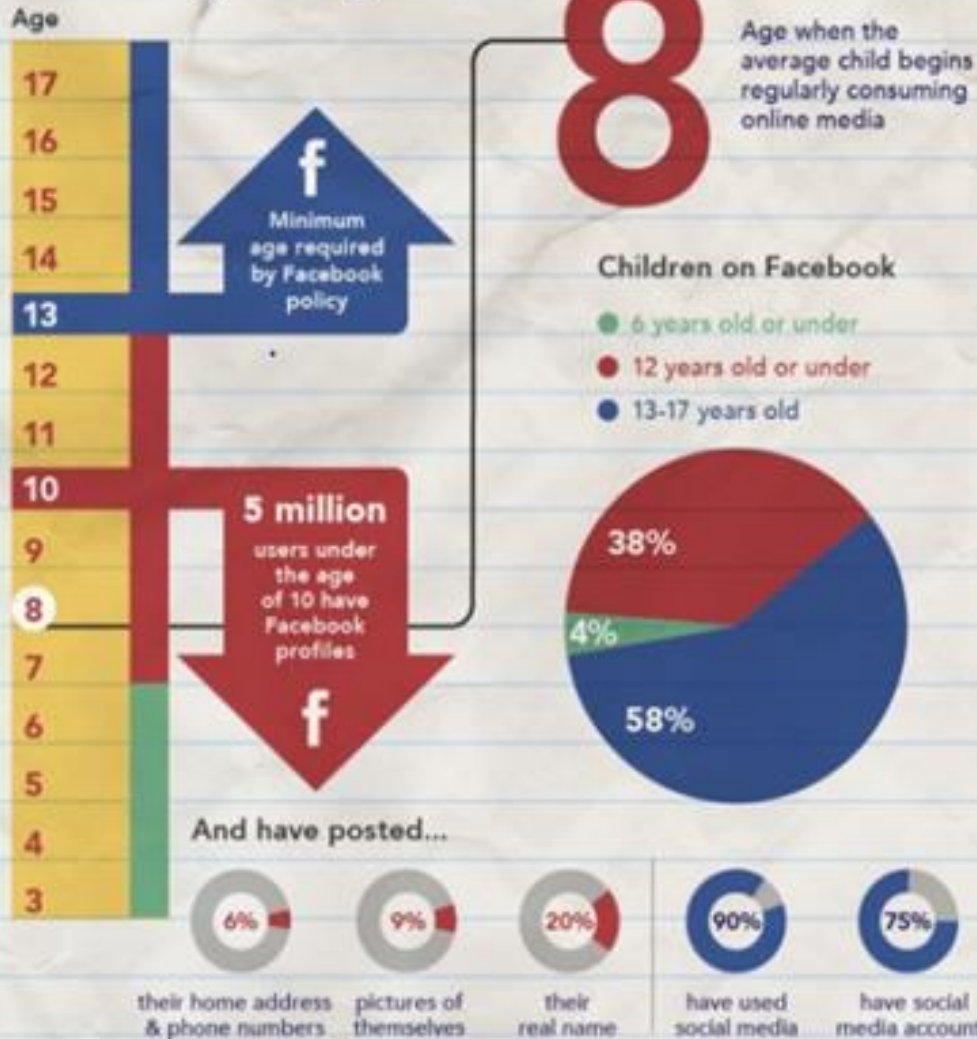
- Section 2251A of Title 18, United States Code specifically prohibits any parent, legal guardian or other person in custody or control of a minor under the age of 18, to buy, sell, or transfer custody of that minor for purposes of producing child porn.
- Any violation of federal child pornography law is a serious crime, and convicted offenders face severe statutory penalties.
  - A first time offender convicted of **producing** child pornography faces fines and a statutory minimum of 15 years, maximum of 30 years in prison.
  - A first time offender convicted of **transporting** child porn in interstate or foreign commerce faces fines and a statutory minimum of 5 years, maximum of 20 years in prison.
- An offender can be prosecuted under state child pornography laws in addition to, or instead of, federal law. Civil actions have also resulted from child porn fact patterns.
  - Usually in the form of seeking restitution for victims

# Teens and Social Media



# Growing Up with Social Media

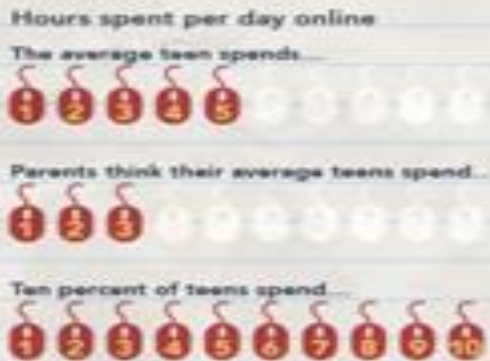
## Starting Early



Source:  
socialmediaweek.org  
6/11/2013

# A Steady Diet

Average daily media exposure for 8-18yr olds



### What Teens Do On Social Sites

- 50% Mostly observe others
- 39% Actively contribute
- 6% Share "almost everything"

### Login

49% 51% 25%

- 49% of teens don't login to social sites every day
- 51% of teens login at least once a day
- 25% of teens login 10+ times daily

Source: socialmediaweek.org 6/11/2013

# Now Let's Focus on the Most Popular Apps Kids are Using

Facebook



and



Twitter

- Facebook is much less popular now than before, but still extremely popular. Several articles over the years have chronicled how popularity of Facebook in the U.S. among teens is waning. .
- In 2015, one study found that 20% of teens cited Twitter as their **first choice** for social networking
- Twitter is quick and easy to use (140 characters) and it connects people with each other and with topics by using “hashtags” (#)


# Tumblr



- Microblogging platform where users can follow other users' blogs or make their blogs private
- Tumblr uses a dashboard to live feed posts where users can comment, re-blog and post from other blogs and also allows users to connect their blogs to Twitter and Facebook accounts
- Acquired by Yahoo! in June 2013 for \$1.1 billion
- The service is most popular with teen and college-aged user segments with half Tumblr's visitor base under the age of 25
- 53.5% of Tumblr visitors were female as of 2011, 17% are Hispanic, compared to 9% of US Hispanic internet users. 10% are African American, which is slightly higher than on internet in general
- 12-14 percent of Tumblr's traffic is pornography-related, but should be classified as "adult" or "NSFW" (Not Safe For Work)

# Tumblr





## TAYLOR SWIFT

BORN IN 1989.

[f](#) [t](#) [i](#) [y](#) [g](#) [p](#)




JOIN MAILING LIST

TAYLORSWIFT.COM

SHOP TAYLOR SWIFT

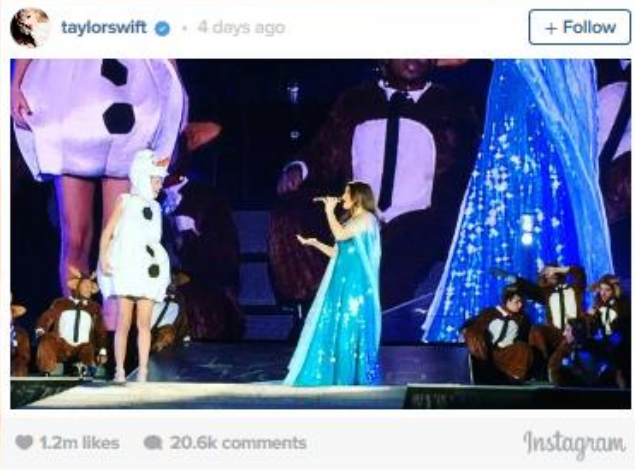
iTunes

**Taylor Swift**  
Buy Taylor's new album 1989 featuring her hit single "Shake It Off!"

-  Taylor Swift 1989 [VIEW](#)
-  Taylor Swift Welcome To New... [VIEW](#)
-  Taylor Swift Blank Space [VIEW](#)

Total: 25 songs

TUMBLR RADAR!  
ARCHIVE



taylorswift • 4 days ago [+ Follow](#)

1.2m likes 20.6k comments

Instagram

"The cold never bothered me anyway."  
**QUICK CHANGE**  
@idinamenzel

NOVEMBER 01, 2015 | [♥ 12327](#)

# Instagram



- Instagram is an online photo sharing, video sharing, and social networking service that enables users to take pictures and videos and share them on a variety of social networking media such as Facebook, Twitter, Tumblr and Flickr (or right on the app itself)
- Instagram was created in October 2010, and was acquired by Facebook in April 2012 for approximately \$1 billion.
- Instagram terms of use require users to be 13 years or older, and there are restrictions against posting violent, nude, partially nude, or sexually suggestive photographs and responsibility for one's account and all activity conducted with it.

# Instagram



Source: [http://www.linformatique.org/wp-content/uploads/2013/12/instagram sa publicite fait mouche.jpg](http://www.linformatique.org/wp-content/uploads/2013/12/instagram_sa_publicite_fait_mouche.jpg)





# Snapchat



- Snapchat is a photo messaging application used primarily by 13-23 year olds where users can take photos, record videos, add text and drawings, and send them to a controlled list of recipients.
- Users set a time limit for how long recipients can view their “Snaps” (the range is from 1 to 10 seconds), after which they are hidden from the recipient’s device and deleted from the Snapchat server.
- Snapchat is primarily used to send “Selfies” and group Snaps.
- 80% of Snapchat users are in the US.

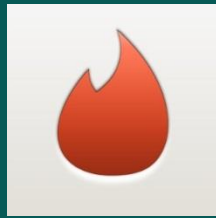
# Snapchat



Source: [http://socialmediarevolver.com/wp-content/uploads/2013/10/snapchat\\_socialmediarevolver.jpg](http://socialmediarevolver.com/wp-content/uploads/2013/10/snapchat_socialmediarevolver.jpg)

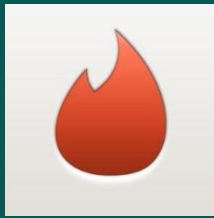


# Tinder



- Tinder is sometimes called “social discovery” app that finds who “likes” users nearby and connects the user. Using Facebook profiles, Tinder gathers users’ basic info and analyzes users’ info to match potential candidates that are most likely to be compatible based on geographical location, mutual friends, and common interests.
- Only after 2 users “like” each other are they able to chat in the app
- Tinder’s demographic is men and women between the ages of 18-35. It currently averages around 2 million daily users. A recent study found that 1 in 5 Tinder users have met someone in person who they originally met on Tinder.
- While there have been reported marriages originating on Tinder, as with any dating app, there are also reports that users as young as 12 years old have used it, and apparently are using it to meet up.
- It’s viewed as an extremely dangerous application since it posts location and picture.

# Tinder



Source: [http://static5.businessinsider.com/image/55e0853fbd86ef14008b699b\\_480/tinder\\_screenshot.png](http://static5.businessinsider.com/image/55e0853fbd86ef14008b699b_480/tinder_screenshot.png)



# Vine

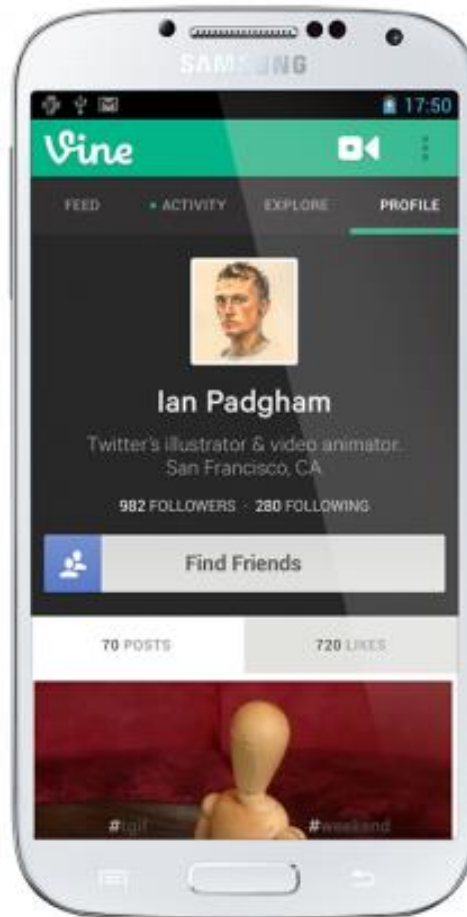
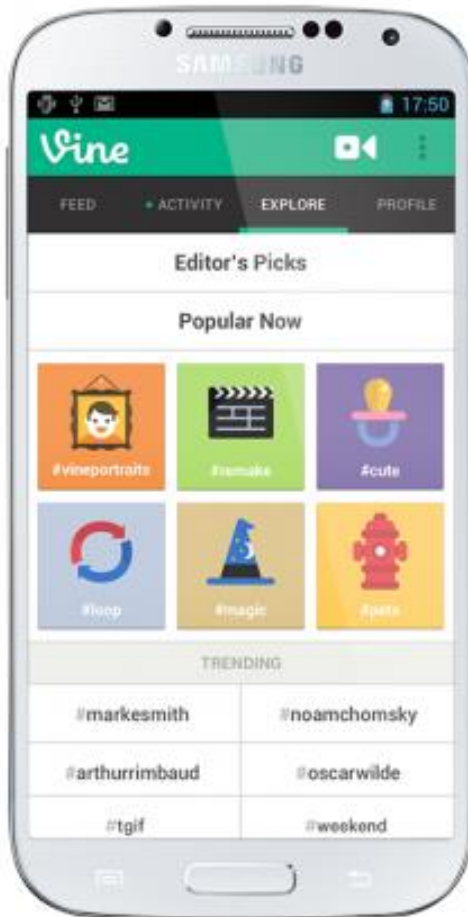


- Six-second video sharing app extremely popular with teens and 20-somethings
- Posts go viral
- Vine allows you to share six second looping videos.
- Pornographic videos are sometimes shared with thousands of users.

# Vine



Source: [http://cdn.androidpolice.com/wp-content/uploads/2013/06/nexusae0\\_VineAndroidBlog\\_0.png](http://cdn.androidpolice.com/wp-content/uploads/2013/06/nexusae0_VineAndroidBlog_0.png)

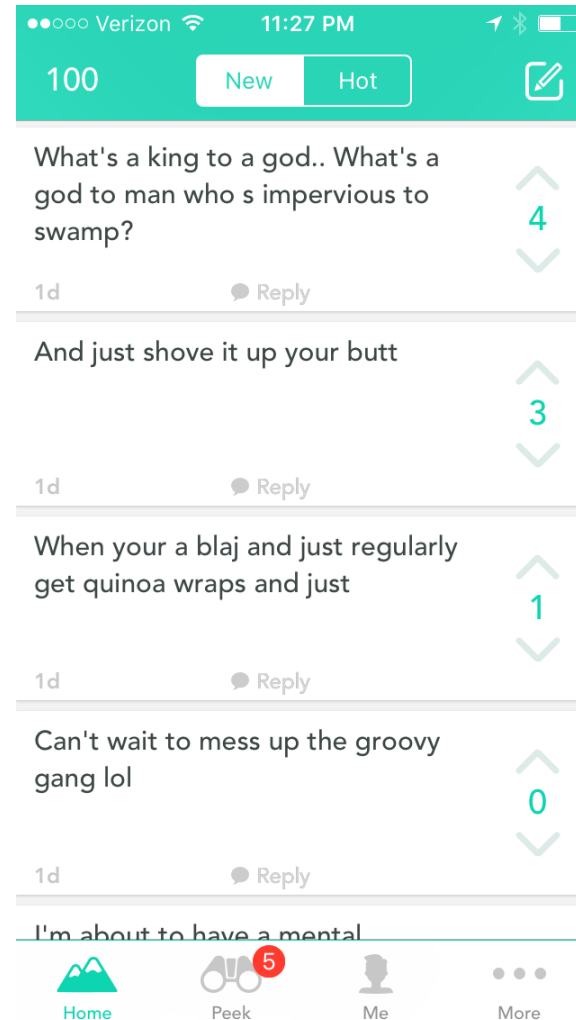


# Yik Yak



- Yik Yak is an anonymous social media app, allowing people to anonymously create and view posts (“Yaks”) within a 10 mile radius.
- It differs from other anonymous sharing apps such as PostSecret and Whisper in that it is intended for sharing primarily with those in close proximity to the user, potentially making it more intimate and relevant for people reading the posts.
- All users have the ability to contribute to the stream by writing, responding, and up-voting or down-voting yaks.
- The app was released in November 2013 and six months later, it was ranked as the 9th most downloaded social media app in the U.S.

# Yik Yak





KiK



- KiK Messenger is a private messenger app and is coveted by those under 18 for a number of reasons.
- The app allows kids to send private messages that their parents can't see.
- There is very little you can do to verify the identity of someone on Kik, which obviously poses the risk of sexual predators chatting with your child.
- This is an easy tool for sexting.

Ask.fm



- Ask.fm lets kids ask questions and answers are posted by other users, sometimes anonymously.
- Intense bullying
- Inappropriate conversations
- Personally identifiable information is often shared

# Poof



- App allows users to make apps disappear on their phone with one touch.
- Kids can hide every app they don't want you to see on their phone. All they have to do is open the app and select the ones they don't want you to see. Very scary!
- The good news about this app is it is ***no longer available***. But, if it was downloaded before it was deleted from the app store, your child may still have it.
- Keep in mind that apps like this are created and then terminated pretty quickly by Android and Apple stores, but there are similar ones being created constantly.
- Some other names include: Hidden Apps, App Lock and Hide It Pro.

# Omegle



- Chatting app whose slogan is: “Talk to strangers!”
- When you use Omegle you do not identify yourself through the service – chat participants are only identified as “You” and “Stranger”.
- You don't have to register for the app. However, you can connect Omegle to your Facebook account to find chat partners with similar interests.
- There is a high risk of sexual predators and you don't want your kids giving out their personal information, much less even talking to strangers.

# Whisper



- This is a meeting and posting app that encourages users to post secrets. You post anonymously, but it displays the area you are posting from.
- You can search for users posting within a mile from you.
- A quick look at the app and you can see that online relationships are forming constantly, but you never know the person behind the computer or phone.
- One man in Washington was convicted of raping a 12-year-old girl he met on this app a couple years back.

# Down



- This application, which used to be called “Bang with Friends,” can connect to Facebook. Users can categorize their Facebook friends in one of two ways: they can indicate whether or not a friend is someone they'd like to hang with or someone they are "down" to hook up with.
- Tagline: “The secret way to get down with people nearby!” Scary.



Source:  
[http://cdn1.yourstory.com/wp-content/uploads/2014/02/Down\\_YS\\_Screenshot.jpg](http://cdn1.yourstory.com/wp-content/uploads/2014/02/Down_YS_Screenshot.jpg)

# Skout



- Searching for other users based on proximity is the specialty of this social networking app that also includes chatting features.
- The location data is the problem; it is GPS activated.
- Anything that provides your location should not be used by kids



- Relies on something called “mesh networking” which allows devices to wirelessly connect to each other without requiring a wifi network
- This app is marketed to and already a hit with school children who may not have a data plan or wifi in their device
- It even works on tablets or iPods.
- 500,000 monthly users and one million app installs after just three months on the market.



# Private Calculator



- Because you'd never suspect a calculator app would hide all your private files, friends and family would be none the wiser should they be using your iPad, iPhone or iPod touch. Plus, they'd need to know the password to gain entry.
- Once inside, it looks like all the other virtual calculators available at the App Store. Only once you enter the right numeric code – something you set up the first time you use the app – will you see a list of all your hidden files buried within.
- It can display and open a number of media types, including photos, videos, music and audiobooks, Microsoft Office files, other assorted documents and even downloaded websites

# Legal Issues regarding Student Speech

# Legal Implications of Social Media for Students

- First Amendment
- Fourth Amendment
- Student Code of Conduct
- The Dignity for All Students Act of 2010 (“DASA”)

# First Amendment Rights

## Basic Principles

- *Tinker v. Des Moines* (1968)
  - Students do not shed their constitutional rights to freedom of speech or expression at the schoolhouse gate.
- *Bethel v. Fraser* (1986)
  - The constitutional rights of students in public school are not automatically coextensive with the constitutional rights of adults in other settings.
  - Schools can prohibit vulgar or indecent speech at school sponsored events.
- *Morse v. Frederick* (2007)
  - Constitutional rights must be applied in a manner consistent with the “special characteristics of the school environment.”
  - School administrators may prohibit student expression that will “materially and substantially disrupt the work and discipline of the school.”



# Student Free Speech and the First Amendment

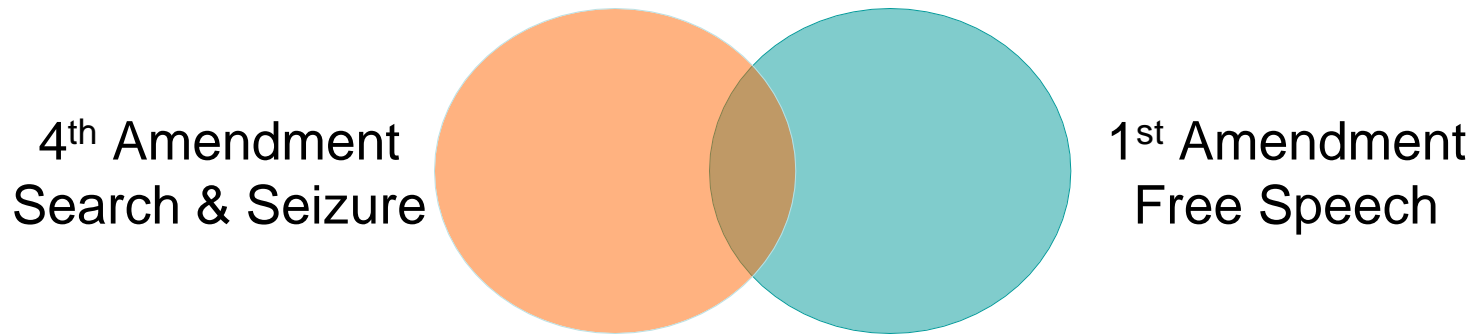
- The *Tinker* Standard: School officials may not silence student expression just because they dislike it. They must reasonably forecast based on evidence (and not on fear or apprehension of disturbance) that the student expression would lead to either (a) a substantial disruption of the school environment, or (b) an invasion of the rights of others.

# Fourth Amendment Rights

## Basic Principle

- *New Jersey v. TLO* (1985)
  - Schools must strike a balance between a student's legitimate expectation of privacy and the school's need to maintain a safe learning environment.
  - Is the scope of the search reasonably related to the circumstances justifying the search and the extent to which the search is carried out?
  - Reasonable suspicion standard

# Social Media Merges 1st & 4th Amendment Rights



# Student Electronic Speech

- From a legal perspective, the electronic aspect of the communication doesn't change the fact that it is speech
- The same principles apply



# Student Threats Violence Against the School

- *Cuff v. Valley Central School Dist.* (2d Cir. 2012)
  - School district suspended a fifth-grade student for drawing a picture in class expressing a desire to commit violence against the school and teachers.
  - The crayon drawing depicted an astronaut saying his “wish” was to “[b]low up the school with teachers in it.”
  - The student shared his picture with classmates, one of whom reported the drawing to the teacher

# Student Threats Violence Against the School

- When the teacher asked the student what his drawing meant, he would not answer.
- Prior to completing this drawing of astronaut, the student had been disciplined for misbehavior at school, had drawn another picture depicting gun violence, and had written a story involving destruction of all schools and adults by a “big wind.”
- After the student’s parents were informed of the picture, the student stated that he had only been kidding.
- The district suspended the student out of school for five days and one day in school.
- The parents challenged the suspension in court alleging a violation of the student’s First Amendment rights.

# Student Threats Violence Against the School

- The court upheld the school district's action holding that, because school officials reasonably forecasted that the student's picture would result in substantial disruption at the school, the school district was permitted to suspend the student.
- The court stated that the test should be an objective one, focusing on the reasonableness of the school officials' response, rather than on the student's intentions.

# On-Campus Student Speech

- A school can impose discipline if:
  - The speech threatens harm
  - The speech is sexually-suggestive or sexually-explicit
  - The speech advocates or celebrates illegal drug or alcohol use
  - The speech constitutes bullying or cyber-bullying

# Off-Campus Student Speech

## Direct Threats Are Not Protected Speech

- *Wisniewski v. Board of Educ. of Weedsport CSD* (2d Cir. 2007)
  - Student created an IM icon with a drawing of a pistol firing a bullet at a person's head, dots representing splattered blood, and the words "Kill Mr. VanderMolen" (student's English teacher).
  - Student created the icon on his home computer and forwarded it to 15 of his friends who circulated it off-campus.
  - Classmate showed it to the teacher who reported it to school officials.
  - District officials contacted police and the student's parents.

# Off-Campus Student Speech

## Direct Threats Are Not Protected Speech

- *Wisniewski* (cont'd.)
  - Student expressed regret and was suspended; teacher's assignment was changed.
  - Police investigation found the icon was meant as a joke.
  - Hearing officer at student discipline hearing found that the icon was threatening and was a violation of school rules.
  - Student was ultimately suspended for one year.

# Off-Campus Student Speech

## Direct Threats Are Not Protected Speech

- *Wisniewski* (cont'd.)
  - Second Circuit Court of Appeals held that:
    - Whether the icon was a “true threat” did not matter
    - The icon foreseeably created a risk of substantial disruption within the school environment once it became known to the teacher and school officials
    - Even though conduct took place off campus, the school did not violate the student’s First Amendment rights by imposing discipline.

# Off-Campus Student Speech

## Student-to-Student Communications

- *Appeal of Ravick*, Commissioner's Decision No. 14,477 (2000)
  - Student sent email from another student's home computer to 13 classmates that contained threatening and discriminatory statements aimed at Jewish students.
  - Referenced fact that "Trench Coat Mafia" was coming to their school.
  - Commissioner deemed statements to be an implicit on-campus threat and that the email had a direct impact on school operations.



# Off-Campus Student Speech

## Student-to-Student Communications

- *Appeal of G.I.*, Commissioner's Decision No. 16,121 (2010)
  - Elementary school students posted inappropriate statements about another student on her Facebook page, which almost resulted in a fight during recess.
  - One of the students responsible for the posting was suspended.
  - Commissioner found no basis upon which to overturn the suspension.

# When Does Student Speech on Social Media become a District Issue?

- Negative communication about District administrators, faculty, staff
- Negative communication to/about other students
- Communications are of concern when they are:
  - Bullying
  - Threatening
  - Discriminatory
  - Abusive
  - Contain other inappropriate language

# School Policy and Code of Conduct

- Policy 7300: Student Use of Personal Technology
  - Personal technology use by students is permitted during the school day for educational purposes and/or in approved locations only.
- Policy 7310: School Conduct and Discipline
- Policy 7315: Student Rights of Free Expression
- Policy 7380: BCS – Acceptable Use Policy
- Policy 7500: Dignity for All Students Act

# Dignity for All Students Act

- N.Y. Education Law Article 2
- Prohibits harassment and/or discrimination based on a students' "actual or perceived race, color, weight, national origin, ethnic group, religion, religious practice, disability, sexual orientation, gender, or sex."
- Goal of fostering civility in public schools and preventing conduct inconsistent with a school's educational mission.
- Applies to actions of school employees and students.

# Dignity for All Students Act

- Limited to harassment taking place on school property or at a school function.
  - Provides no guidance in connection with actions occurring off-campus.
- Broadly defines harassment as:
  - “[the] creation of a hostile environment by conduct or by verbal threats, intimidation or abuse that has or would have the effect of unreasonably and substantially interfering with a student’s educational performance, opportunities or benefits, or mental, emotional or physical well-being...”

# Students – Appropriate Uses/Benefits

- Communication and expression (especially for introverted or shy students)
- “Virtual empathy” – sense of social support
- Increased feeling of connection
- Research and learning, practical tech skills
- Kids really think/learn this way ... so we need to find positive ways to use, demonstrate appropriate use

# Consequences of Social Media Blunders

# Common Mistakes

- **Oversharing**
  - Line between sharing just enough and oversharing can often become blurry.
- **No privacy settings**
  - Prevent your personal information from becoming leaked online
- **Friending strangers**
  - Do not give out personal information, share photographs or agree to meet strangers in-person alone.
- **Sharing passwords**
  - Sharing passwords with a best friend might seem like “no big deal” but if that friendship dissolves, your ex-BFF will have an easy way to damage your reputation



# Posting and Sending Pictures

- Sending pictures, whether via an app or by text, can cause problems for teens
- Keep in mind: you are in control of what you do on your phone, until you're not!
- Pictures on Twitter and Snapchat spread like wildfire, especially in school
  - What may have been intended for one person's eyes can easily be disseminated to one hundred other people in just a few minutes

# Posting and Sending Pictures (cont'd.)

- It's one thing to post pics of you and your friends hanging out on the weekends
- But what if someone in the picture is:
  - Making an obscene gesture?
  - Engaging in illegal activity?
  - Engaging in age-inappropriate activity?
  - Posting a picture that catches you in a lie?

# When Circumstances Change

- What happens when sharing and being active on social media crosses the line?
- Snapchat lets you send a picture and it self-destructs within seconds
  - But there are ways to save these pictures
- What happens if you break up with a girlfriend or boyfriend and then want to “get him/her back” and send pictures out to your friends or the entire school?
  - Could lead to serious legal consequences

# Sexting

- With the availability of picture apps and websites such as Snapchat and Instagram, chances are teenagers will post some questionable photos
- Biggest concern = sexting
- When teens engage in or attempt to engage in sexting, there is a potential for criminal charges to be brought in some circumstances
- School-aged students have been prosecuted and some have even been labeled sexual predators for life as a result of sending inappropriate pictures

# Understanding Permanency

- In the immediate future, it is crucial for teens to understand the consequences that naturally flow from participation in social media
- A Snapchat picture may only exist for six seconds, a status update or tweet may get buried under the next status or tweet, or you might consciously delete an Instagram photo or tweet
- A good lesson to learn: **the internet is forever**
- Deleting something does not mean the tweet/picture is gone for good

# Thinking About Consequences

- It is not too early for teens and parents to think about the future
- Where will your child be one month from now? One year from now? Five years from now?
- What opportunities will your child have had?
- What opportunities will your child have missed because of carelessness on social media?

# Impact on College Admissions

- One New York Times story interviewed college admissions employees, who said they typically scrutinized social media only if outside sources alerted them to extreme posts like hate speech.
- However, when 381 college admissions officers who answered a Kaplan telephone questionnaire in 2013:
  - **31 percent** said they had visited an applicant's Facebook or other social media page to learn more about them
  - **30 percent** said they had discovered information online that negatively affected an applicant's prospects.

# Impact on College Admissions (cont'd.)

- At the very least, colleges keep track of their social media mentions.
- At Bowdoin College in Maine, one high school senior attended a campus information session for prospective students and throughout the presentation posted disparaging comments on Twitter about her fellow attendees, repeatedly using a common expletive.
- *They loved your GPA, Then They Saw Your Tweets*, <http://www.nytimes.com/2013/11/10/business/they-loved-your-gpa-then-they-saw-your-tweets.html>



# Impact on Job Prospects

- A recent survey found that 37% of employers use social networks to screen potential job candidates.
  - That means about two in five companies browse your social media profiles to evaluate your character and personality
- Some may even base their hiring decision on what they find.

# Impact on Job Prospects (cont'd.)

- CareerBuilder.com asked employers why they use social networks to research candidates,
- 65% said they do it to see if the job seeker presents himself or herself professionally.
- 51% want to know if the candidate is a good fit for the company culture
- 45% want to learn more about his or her qualifications.
- Some cited “to see if the candidate is well-rounded” and “to look for reasons not to hire the candidate,” as their motives.

# Example: Lost Scholarship

- Researching a potential recruit's social media presence, and what they're posting, has become the normal practice for college coaches across the country
- In 2014 a Penn State offensive line coach tweeted: "Dropped another prospect this AM due to his social media presence ... Actually glad I got to see the 'real' person before we offered him"

# Example: Lost Scholarship (cont'd.)

- A coach from Duke voiced his opinion on the topic:
  - “It’s just insane what some of them think is OK. When I know it’s them and I read it and I see some of the things out there, if I’m on the road, I’ll call a coach — let his high school coach know we’re no longer interested. And I’ll call back to [people in my office] and say I want him dropped off the database. No more mail. Nothing.”

# Takeaways for Students

- Think before you post!
  - Limit personal contact information in your profile and posts. Never give away your phone number or address. Keep private information private. If you want to share this information with a friend, do it directly by phone or text.
  - Even though you can delete something (a post, picture, comment, etc.) you can never permanently erase something that has been published on the internet.
- Avoid using location services on Facebook, Instagram, Twitter, etc. when posting photos. It's cool, but it's not necessary and the risk is greater than the reward.

# Takeaways for Students (con't.)

- If you do meet somebody new online, never agree to meet them offline.
- If somebody you met online sends or requests provocative pictures, tell an adult. You have to approach online friends (who you don't know in the real world) as potential predators
  - Even if it feels like you know them, you really don't when they are hiding behind a computer screen and username

# Advice for Parents

- It can be overwhelming to keep up with your kids and their online habits.
- An easy step that is a must – remember to check their phones often, and even more importantly have real life conversations with them. Discuss the dangers of the electronics and make sure they understand the need to keep personal information private.
- Be alongside your children when downloading a new app or setting up a new account.
- Set up where parent puts in a password, review the app with the child, know what the app does

# Apps for Parents

- The best way to know where your teenagers are or what they are sharing is to have the kind of relationship with them where they tell you—truthfully. But here is a list of some apps that will help cover you if you choose to track your teen's online activities
- mSpy
  - the most-used cell phone tracking app worldwide monitors who your teens are calling, what they're texting, which apps they use, and their GPS location
- Spy Bubble
- Phone Sheriff
- Mobicip



# Questions?