Student Social Media Trends for the School Administrator

Safe Environment Office

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What is Social Media?

Internet-connected platforms including apps, websites, programs, etc. that allow for users to interact through sharing, creation, communication, and/or community building.

In 1997, the first main stream popular social media platform was launched.

What was the name of that site?

SixDegrees

What is Social Media?

Includes programs such as:

- Social Networking: Facebook, LinkedIn, **Parler**, Tinder, **MeetMe, Reddit**
- Microblogging Apps: Twitter, YikYak, Gab
- Content Creation: **TikTok**, **Instagram**, YouTube, Tumblr, Pinterest, Reddit, Periscope, VSCO
- Gaming: **Roblox, Among Us, Fortnite**
- Messaging Platforms: **Discord**, Twitch, WhatsApp, **Kik**, GroupMe
- **Live Streaming Apps: Houseparty, Live.me, You Now, Bigo live**
- **Anonymous or Self-Destructing networking/communication platforms: Snapchat, ASKfm, Whisper, Omegle,, Monkey, Yubo, Telegram, Holla, YikYak**
- **Vaulting Apps: Calculator%, My Photo Vault, Keepsafe**

Social Media: Bad or Good?

- Users can operate under a veil of anonymity.
- Fulfills a psychological need to belong and causes chemical reactions in the brain.
- Cross app communication and sharing.
- App development and mergers.
- Designed as a tool but used in harmful ways or for ill intent can be dangerous.

How do social media algorithms work?

- Social media networking platforms are going to use complex computer programming algorithms to drive content, recommendations, search results, user connections, etc.
- These algorithms learn from a user's searches, likes, views, connected users, and common content of connected users.
- A massive amount of data is stored, used, manipulated and exchanged.
- Many platforms require users to be a certain age (or require parental permission).

Niche Communities and Echo Chambers

Some examples of dangerous niche communities:

White Supremacy, hate groups, eating disorders, involuntary celibate, drugs, targeted acts of violence facilitation or encouragement, racist rhetoric, sex trafficking, suicidal ideation, weapons, self harm, negative viewpoints, bullying, domestic terrorism, radical religious viewpoints, etc.

"According to group polarization theory, an echo chamber can act as a mechanism to reinforce an existing opinion within a group and, as a result, move the entire group toward more extreme positions."

The echo chamber effect on social media.
Matteo Cinelli, Gianmarco De Francisci Morales, Alessandro Galeazzi, Walter Quattrociocchi, Michele Starnini
Proceedings of the National Academy of Sciences Mar 2021, 118 (9) e2023301118; DOI: 10.1073/pnas.2023301118

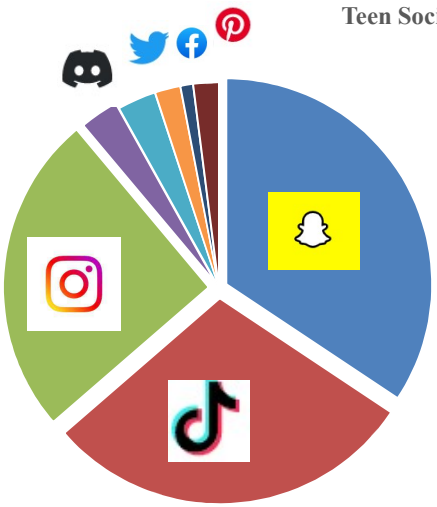
Current Social Media Platforms Popular with Students

Statistics

Typically we don't see as many statistics for children under 13 years old for social media because most platforms require a user to be 13 years old to create an account.

Teens (13-17 years old)
90% have used social media.
75% report having at least one active social media profile.
51% report visiting a social media site at least daily.
45% of teens report being online constantly.

What Social Media Platforms are Students Using?



34% Snapchat
29% TikTok
25% Instagram

3% Discord
3% Twitter
2% Facebook
1% Pinterest

Social Media Usage Trends

TABLE 3. TOP MEDIA ACTIVITIES, BY AGE

Among Tweens		Among Teens	
Percent who enjoy this activity "a lot"			
Watching TV	61%	Listening to music	73%
Listening to music	54%	Watching TV	45%
Playing video games	52%	Watching online videos	45%
Playing mobile games	51%	Playing video games	42%
Watching online videos	46%	Using social media	36%
Percent who do this activity "every day"			
Watch TV	62%	Listen to music	66%
Listen to music	37%	Watch TV	58%
Play mobile games	27%	Use social media	45%
Read	27%	Watch online videos	34%
Watch online videos	24%	Play mobile games	27%

- 80% of U.S. parents with a child age 11 or younger say their child watches videos on YouTube, and 53% of those children use the platform daily. (Pew Research Center)
- Most popular YouTube video: Pinkfong's Kids Songs & Stories Baby Shark Dance (7.85 billion views)

Gaming Apps

Current Apps to Watch for: Roblox, Among Us, Fortnite

Dangers:
- Games can have adult themes and content.
- Users can be exposed language/and or content that is inappropriate, aggressive, and abusive from other users.
- Predators can mask themselves in the gaming community.
- Games can be created with content that mimic historic acts of violence.
- Users can be desensitized to violence and sexual behaviors.

What to Watch for:
- Children that repeat language that seems aggressive or inappropriate.
- Signs of a child experiencing verbal abuse.
- Sexual behaviors that are inappropriate for that age level.
- Child discussing adult themes and situations.
- Behavior that seems aggressive or violent .
- Displays a lack of empathy.
- Child that spends a large amount of time online or connected to a gaming system.

Vault Apps

Current Apps to Watch for: Calculator%, HiCalculator, Secret Calculator Photo Album, Keepsafe, Applock, FotoX, SafeGallery, PhotoVault,

Dangers:
- Users can hide other apps, images, content, etc.

What to Watch for:
- Changing or not sharing password to a phone.
- Duplicate applications.
- Hidden or buried files or apps.
- Secretive behavior.

Messaging Apps

Current Apps to Watch for: Discord (VoIP program used with gaming), WhatsApp, Kik, GroupMe, Omegle, Omega

Dangers:
- Communication is not monitored
- Adult Themes and content.
- Niche Communities.
- Sexual Predators.

What to Watch for:
- Users will creatively try to evade censors or safeguards with emoji or acronyms
- Language that seems out of place, confusing, or acronyms. Ie: Unalive myself or NSFW
- Geolocation access. Users can locate nearby users.
- Users that are not known to the student in real life

Disappearing/Secretive Messaging Apps

The nature of these apps cause great concern.

Current Apps to Watch for: Snapchat, Whisper, YikYak, askfm

Dangers:
- Communication disappear after viewing or a period of time.
- Little or no content monitoring.
- Anonymous communication connections.

What to Watch for:
- Image sharing can contain metadata that will provide a location for the user.
- Communications disappear.
- Sexually explicit images can be shared and then disappear.
- Users can remain anonymous.
- Spill the Tea platforms

Live Streaming Apps

Current Apps to Watch for: LiveMe, Clubhouse,
Many main stream popular apps have live stream options that have been added in the last 2 years

Dangers:
- Content occurs in real time.
- No delay or pause to mask private information
- Pressure to create content that will receive interaction and validation.

What to Watch for:
- Inappropriate locations of streams such as bedroom, bathroom, etc.
- Streams that appear that the user does not know they are being streamed
- Linked accounts.
- Background contents.
- Secretive behavior.
- Inappropriate content.
- Signs of trafficking.
- Can be used in conjunction with other devices or sites such as an amazon alexa or paypal, bitcoin, etc.

Searching for the Student's Digital Footprint

A student's digital footprint can tell us:

What they like?
Who they interact with?
What content they are seeing?
Where they are exposing themselves
What kind of risks they are taking?
What they are interested in?
What they are researching?
Who their family and friends are?
How they want to present themselves
Where and how they live?

When searching …

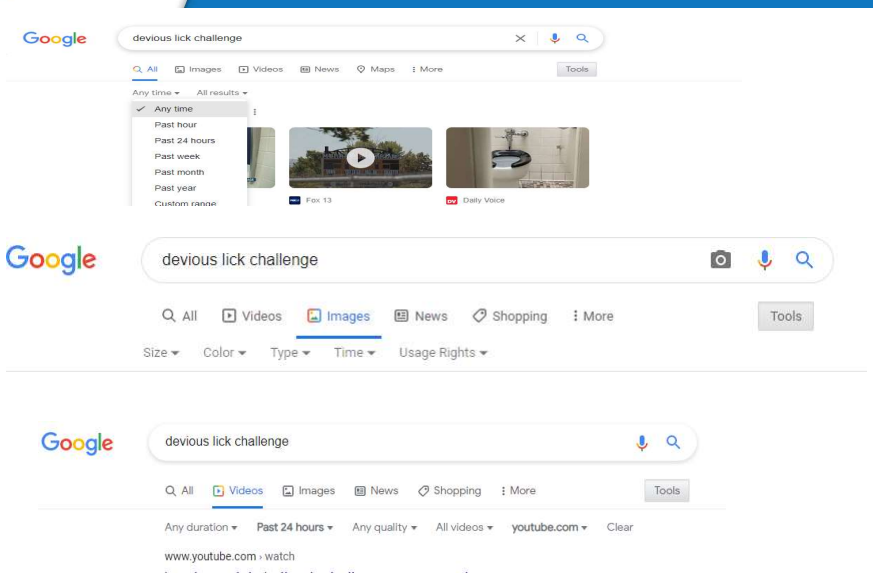
- Try to access publicly available information.
- Don't use your personal account.
- Use an incognito browser.
- Watch for sites that will autofill information or login credentials.
- Settings for searching may need to be adjusted for your device.
- Look for a friend of a friend.
- Check the comments and audio.
- Who is interacting with the poster? Likes? Comments? Shares? Follows?

Boolean Search Options

<u>Common options:</u>

AND – Must include both search terms
Example: John AND Smith
OR – Must include either search term
Example: Dog OR Puppy
NOT – Exclude results with the second search term
Example: Dog NOT Puppy
"example" – Search this exact phrase
Example: "Siberian Husky Puppy"

Google Result Filter Tools



Google Search Options

Reverse Google Image Search

Useful for finding out if an image used in a post is unique or associated with other content, hashtag, or users.

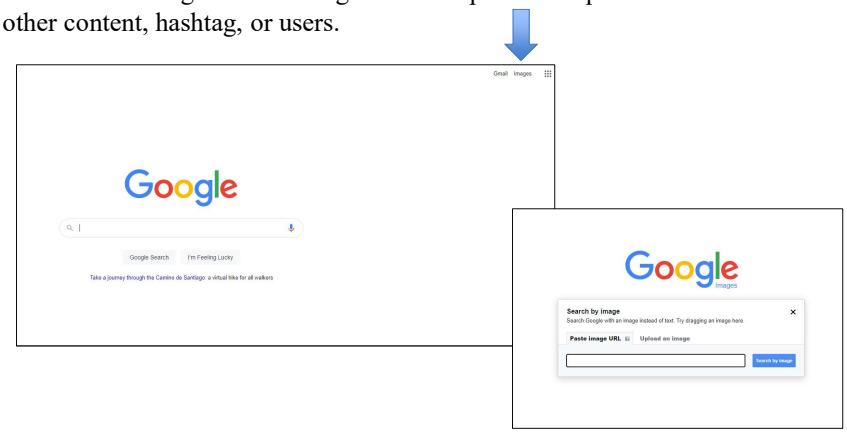
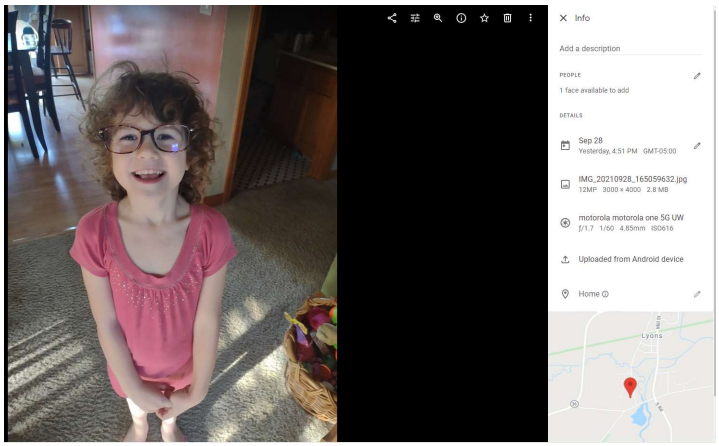


Image Metadata Search Options

Image files store data such as location, time, device used, date modified, etc.



Current Trends – Threats of School Violence

Threat of School Violence is currently elevated as children return to school due to increasing risk factors and decreased support structures.

Many acts of targeted violence occur after a break in attendance.

What to Watch for:

- Patterns of escalating concerning behavior.
- Direct threats to a specific or general target.
- Expressing an intent to act on that threat.
- Planning an act of violence.
- Social media posts or images referencing feelings of perceived persecution, access to weapons, threats toward school or individuals, association with violent/extremist themes or content

Typically at least one bystander is aware of an act of targeted violence prior to its occurrence.
Highly encourage Digital Threat Assessment training for principals.

Social Media Challenges

Technological truth or dare combined with online peer pressure.

Some are harmless such as the ice bucket challenge, dance challenges.

Some may have serious health, safety, and even criminal consequences.
Examples: Dry Scoop Challenge, Blackout Challenges, Silhouette Challenge, Benadryl Challenge, Nutmeg Challenge, Milk Challenge, Cinnamon, cha cha slide challenge

Devious Lick Challenge (September)
Slap a Teacher/Smack a Staff Member on the Backside (October)
Kiss your friend's girlfriend (November)
Flash the whole school in the hallway/Deck the Halls w/ your b*lls (December)

Social Media Challenges

Blackout Challenges

This involves a person cutting off or restricting their ability to breathe for a period of time until they lose consciousness.

Can result in serious injury or death.

Circulate on social media in different variations.

Challenges Relating to Self Harm
Butterfly Project, Semi-Colon, Barcodes

Social Media Challenges

Best way to address challenges as a school

- Educate students on the dangers and consequences.
- Model appropriate technology use.
- Inform parents and staff.
- Monitor and enforce consequences.
- Watch for the next one.

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Know Your Acronyms, Emojis, #Hashtags…

CHILD RESCUE COALITION

30 INTERNET ACRONYMS
ALL PARENTS NEED TO KNOW

8	Oral Sex
99	Parent Gone
142 or 459	I love you
182	I hate you
1174	Nude Club
ASL	Age/Sex/location
CD9	Code 9 - it means parents are around
FYEO	For your eyes only
GNOC	Get Naked on camera
GYPO	Get your pants off
HAK	Hugs and kisses
IWSN	I want sex now
J/O	Jerking off
KFY	Kiss for you
KPC	Keeping parents clueless
MIRL	Meet in real life
MOS	Mom over shoulder
NIFOC	Nude in front of computer
NSFW	Not safe for work
P911	Parent alert
PAW	Parents are watching
PAL	Parents are listening
PIR	Parent in room
POS	Parent over shoulder
PRON	Porn
RUMORF	Are you Male or female?
RUH	Are you horny?
SWAK	Sealed with a kiss
TDTM	Talk dirty to me
WTTP	Want to trade pictures?

To Learn More Visit www.childrescuecoalition.org

Find out what does it mean?

Urban Dictionary
Google
Peer consultation
Safer Schools Together
Context Clues

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Know Your Acronyms, Emojis, #Hashtags…

Emoji Slang
A Guide for Parents

You probably know some of the **slang terms** your child uses while texting, but you may be completely baffled by all the emoji slang they use to chat with friends. But don't worry – we've unpacked some of the most common emojis teens and tweens use so you can know what they're actually saying. Warning: some of these can be a little 🌶 (Explained below).

Penis	Indicates "spiciness," i.e., inappropriate or risque content
Butt	Denotes a sarcastic, mean-spirited tone
Vagina	Marijuana/weed
Indicates being "ghosted" (dumped with no explanation)	Desiring someone sexually (often used in response to nudes)
Shy, nervous (usually in the context of flirting)	Breasts/testicles/virginity
Can indicate support for white supremacy in certain contexts	Used when sending or receiving nudes
Ejaculation	A stamp of approval; "I agree"
May indicate sexual activity, specifically oral sex	Used to refer to sexual activity
Feeling frisky or naughty	A response that means, "It is what it is"

Visit **bark.us** to learn more about parenting in a tech world.

bark @barktechnologies @barktechco

Youth will be very creative with language to avoid keyword detection safeguards.

Example:
- Adding spaces in between letters
- Replacing letters with characters
- Using emoji combinations
- Spelling words backwards
- Creatively using language

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Social Media & Mental Health Concerns

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How does social media effect the mental health of students?

[redacted]

Mental Health

Since social media began in 2009:

- Rates of self harm for girls 15-19yo increased 62%; 10-14yo increased 189%
- Rates of suicide for girls 15-19yo increased 70%; 10-14yo increased 151%
- Girls are more anxious, fragile, depressed. Less comfortable with risk taking.
- Average youth 13-18yo are online 9 hours a day and 8-12yo, 6 hours a day
- 72% of Americans use social media
- Individuals who use social media more than 2 hours a day categorize their mental health as fair or poor

How Social Media Hacks Our Brains

#1 - Making the Trivial Seem Urgent

#2 - Encouraging Seeking Without Fulfillment

#3 - Forcing Us to Multitask

#4 - Weaponizing Fear and Anxiety

#5 - Encouraging Constant Social Comparison

#6 - Telling Us Whatever We Want to Believe

Self-Harm Social Media

Trends Relating to Self Harm
Butterfly Project, Project Semi-Colon, Duets with past selves

Images
Butterfly drawn on skin, orange bracelet, love written on skin, semi-colon on forearm, pill emoji 💊, crying face 😭

Language
Barcode, Unalive, IDWTKMIJWTPTGA, "I had pasta tonight.", "I finished my shampoo and conditioner at the same time.", nightstand, vampire, 11:11,

Awareness Days/Months
Can be triggering for at-risk students

Hashtags
#suicidepreventionmonth, #sad, #depression, #sue,

#MySecretFamily

Disorder	Girls	Boys
Anorexia	Ana	Rex
Bulimia	Mia	Bill
Paranoia	Perry	Pat
Anxiety	Annie	Max
ADD/ADHD	Addie	Andy
Borderline	Bella	Ben
Bipolar	Bri	Bob
Schizophrenia	Sophie	Skip
EDNOS	Ellie	Ed
Self harm	Cat	Sam
Depression	Deb	Dan
Suicidal	Sue	Dallas

Code names for mental health diagnoses or concerns.

IE:
Spending time with with my sisters Deb and Cat lately. #MySecretFamily

Partners in Technology Safety

Peer Groups

Parents/Families

School Counselors

School Resource Officer
Local Law Enforcement

WI DOJ Internet Crimes Against Children
Interact!, PKO podcast, newsletters, online discussion series for families, resources, reporting

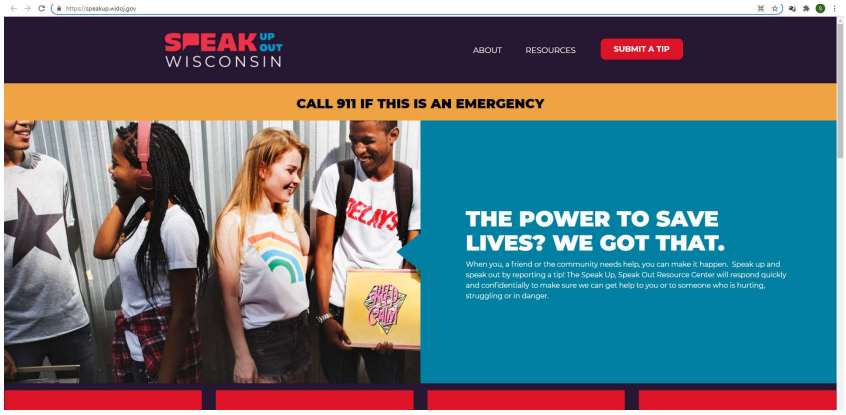
Reporting sites
Speak Up, Speak Out

CyberTipline (National Center for Missing & Exploited Children)
File a report online (should be in conjunction with filing a report with local law enforcement.

Reporting Tools

Speak Up, Speak Out (SUSO) – Available through WI DOJ Office of School Safety

Free anonymous reporting tool for cyberbullying, mental health concerns, threats of school violence, bullying, etc.
Best Practice is to have an anonymous reporting tool for students to report.



Considerations for Administrators

- All websites and social media accounts should have 2 administrators
- If a user logs into their Google account on one device, those settings will be visible in any other device they log into.
- Exit interviews should include transferring any digital accounts, files, passwords, logins that are the property of the school to another individual.
- Do a search of your school looking for any content or information that is incorrect or concerning.
- Take appropriate steps to safeguard information/access when discarding old devices.
- Google has a better track record of cooperating with law enforcement with child sexual exploitation investigations.

  In 2020, Google investigated 546,704 concerns
  Apple: 265

Resources

Wisconsin Dept of Justice Internet Crimes Against Children (ICAC) Task Force
https://www.doj.state.wi.us/dci/icac/icac-task-force-home

National Center for Missing & Exploited Children
https://www.missingkids.org/home
https://report.cybertip.org/

Common Sense Media
https://www.commonsensemedia.org/

Safer Schools Together
https://www.saferschoolstogether.com/

Articles and Resources

Echo Chamber Effect on Social Media
https://www.pnas.org/content/pnas/118/9/e2023301118.full.pdf

The Common Sense Census: Media Use by Tweens and Teens
https://www.commonsensemedia.org/sites/default/files/uploads/research/census_researchreport.pdf

Pew Research article on Social Media Use in 2021
https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/

Archdiocese of Milwaukee Safe Environment Office
https://www.archmil.org/Offices/Safe-Environment.htm

National Internet Crimes Against Children Task Force Program
https://www.icactaskforce.org/internetsafety

Smart Social – List of Acronyms, Slang, #Hashtags, and Emoji (updated regularly)
https://smartsocial.com/teen-slang-emojis-hashtags-list