



## **BeSafe In CyberSpace - Student Assembly**

*Social Media, Identity Theft, Sexting & Cyberbullying*

### **Statistics**

- 94% of teens have a Facebook account. - *Pew Internet & American Life Project*
- 90% of job recruiters use social media as part of the screening process. 69% have rejected a candidate due to their social media. More people can see your Facebook posts than you would like to think. - *Lab42*
- Local junior colleges are monitoring their students' social media presence. Students are losing scholarships because of their social media presence.
- 48% of teens say they have received a sexually suggestive message (sexting).
- 50% of students have been bullied online (cyberbullying). About the same number have engaged in cyberbullying other people.

### **Examples**

- Two students at a local junior college lost their scholarships in the spring of 2013 because of messages they posted on their Facebook profile. Another student was expelled because she posted a threatening message on Twitter.
- 18 year old Jessie Logan committed suicide after a nude photo that she sent to her boyfriend was sent out to 7 other school districts. As a result, she was bullied in the hallways and online until eventually she took her own life.
- 15 year old Amanda Todd was bullied to death. An online predator got hold of an image that she had sent out and spread it around her school. Even after changing schools, she was constantly bullied online and offline. Eventually, she took her own life.

### **Plan of Action Needed**

School districts must become pro-active, not reactive, in making students aware of the dangers of social media use, sexting and cyberbullying.

Preventing students from posting inappropriate comments or photos online takes more than a quick mention or simple suggestion. Students need to understand the depth of social and legal consequences that could occur if they engage in irresponsible online behavior.

Teenagers believe that they are invincible and they will live forever. What they don't realize is that the photo they take on a whim could very well outlast them and spread to more places than they could imagine. Using Facebook irresponsibly could lead to losing a scholarship or not being selected for a job.

We can't stop students from using the internet, sexting and cyberbullying, but we can bring an awareness and a realization that doing these things could ruin their future. Create a culture of students who monitor each other and do their best to stay safe online.



For this change to take place, your students need an engaging, motivating assembly that will change their thinking along with inspiration and encouragement that they matter and people care about them. They can make a difference in the world, they just need to believe it. They also must be empowered knowing that they don't have to impress that guy with a nude photo.

Follow up then needs to be in place to reinforce the principles from the assembly throughout the year. Just like wearing a set of braces straightens teeth over time, revisiting the topic throughout the year will ensure change.

This social media-oriented, cutting-edge world has created problems and pains that we have never had to deal with in previous generations. We must respond with cutting-edge, dynamic solutions to mitigate our risk associated with these problems.

The following items have been specifically designed by our company to initiate a culture shift for your district as you seek to address these issues.

### **TBG Solutions Inc. will provide:**

- **Student Assembly**
  - Statistics (% of social media users, online identity theft, sexting/cyberbullying, etc.)
  - Real world stories of social media posts that caused suspensions, being expelled, losing scholarships, etc.
  - Discussion on key information to remove from Facebook to keep yourself safe
  - The law behind sexting & cyberbullying.
  - Real stories of students who have sexted and cyberbullied and how to get out of it.
  - Optional, by Request Only: Character Assassination, Predator Apps and Associated Risk.
- **Classroom Discussion Guide** - This will be made available for your District to aid in continuing the conversation with your students throughout the year. Apply the "brace" principle to bring about lasting change.

### **Implementation**

A student assembly lasts approximately 45-60 minutes, depending on your bell schedule. We recommend separate sessions for your Jr. High School and Sr. High School students so that we can communicate effectively to the different age groups. We have presentations for grades as young as 4th and 5th grade. At the younger grade levels we focus more on internet safety and less on sexting & cyberbullying. We don't want to teach them anything they don't know.

Multiple sessions may be scheduled to accommodate your District's needs.