



## **Be Safe In Cyber Space 2.0: The Digital YOU- Student Assembly**

*Social Media, Building your Digital Persona, Your Personal Brand*

### **Statistics**

- 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.
- 30 million+ young adults currently have a LinkedIn profile.
- Colleges have been known to rescind offers of admissions or scholarships because of something inappropriate on a recruit's social media page. On the flip side, they have shown interest in a candidate because of something on their social media page.

### **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.
- Tracy Clayton was hired as a journalist for BuzzFeed when they got a glimpse of her Twitter hashtag #BlackBuzzFeed, an innovative launch in which users imagined if BuzzFeed catered to a black audience.
- Yuri Wright was a high school football star who lost a full-ride scholarship after posting a racially charged tweet on his Twitter account.

### **Plan of Action Needed**

School districts must become pro-active, not reactive, in helping students to create a positive brand for themselves through their social media profiles.

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, but we can bring an awareness and a realization that doing these things could make or break 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 their unique story and brand is valuable, and that they should not compromise that for anyone.

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 opportunities that we have never had in previous generations. We must respond with cutting-edge, dynamic solutions to capitalize on the opportunities afforded us through social media associated.

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, opportunities, etc.)
  - Real world stories of social media posts that caused positive and negative outcomes.
  - Discussion on key information to remove from Facebook to keep yourself safe as well as key information to add to your social media profiles to increase your potential for opportunity.
  
  - Real stories of students who have used their social media positively and negatively and how that use affected their opportunities.
  - Optional, by Request Only: Character Assassination, Predator Apps and Associated Risk.
  
- **TBG Proactive- 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 how to start their social media profiles off on the right foot and less on mitigating risks. We do not want to teach them anything they do not already know.

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