



BeSafe In CyberSpace Executive Summary - Staff Development

Statistics

- 79% of online adults have a Facebook page. - *Pew Research Center, 2016.*
- 92% 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, JobVite 2015.*
- Teachers are getting fired and being forced to resign due to social media posts on outlets such as Facebook, Twitter and Instagram.
- The FBI reports that social media is becoming the preferred source for identity thieves.
- 29% of students claim to have been or currently are involved in sexting. Many of those cases have been with teachers.
- 80% of adults report online “meanness” within the past 6 months. 50% of students admit to having been cyberbullied.

Examples

- Tenured Ohio teacher is fired after she posted a photo on Facebook of her kids putting duct tape on their mouths. They thought it was funny and she says it was a “breakthrough moment” in her classroom. When the school board discovered the photo, they suspended her for several months before determining to fire her.
- An 8th grade, Texas teacher recently posted on her Facebook page that she would, “Shoot first and ask questions later if someone is walking around my house. Even if it’s one of my students.” The post was seen by her Principal. Action has yet to be determined.
- 18 year old Jessie Logan - After a nude photo that she sent to her boyfriend was sent out to 7 other school districts, she was bullied in the hallways and online until eventually she committed suicide.

Plan of Action Needed

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

Preventing staff from posting inappropriate comments or photos online takes more than written policy and procedure. Stopping these posts before they occur requires building a culture of people who understand the risks and think before they post. Properly training employees and bringing awareness to them is a necessary component in keeping them from making mistakes that **will** cause a major liability.

Common sense is not common knowledge. Few people know what information on their profile could lead to identity theft.



We can't stop students from sexting and cyberbullying, but we can create a culture of staff and teachers who are aware of the situation and are able to step to help when necessary.

In order for this training to be effective, we recommend a top-down approach. Train your staff and teachers first on these topics and then present the same information to your students in an engaging format that will change their thinking, change their behavior, and manage their risk.

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 in order to mitigate our risk associated with these problems.

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

TBG Solutions Inc. will provide:

- **Training/Staff Development**
 - How NOT to get fired over your Social Media post.
 - Statistics (% of social media users, online identity theft, sexting/cyberbullying, etc.)
 - Real world examples of social media posts that created liability.
 - Discussion on key information to remove from Social Media in order to prevent identity theft.
 - The law behind sexting & cyberbullying.
 - What to do if a student brings a nude image to a staff member or reports cyberbullying.
- **Documentation** - Proof of Attendance of Senate Bill 407 Training
- **BeSafe in CyberSpace eBook** - Available for your entire District to download for free. Including parents, staff and students.
- **Mitigation** - Implementation of a comprehensive Identity Theft Monitoring and Restoration program as an optional payroll deduction employee program.

At the completion of our training, a document trail will be in place to show that your district is "Pro-Active" in the fight against Social Media Abuse, Identity Theft, Sexting & Cyberbullying rather than "Re-Active."

Implementation

Training lasts approximately 60-90 minutes. It is vitally important that training be held as mandatory to ensure all employees understand the dangers and pitfalls of using social media, to complete a proper document trail and program coverage. To accommodate your organization's needs, several presentations of various numbers of employees can be scheduled.

Additionally, new employee training and refresher courses are recommended.