

Social Media Risks and Solutions

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Presenter Background

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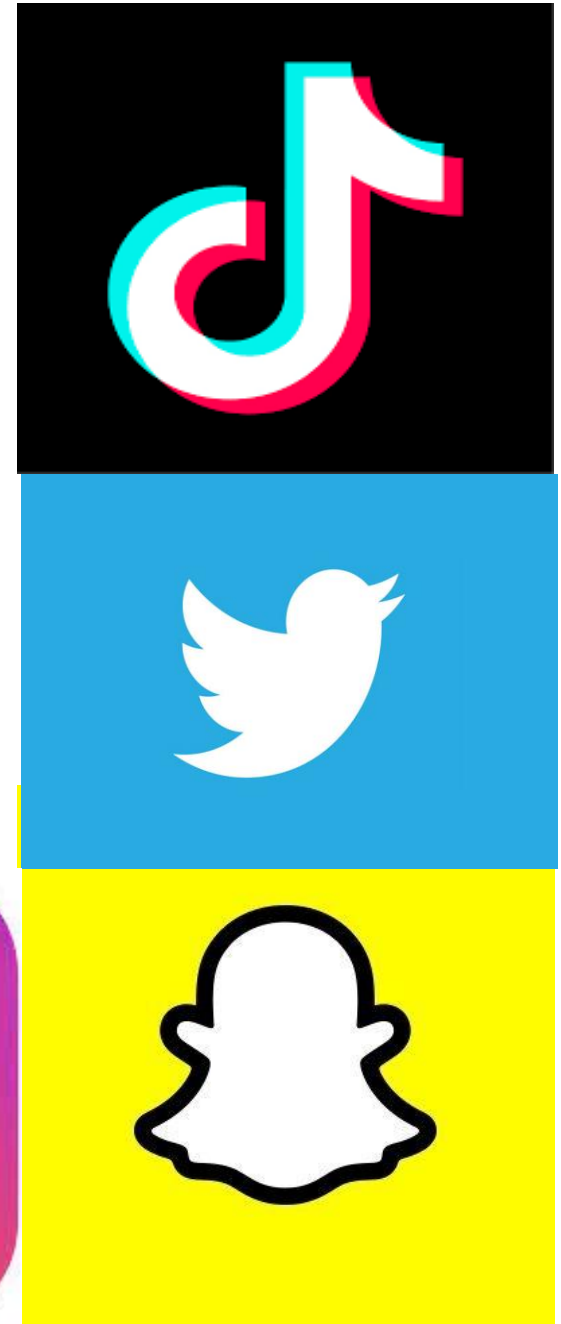




Question

How's your handle on social media?

- Barely a Pulse
- Know My Way Around
- Will Take On All Challengers

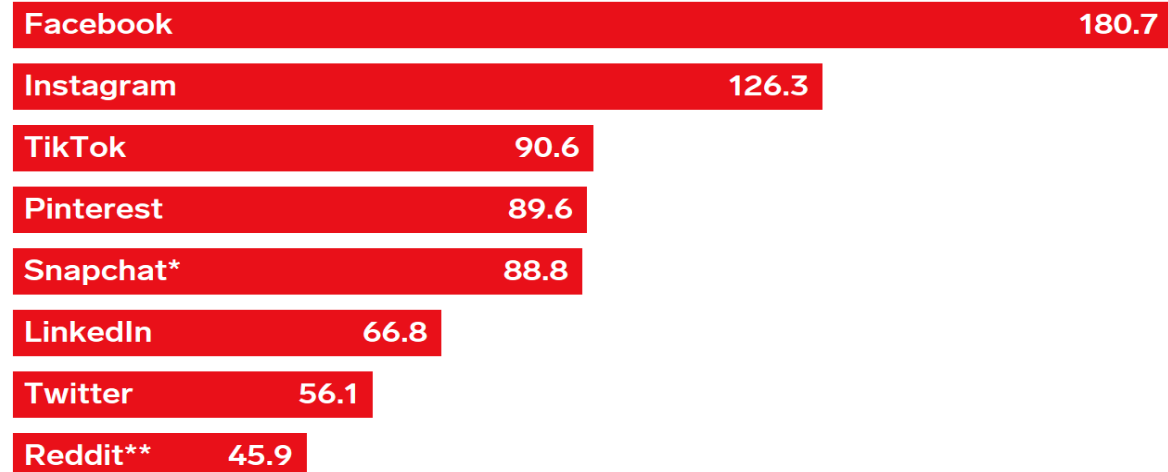




Social Media Statistics

Social Network Users in the US, by Platform, 2022

millions



Note: internet users of any age who use a social network via any device at least once per month; *via mobile device only; **logged-in users

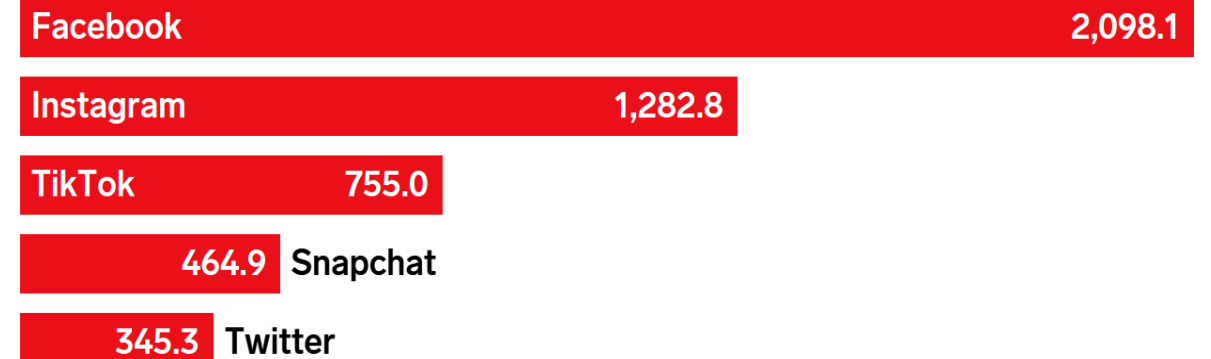
Source: eMarketer, November 2021

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eMarketer | InsiderIntelligence.com

Social Network Users Worldwide, by Platform, 2022

millions



Note: internet users of any age who use a social network via any device at least once per month

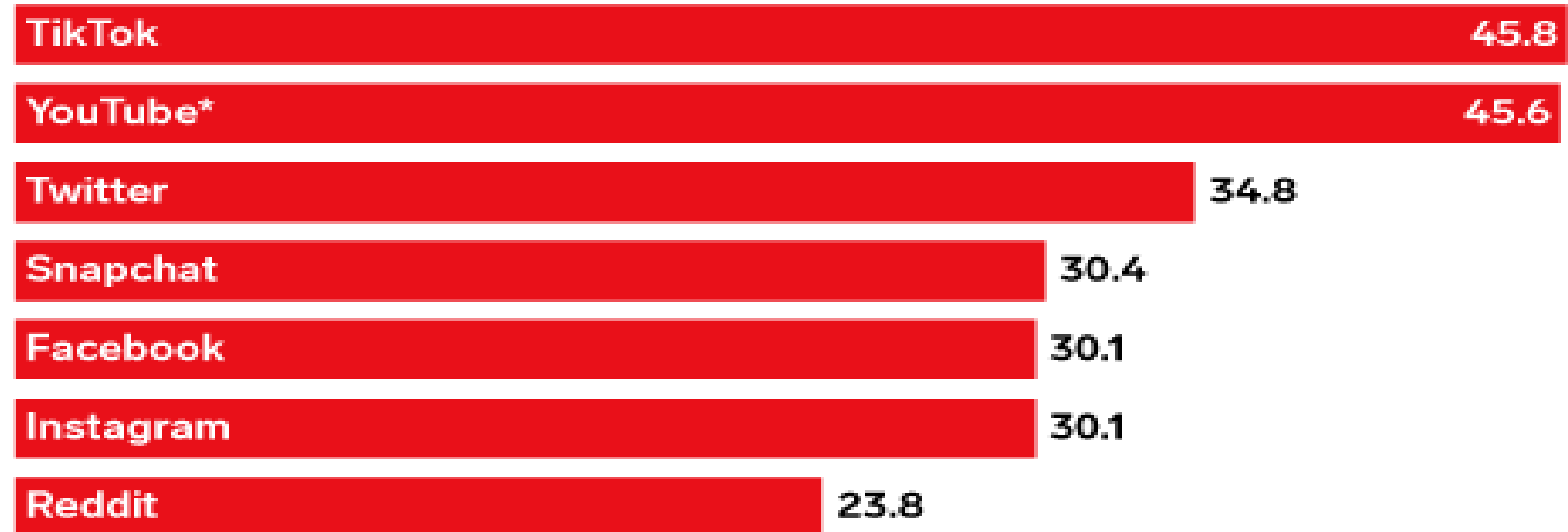
Source: eMarketer, November 2021

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Average Time Spent per Day by US Adult Users on Select Social Media Platforms, 2022

minutes

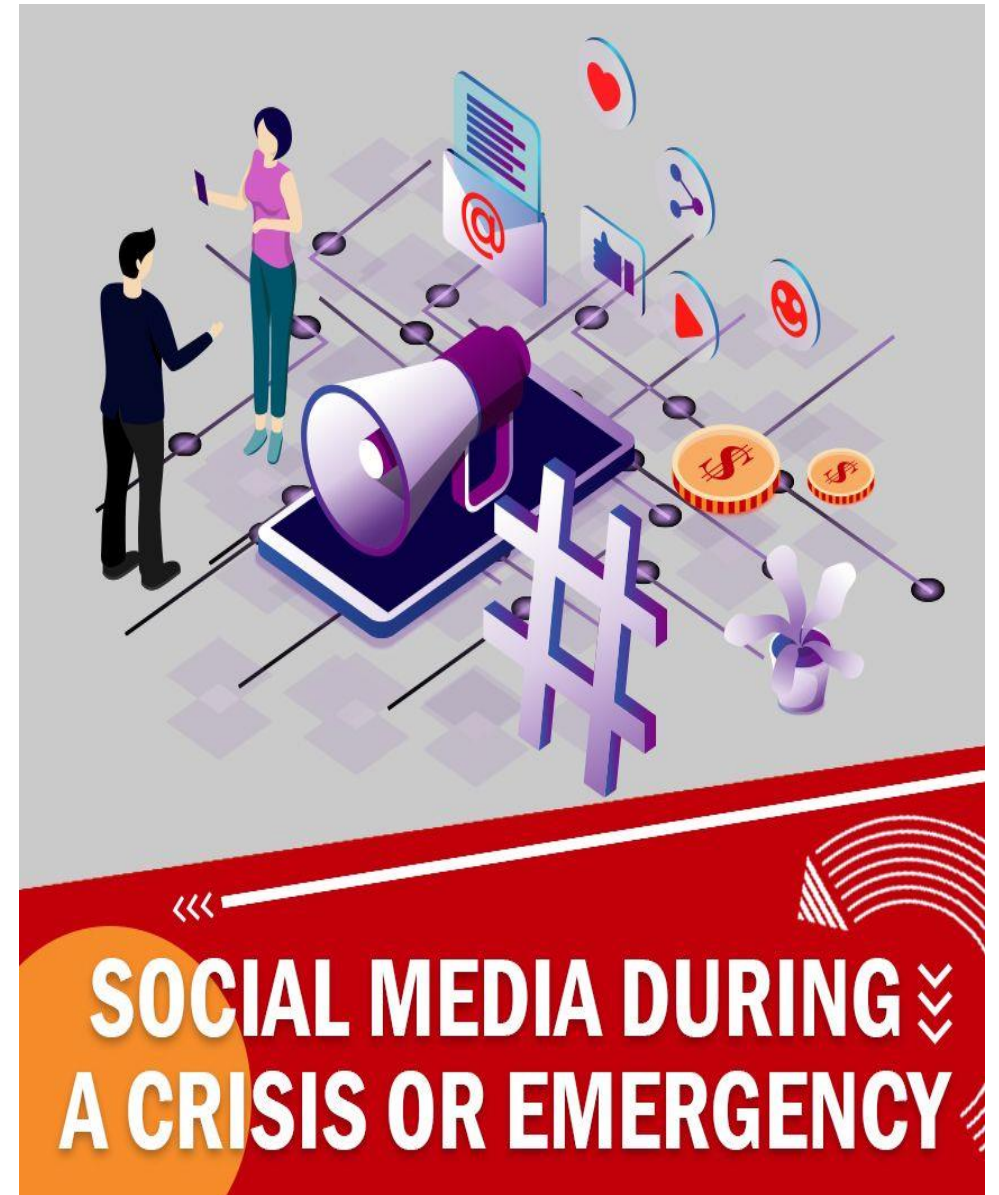
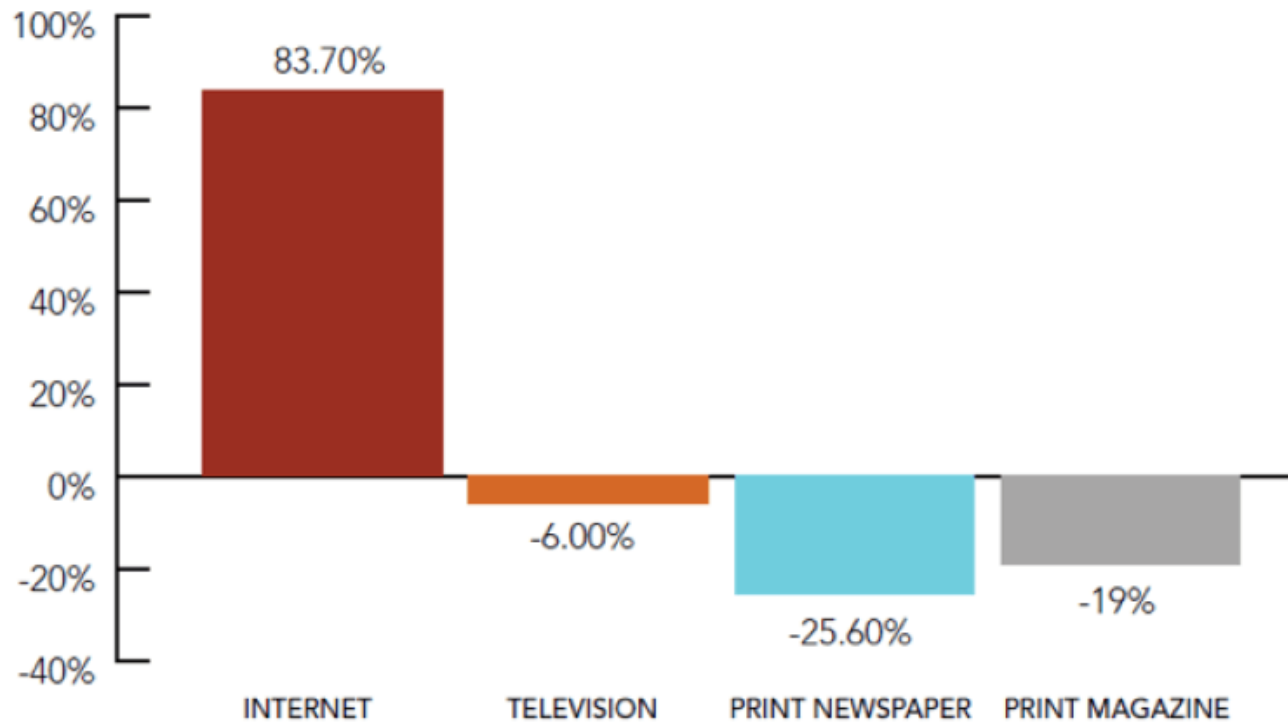


*Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop; *YouTube includes all time spent watching video on YouTube via any device; includes YouTube TV*

Source: eMarketer, April 2022

Your Social Citizens

Change in Time Consumers Spend with Selected Media Per Day Between 2010 and 2014





Student Involvement

- Mission Statements
- Appropriate Ages
- Technology & Social Media
- Social Awareness





Awareness

- Changing the Culture
- Routine Briefings
- “See Something,…”



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 risqué 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.

Translating Sexual Emojis

Brought To You By Netsanity



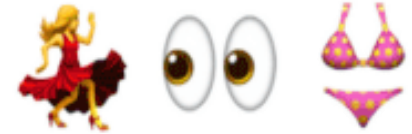
Sex Talk



Represents male & female genitalia



Sexual Hint asking, "Ready for Sex?"



Foreplay



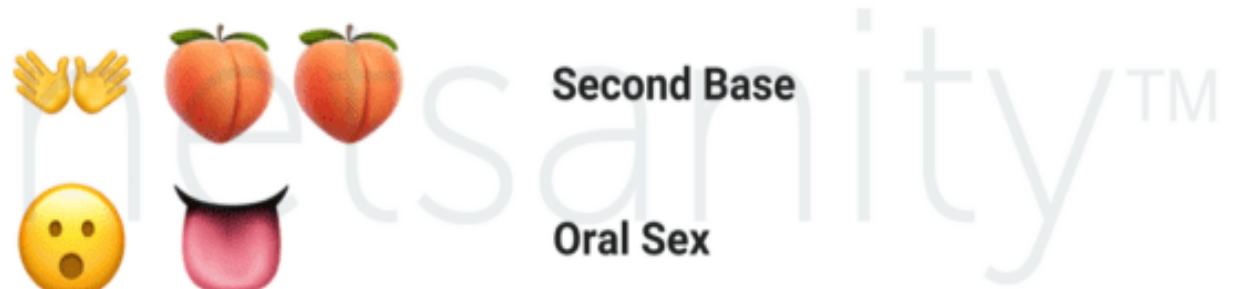
Second Base









Oral Sex



Symbols: sexual meaning



Sexual Emoji Meanings You Should Know

-  : A large/shapely bottom
-  : Sexual activity
-  : Hourglass body shape
-  : Desiring someone
-  : Nude images
-  : Risqué content



Emergency Planning

- Drills & Exercises
- Redundancy
- Tools & Supplies
- Technologies





Resources & Information

- schoolsafety.gov
- secretsservice.gov/protection/ntac
- dhs.gov/see-something-say-something
- dhs.gov/science-and-technology/smwg
- preparecenter.org/topic/social-media-disasters
- The Ultimate School Administrator's Guide to Social Media



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