Tips and Tricks to Safely Navigating Social Media

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Social Media Objectives

Deeply instill that digital is FOREVER; therefore caution must be consistently practiced.

Best practices for being “safe” online.

How to benefit from the positive aspects of social media.

Class discussion and participation is encouraged.
Social Media

In recent years, Social Media has become an extremely popular and powerful communication tool.

The way we communicate with each other has changed forever.
The “good” ol’ days?
Social Media

What are some of the Social Media systems you use now?

Have used but abandoned?
Popular Social Media Platforms

data from statista.com
Time to Discuss

What are some of the benefits of Social Media?

What are some of the risks?

How can you protect yourself but get the benefits too?
The Positive Aspects of Social Media

Social Media is an excellent way to:
◦ Stay in contact with friends and family.
◦ Meet new people for business and personal reasons.
◦ Be exposed to new ideas and to learn new things.
◦ Market one’s self or company.
◦ Have fun!
Social Media

Some of the negative aspects of Social Media...
Social Media
Cyberbullying

Cyberbullying is bullying that takes place on digital devices like cell phones, computers, and tablets. Sometimes, cyberbullying crosses the line into unlawful behavior and most often takes place on:

- Social Media, such as Facebook, Instagram, Snapchat, and Twitter
- Text Messages sent through devices
- Instant Message (via devices, email provider services, apps, and social media messaging features)
- Email
Am I a cyberbully?

You could cyberbully someone without even knowing it! Here are some examples:

- Sending hurtful or threatening texts, emails, or messages
- Harassing other players in video games
- Posting photos that you know will embarrass someone
- Creating blogs to make fun of someone
- Inventing fake pages/profiles on social media to ridicule someone
What to do if you are experiencing cyberbullying:

- Pause, take a breath, and avoid responding right away
- Don’t delete the message or post!
- Take a screenshot so you have a record of the harassment
- Block the person who sent the message to you
- Tell someone you trust
- Ask for help if you are not sure what to do
- Learn about your school’s bullying prevention policy
- Contact the police if you’re being physically threatened or feel that your safety is in danger
Social Media

**Impulsivity**

with texting, social media, and emails

healingfrombpd.org
The Eventual Outcome of Impulsivity

- Constant email/social media checking trains our brains
- Becomes difficult to concentrate for long periods
- Concentrating is an important life skill, and for work
Social Media and Employment

1 in 10 companies have rejected 1 in 10 people (ages 16 to 34) because of what they shared on social media.

* CNET study from May 2013
Social Media and Employment

• **70%** of employers use social media to **screen candidates**.
• **3 in 10 employers** have a dedicated person **to examine social media accounts**
• **69%** are using **online search engines** such as Google, Yahoo and Bing

They look for:
- Information that supports their **qualifications** for the job (61%)
- If the candidate has a **professional online persona** at all (50%)
- What **other people are posting** about the candidates (37%)
- For any reason at all **not to hire** a candidate (24%)

*From CareerBuilder 2017 survey*
Big No-No’s

- Provocative or **inappropriate** photographs, videos or information: 39%
- Information about them **drinking** or using **drugs**: 38%
- **Discriminatory** comments related to race, gender or religion: 32%
- **Bad-mouthed** their previous company or fellow employee: 30%
- **Lied** about qualifications: 27%
- **Poor communication** skills: 27%
- Linked to **criminal** behavior: 26%
- **Shared confidential information** from previous employers: 23%
- Screen name was **unprofessional**: 22%
- **Lied** about an absence: 17%
- Posted **too frequently**: 17%
They Loved Your G.P.A.... Then They Saw Your Tweets.

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<thead>
<tr>
<th>Number of Times</th>
<th>Public</th>
<th>Private</th>
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<tbody>
<tr>
<td>Once</td>
<td>1%</td>
<td>7%</td>
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<tr>
<td>Two or three times</td>
<td>2%</td>
<td>3%</td>
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<td>Four or more times</td>
<td>1%</td>
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*From Inside Higher Ed 2017 survey, Number of decisions denied/revoked in the last two years*
Social Media as 'Fair Game' in Admissions

Survey finds that majority of college officials and students think it is legitimate to examine applicants' social media accounts. But declining numbers do so.

By Scott Jaschik  // April 23, 2018

Admissions leaders may be changing their attitudes about the appropriateness of looking at applicants' social media accounts, a new survey finds, with a large share saying they consider it legitimate to view applicants' social media postings. At the same time, only a minority are actually viewing them. And that minority may be shrinking.

The changing attitudes come at a time when social media posts have played key roles in several admissions controversies.

In June, the hot news in admissions was that Harvard University had revoked the acceptances of 10 admitted applicants after they were found to have participated in a private Facebook group called "Harvard memes for horny bourgeois teens." The group reportedly included jokes about the Holocaust and abusing children, as well as insulting remarks about members of various racial and ethnic groups.

Then in August a private high school noticed that one of its students -- who never asked for materials to be sent to the University of Rochester -- posted on social media that she was enrolling there. The student had told Rochester she was homeschooled, and when the university realized it hadn't seen her real record and that she had lied, it kicked her out (she had just arrived on campus).
Social Media and College

35 percent of admissions officers look at social media

Half have seen:

Positive Social Media

• “One student described on Twitter that she facilitated an LGBTQ panel for her school, which wasn’t in her application. This made us more interested in her overall and encouraged us to imagine how she would help out the community.”

• “There’s such a negative stereotype of social media that people often forget about the positive effects of it. One student had won an award and had a picture with their principal on their personal page, and it was nice to see.”

• “One young lady started a company with her mom, so it was cool to visit their website,” added another admissions officer.

42% have seen:

Negative Social Media

• “We found a student’s Twitter account with some really questionable language. It wasn’t quite racist, but it showed a cluelessness that you’d expect of a privileged student who hadn’t seen much of the world. It really ran counter to the rest of her application.”

• “A young man who had been involved in a felony did not disclose his past, which is part of our admissions process. His social media page shared his whole story. If he had been forthcoming, we would not have rescinded his acceptance offer, but we had to.”

• One admissions officer said that pictures of a student “brandishing weapons” gave him pause when deciding whether to admit the applicant.
Your Social Media Accounts WILL be Checked

Here is the SMU football team checking up on a potential high school recruit.

<table>
<thead>
<tr>
<th>Prospect (with picture) &amp; Twitter Handle</th>
<th>Prospect Twitter Update</th>
<th>Committed To</th>
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- Updated as of September 14th, 2015.
- Language and inappropriate videos or language in his retweets.
- Encouraging tweets between him and friends, for a teammate who still hasn't received an offer.
- Retweeted multiple tweets, which mentioned him in a rival's interview talking about his game and SMU visit.
- Multiple tweets about his game. He thanks God and exchanges thanks and congratulations with teammates and friends.
- Half of his Twitter feed deals with his team's big win over...
- Tweeted the score of the SMU game last weekend.
- Also tweeted an article that was written about the SMU Campus.
- Misconduct.
Questions to Ask Yourself Before Posting

Does this post make me look like who I want to be?

Would I want people I meet in the future to know this? Schools? Employers?

Is this post likely to trigger a lot of comments? (Can be good or bad)

Could this post be misinterpreted?

Does everyone need to read this?

**Bottom Line: Choose your words carefully. What you post can be saved or reshared by others. Assume it will stay there FOREVER.**
Social Media Security
Online Security

The same dangers that exist in the physical world exist online.

- Theft
- Identity theft
- Bullying
- Rudeness, meanness, bad behavior, etc.
Security Best Practices

Know who you are friending, following, etc. Don’t connect with people you don’t know, trust, and want to impact your reputation.

If logged-in on a public device, always remember to log out.

Utilize the privacy settings provided by the network.

Be mindful of what you share.

Be careful with photos. Only post appropriate ones. Get permission before posting photos of others.

Never follow suspicious links.

Know the difference between a “private” and a “public” message.

Always protect your password.
Facebook Security
Why Facebook?

Facebook is checked most often.

Their security and privacy standards are often copied by other social media platforms.

Helps you understand a wide range of other platforms.
### Facebook Security

#### Privacy Settings and Tools

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<th>Friends</th>
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**Security**

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Activity Log:

Review posts and anything you are tagged in
## Profile and Tagging

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<td><strong>Timeline</strong></td>
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<tr>
<td>Who can post on your timeline?</td>
<td>Friends</td>
</tr>
<tr>
<td>Who can see what others post on your timeline?</td>
<td>Custom</td>
</tr>
<tr>
<td>Allow others to share your posts to their stories?</td>
<td>Off</td>
</tr>
<tr>
<td>Hide comments containing certain words from your timeline</td>
<td>Off</td>
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<tr>
<td><strong>Tagging</strong></td>
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<tr>
<td>Who can see posts you're tagged in on your timeline?</td>
<td>Friends</td>
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<tr>
<td>When you're tagged in a post, who do you want to add to the audience of the post if they can't already see it?</td>
<td>Only me</td>
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<tr>
<td><strong>Review</strong></td>
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<td>Review posts you're tagged in before the post appears on your timeline?</td>
<td>On</td>
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<td>View As</td>
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<td>Review tags people add to your posts before the tags appear on Facebook?</td>
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Select from:
- Public
- Friends of friends
- Friends
- Only me
- Custom
Newsfeed Preferences

Preferences
Take control and customize your News Feed.

- ✭ Prioritize who to see first
- 🔍 Unfollow people and groups to hide their posts
- 😊 Reconnect with people and groups you unfollowed
- ⏰ Manage your snooze settings
- ⋱ See more options
Limit the audience for past posts

Limit The Audience for Old Posts on Your Timeline
If you choose to limit your past posts, posts on your timeline that you've shared with Friends of friends, and Public posts, will now be shared only with Friends. Anyone tagged in these posts, and their friends, may also still see these posts.

If you want to change who can see a specific post, you can go to that post and choose a different audience. Learn about changing old posts

Limit Past Posts
Individual Privacy Settings

Choose who you share with

Privacy controls have moved right next to things you share, so it’s clear who sees your stuff. You can pick and choose who sees what — like share your hometown with friends, but only let family see your phone number.
Public Posts

For these questions, choose among: Everyone, Friends, and Friend of friends.
Other Settings

Face Recognition Settings

This setting allows Facebook to recognize whether you’re in a photo or video. For more information about how and when we recognize you, visit the Help Center.

Face Recognition  Do you want Facebook to be able to recognize you in photos and videos?  No  Edit

For these questions, choose among: Everyone, Friends, and Friend of friends.
Blocking

Unfortunately, “blocking” is often necessary.

Simply type the person’s name or email under your privacy settings.

The “block” will be both ways.

Blocks can be undone after a small wait period.
Malware Examples
Malware Examples
Malware Examples
Malware Examples
Facebook Privacy Changes

Facebook’s privacy policies are constantly changing.

Remember, each “app” has its own privacy policy that can share your information.

New features share your information in new ways.
  ◦ E.g. News Feed

The best privacy move you can make is to never share something that someone could hold against you.
With Other Social Media:

Be careful just like with Facebook

Have someone you trust check on your site from time to time

Some tools are made just for small social networks and can be safer

- Avocado lets you share private messages, calendars, todo lists, and pictures with just one other person

- Slack is also very good and is a common workplace tool.
Sexting- Let’s Talk

Have you heard of sexting?

What do you think it is?
Sexting can cause serious problems

- Often involves pictures of a sexual nature: including nude, seminude photos, and sexual activities
- Sexting is serious and can be considered a crime
  - Can be considered pornography or child pornography
  - Both senders and receivers can be charged and prosecuted
  - Consequences can involve the police or suspension from school
  - Could hurt your chances of getting into college or getting a job
- Texts, images, and videos on the internet can remain forever, even if posted on apps like Snapchat that "delete" after 24-hours
  - Receivers can also share these posts with others, often without the consent of the sexter, and some can even "go viral"
Revenge Porn Massachusetts Law

Current state law calls for minors who distribute explicit images of peers to be subject to prosecution for the distribution or possession of child pornography. This legislation would also create a new felony for adults who distribute a sexually explicit image for purposes of revenge or embarrassment.

Under the new bill proposed:

- Minors found to be sending explicit images of peers would be enrolled in an educational diversion program rather than go through the juvenile justice process.
- This legislation would also create a new felony for adults who distribute a sexually explicit image for purposes of revenge or embarrassment. Resubmitted Feb 6, 2019
Today’s Summary: Top Safety Tips

- Keep your passwords private
- Be mindful of what you post and share online
- Think before a F2F argument moves online
- Keep your social media pages on private
- Turn off geotagging on your social media posts
- Do not “friend” people you do not directly know
- NEVER make plans to meet someone you just met on social media
- Do not share explicit pictures and assume they’ll stay private
- Report inappropriate content (bullying, hate speech, obscenity) to the social media platform AND block the poster
Additional Resources

- **ConnectSafely.org** has basic guidelines for teens and parents about cyberbullying, sexting, social networking, and more.

- **iKeepSafe.org** seeks to give parents, educators, and policymakers the info/tools which power them to teach children the safe and healthy use of technology and the internet.

- **OnGuardOnline.gov** is the Federal Trade Commission’s main consumer-facing page to educate everyone on staying safe and secure online.
Thank you. Questions?