

# Social Media + Cyber Safety

## Workshop 1: The Basics

### Kik Messenger



#### WHAT IT IS

A messaging app rated 17+ designed to meet attractive strangers. It is solely pics (often inapposite) of people to begin chatting with. You can also video chat through the app and create group chats. When you sign up you say which sex you are attracted to and post a profile pic for people to contact you. You can look at the “popular” profiles or scroll through “regular” profiles. ANYONE can connect.

#### WHAT TO BE AWARE OF

This is a stranger danger app with the purpose of “hook-ups” plain and simple.

### Snapchat



#### WHAT IT IS

Snapchat is a social media app also known as a messaging app that is used to “snap” life as it happens. You can snap directly to a person or a group a photo or video that lasts 3-10 seconds or you can post to your story for everyone (including the public) to see for 24 hours. You are able to tag your location to meet up with others in the same location. You have access to breaking news, ads, and suggested connections. The filters (graphics you can add to posts that change your face or embellish) make it extra appealing.

#### WHAT TO BE AWARE OF

Kids push boundaries on Snapchat because of its lack of accountability. It is a hard app to monitor. We find that even the best of kids tend to be more edgy on Snapchat. It is the nature of the app, with disappearing pics and direct messaging we see a lot of cyber-bullying, teasing and sexual pictures being sent. Though the pics disappear on the app, they can still be saved through screenshots or other apps. Students snap their location all day, making them more open to stalkers and sexual predators.

## TERMS TO KNOW

**Quick Add:** allows you to add people based on Snap’s suggestions

**GeoFilters:** snaps cute pics of where they are and what they are doing. Intriguing because users can create their own.

**Emojis:** represents thoughts or feelings in an exaggerated way and can also depict innuendos

**Discover:** which allows you to delve into exclusive content with partnered networks

**Snapchat:** Teams: CNN, Comedy Central, Vice, ESPN and others have teamed up with Snapchat to provide original stories. These are updated daily.

**SnapMap:** You share your CURRENT location to meet up with “friends”. You can snap when you are at a specific location and see all the other snaps from that location – super stranger dangerous. You can share publicly with strangers all over the world if the mode is on.

**Snapcode:** The code that represents your Snapchat account. The codes is the way you can find specific people you want to follow. Screenshots of Snapcodes are being shared online.

**Video Call:** Like FaceTime or Skype, but through the app.

## Youtube



### WHAT IT IS

Youtube is an app that plays videos posted by users. Anyone can be a “YouTuber” and have their own “channel.” You do not have to be a user to watch videos on the app, but you do to subscribe to a channel. Youtube plays suggested videos next based on the previous video viewed.

## WHAT TO BE AWARE OF

There is little to no censorship. Videos that are actually adult material, are often marketed to kids, by using popular video game names or toy names. If a child watches an innocent video and leaves the videos to play for a while, they could come back to their app playing graphic and often pornographic content. You have to set up filters on each device to try to prevent this, and it still isn't a 100% guarantee for safe content. Kids become super fans of "YouTubers," who may not be producing healthy content or creating a healthy community. If your child has a channel, this can be a place for cyber-bullying through commenting on their videos and "liking" or "not liking" videos.

## Yellow

The word "yellow" is written in a bold, lowercase, sans-serif font in a bright yellow color.

### WHAT IT IS

Similar to Kik, Yellow is known as the "Tinder for teens." You swipe through pics of men or women and choose a smiley emoji or a demon emoji for if you like them or not. You make connections through swiping the smiley face and begin to chat with strangers.

### WHAT TO BE AWARE OF

Provocative photos. Yellow is marketed to be a meet new friends app, but when you go in to see the photos, it's clear to be a hookup app.

## Instagram

### WHAT IT IS

Instagram is a video and sharing social media app with more than 800 million users. Instagram also has Insta Story and Insta Live videos that last 24 hours for friends to view or with added #'s the public can view. Instagram creates communities through hashtags (#) and commenting under posts. Posts with the same #'s show up in that specific feed for others to see and

communicate with the different posters.

## WHAT TO BE AWARE OF

Hashtags (#) can lead to harmful communities and graphic photos. People often use innocent hashtags to post graphic photos to reach kids and teens. There are a lot of nude photos on Instagram that are within the Instagram guidelines, so you can't do anything about it as a parent. Direct messaging is a way for people to communicate to strangers and cyber dating often initiates on DM. Catfishers also often use Instagram, which are people who use other people's photos to create a false ID. Ads are targeted to our kids and show up in their feeds. Insta Stories disappear within 24 hours. Students often have multiple Instagram accounts, one for their family and one where they push the boundaries and parents don't usually know about it.

## Twitter



### WHAT IT IS

Twitter is a Social Media feed or “microblog.” Users create “tweets” with 140 characters or less. People that follow the user, see their hashtag (#) or follow people who like or retweet their tweets can see what they are posting (tweeting). You can post photos, videos, and communicate directly with other users using their handle (@letstalkteens) or direct message them.

### WHAT TO BE AWARE OF

As parents we seem to be on the defense more than the offense with Twitter. The safeties set up by twitter are ones you would use once something has happened to your child. They are not preventive. You can block, mute and filter once the harm has already been done. It's like giving your phone # out to 300 million people. Your child can be searched by people they know (or don't) and tweeted at - sent messages using their handle. You can “tweet at” someone by using their handle. It is a big cyber-bullying platform.

# WhatsApp



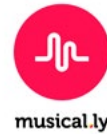
## WHAT IT IS

A voice messaging, texting, face to face calls and voice call app. Also can be used for group messaging. There are over a billion users and it is owned by Facebook. Facebook is incorporating WhatsApp in their services. The App does not need a phone service, it operates over Wifi.

## WHAT TO BE AWARE OF

One of their features is the fact that all information is private. There aren't safety filters on the app so inappropriate content sent will not be filtered out. This can be a tool for teens to use to share information or pictures they do not want their parents knowing about. They can also use the app to communicate with people they aren't supposed to be communicating with. When your child is added to a group, their information is available to everyone in that group.

# Musical.ly



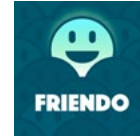
## WHAT IT IS

A Social Media app composed of self made music videos. Users record themselves lip-syncing to music and post their videos. You post your own content as well as browse others accounts. This app is appealing to teens as you can imagine. Sounds fun right?

## WHAT TO BE AWARE OF

Graphic material and well as explicit language. The accounts are public for anyone to see, so be sure to go into the settings and set-up the privacy settings.

# FriendO



## WHAT IT IS

A Social Media app that is rated 17+ where users create accounts (as themselves) and ask questions of the network to see how well they know them. They can search strangers and add them to their network.

## WHAT TO BE AWARE OF

Many users pose as someone other than themselves by registering with fake information. The questions can get inappropriate. Stranger danger happens through searching other users to add to your network and begin asking questions. The goal is to lead the scoreboard by answering the most questions about their “friends” correctly.

# ASK.fm



## WHAT IT IS

ASK.fm is an app where users ask whatever questions they want about themselves or others. The questions and the answers can be done with pictures or videos and they can be anonymous or not.

## WHAT TO BE AWARE OF

ASK.fm has been linked to teen suicide in the past, due to its cyber-bullying nature. Users can be cruel in answering questions or posting questions that relate to specific people. The anonymous side of answering the questions creates an element of saying cruel things without consequences. You can also post questions for people who are in the same location radius to get public responses.

# Uber



## WHAT IT IS

A ride service app. The user schedules a ride with an Uber driver who has been cleared through the app to be a driver. The driver uses their personal car and chooses if they will pick up the ride being requested on the app. The user can choose to ride alone or do a shared ride with another stranger.

## WHAT TO BE AWARE OF

Though the drivers are cleared by Uber there have been cases where there has been extreme violence or negligence on the part of the driver. We aren't clear on the level of standards that Uber has for their drivers. Their site only provides tips to keep ourselves safe, tips that teens may not put into practice. If your child is sharing a ride with a stranger, that could put them in danger with that person. Teens tend to feel "cool" that they can "Uber" and may not be aware of their surroundings and present dangers.

# Tumblr



## WHAT IT IS

It is a social micro-blogging app. Users have their own "Tumblrlog" that they can post blogs, pics, and more. It is a collection of all the things the user loves online. You can search and like other users' content.

## WHAT TO BE AWARE OF

There aren't a lot of safeties on Tumblr. The content is unrestricted and though you can block specific people from contacting you, they are still able to see your content. Since Tumblr is a blogging platform the posts are very public as is the ability to contact users. The app is popular with all ages, so you will see older adults contacting teens.



# Spotify



## WHAT IT IS

Spotify is a music streaming App where you create your own playlists, share playlists and follow friends' playlists.

## WHAT TO BE AWARE OF

While the music plays, Spotify shows graphics and images that may be inappropriate. Explicit music can be shared. Ads stream through the app that are directed towards the user that may be inappropriate, like tobacco commercials, etc.

# Houseparty



## WHAT IT IS

Houseparty is a group video chat app. A group of "friend" live video chats.

## WHAT TO BE AWARE OF

Houseparty participants usually send out links to their chats to include friends of friends. Though the app is live and the chats disappear, there is always the ability to take screenshots of the images being shared through the app.

# Telegram Messenger



## WHAT IT IS

Telegram is an example of the many messaging app options out there. With Telegram and other



messaging apps, the user can send videos, pictures, messages all through a private app with self-destructing images like Snapchat.

### WHAT TO BE AWARE OF

Teens tend to use messaging apps for material they do not want their parents or guardians to know about, whether they are doing the sending or inappropriate messages are being sent to them. This is also a way for cyber-dating relationships to communicate or even “catfish.” Teens can use messaging apps to communicate if they don’t have a phone, but they have access to a device or even a computer.

## Wishbone



### WHAT IT IS

Wishbone is a “comparison” app. Answer “would-you-rather” questions, “who’s hotter”, and try to become the “trendsetter”, aka leader of the answers.

### WHAT TO BE AWARE OF

Questions can be explicit and even dark. There are a lot of ads targeted to teens that lead to other apps and inappropriate material. This teaches our kids to judge people based on looks with questions like “who’s hotter?” or “who wore it better?”

## Anonymous Apps

### PARENTAL WARNING

“When people have the option to hide behind a screen and let loose, things can get a little crazy. Many apps have had to deal with serious instances involving child predators, cyberbullying, threats, stalking and other scary stuff. Use these apps with caution, and report anything you think could be considered harmful or abusive.” –LifeWire.com

## WHAT IT IS

Anonymous apps are where people ask questions about people from a place of complete anonymity. Cyber-bullying has resulted in multiple teen suicide from apps like these.

## WHAT TO BE AWARE OF

Some of the apps that fall under this category:



**ASK.fm**



**KIWI**

**tbh**

**TBH**

*After School*

**After School**

Speaking about  
people they go  
to school with  
(EEEEEEK)!



**Psst! Anonymous**

Meet strangers  
anonymously,  
used as a stranger  
hook-up app.

*\*Note:*

*Most of these apps are rated 17+ so if you have set up in your device settings the inability to download apps with a higher rating than 13+ then you are able to restrict the ability to use these apps on their personal devices.*

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## Have questions? Let's Talk.

HELLO@LETSTALKTEENS.COM