



# Cyberbullying

**Parent Information**

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# Hello!

## Kay Guenther

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# Overview



How Kids Communicate

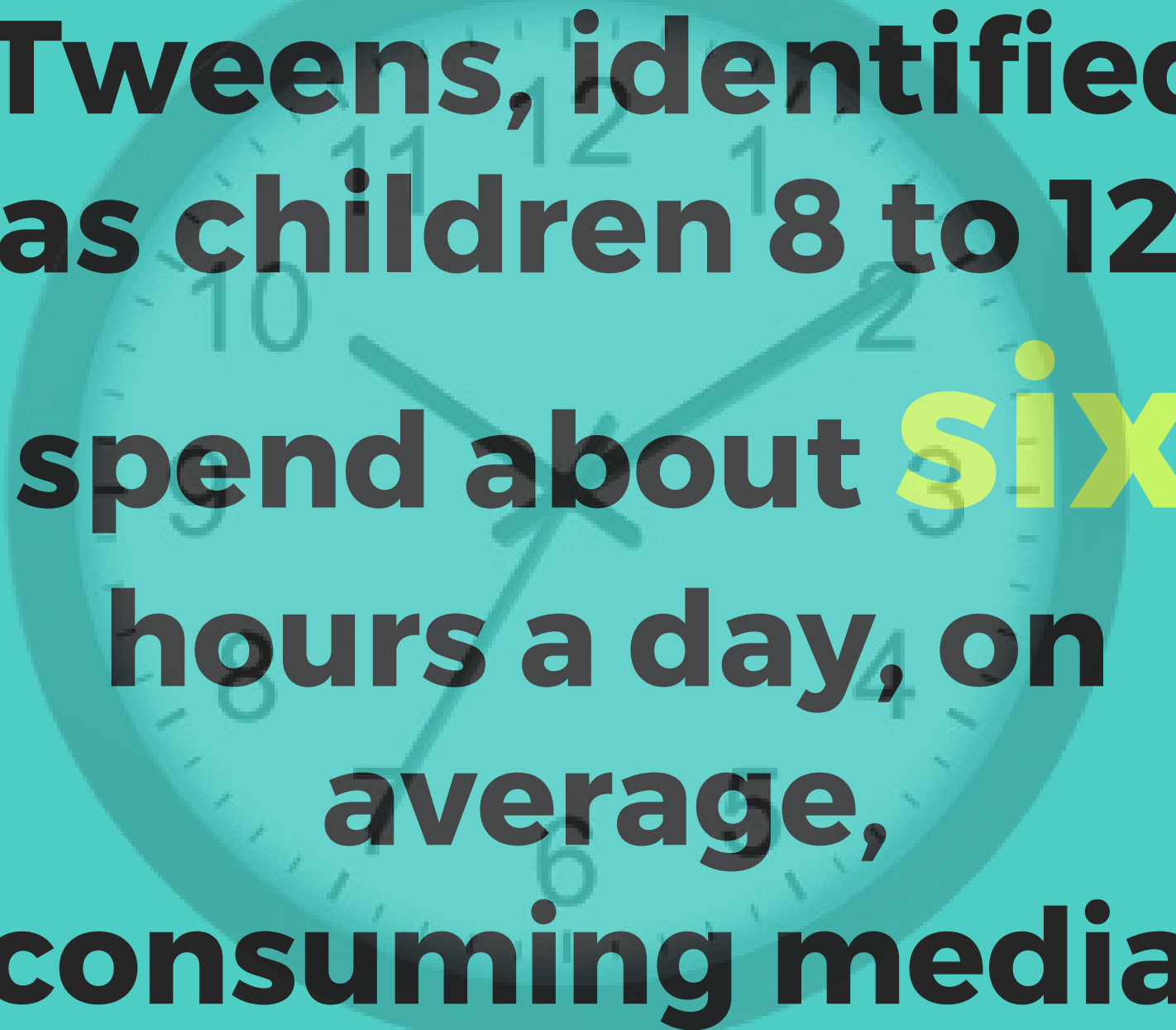
Cyberbullying

Defining

Reporting

Spotting the Signs

Prevention



**Tweens, identified  
as children 8 to 12,  
spend about **six**  
hours a day, on  
average,  
consuming media.**



"It just shows you that these kids live in this massive 24/7 digital media technology world, and it's shaping every aspect of their life. They spend far more time with media technology than any other thing in their life. This is the dominant intermediary in their life," said James Steyer, chief executive officer and founder of Common Sense Media, in an interview by CNN.

# What can your kids do with mobile devices?

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- **Talk to each other**
- **“Check in” to a location public or privately**
- **Take and share pictures, videos**
- **Texting**
- **Cheat on tests**
- **Bully someone via messages or publically**
- **Stream live videos**

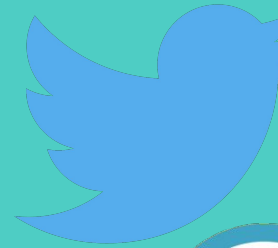
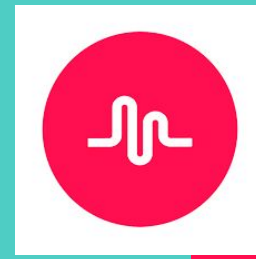
# Where are they connecting online?

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- **Everywhere! Wi-fi access is everywhere.**
- **Gaming systems (X-box, Wii, Playstation)**
- **E-readers (Kindle, Nook)**
- **Using friends devices**

**The goal is not to try and remove online media or access. The goal is to use it responsibly.**

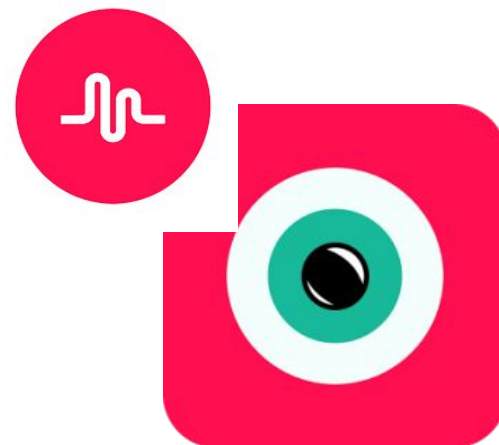
You **Tube**





# Live.ly

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## Why Your Tween Love It

Basically, they can take advantage of something that used to only be available to network TV and broadcast themselves real-time, anytime to anyone who is on the app. Take a snapshot, comment, send digital gifts, follow broadcasters, etc.

## What Parents Need to Know: Rated 17+

Many tweens will think this app is fun, especially due to its connection to [musical.ly](https://musical.ly) but as a parent, live streaming “life” is frightful, especially for a young Internet user who might take risks to get noticed.

# KIK

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## **Why Your Tween Loves It**

Super quick instant messaging app with over 100 million users that allow teens to exchange videos, pics, and sketches. New Kik cards allow user send Youtube videos, create memes, and gifs without leaving the app.

## **What Parents Need to Know: Rating 17+**

Kik does not offer any parental controls. Additionally, there is no way of authenticating users thus making it easy for ANYONE to use the messenger app.

# Snapchat

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## Why Your Tween Loves It

Send images and videos to their friend lists. Sender can place a time limit on how long the image or video is viewed. (Self destruct from 1-10 seconds and is also deleted from the Snapchat Servers.

## What Parents Need to Know: Rating 16+

Snapchat is the number one sexting app on the market. Teens send nude snaps to their significant others under the impression that snaps self-destruct. Forensic experts can easily recover images.

# Digital Reputation



Activity on social media when you were 13 may still be there when you are 21, 31 or even 41.

It is made up of everything you have ever posted or what someone else has posted and tagged you in. There is no way to know if something you have deleted hasn't been copied and pasted somewhere else.

AKA: The Screenshot

# Cyberbullying

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**81%** of teens report  
that cyberbullies  
humiliate others online  
because they think  
doing so is funny.

**80%** of teens report that parents have not set rules for online conduct or that they have found ways to circumvent such rules.

1.

# What is Cyberbully?

Let's start by  
defining  
cyberbullying.



# What is cyberbullying?

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Cyberbullying is the use of digital-communication tools (such as the Internet and cell phones) to make another person feel angry, sad, or scared, usually again and again.

# What is cyberbullying?

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Cyberbullying is **bullying** that takes place using electronic technology.

- Cell phones
- Computers
- Tablets
- Communication Tools: Texting, Live Streaming, Social Media sites, chat, websites

Examples of cyberbullying include:

- sending hurtful texts or instant messages
- posting embarrassing photos or video on social media
- and spreading mean rumors online or with cell phones

# Kids Play Different Roles

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**Cyberbully** -the aggressor who's using digital media tools (such as the Internet and cell phone) to deliberately upset or harass their **target**.

**Target** - The person who's being cyberbullied.

**Bystander** - The kids who are aware that something cruel is going on but who stay on the sidelines

**Upstander** - the kids who actively try to break the cycle, whether by sticking up for the target, addressing the bully directly, or notifying the appropriate authorities about what's going on.

# 2.

## Reporting

Let's look at the importance of documenting and reporting cyberbullying.

# Steps to Take Immediately

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- Don't respond to and don't forward cyberbullying messages.
- Keep evidence of cyberbullying. Record the dates, times, and descriptions of instances when cyberbullying has occurred. Save and print screenshots, emails, and text messages. Use this evidence to report cyberbullying to web and cell phone service providers.
- Block the person who is cyberbullying.

# Report cyberbullying to Online Service Providers

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Cyberbullying often violates the terms of service established by social media sites and internet service providers.

- Review their terms and conditions or rights and responsibilities sections. These describe content that is or is not appropriate.
- Visit social media safety centers to learn how to block users and change settings to control who can contact you.
- Report cyberbullying to the social media site so they can take action against users abusing the terms of service.



# Report Cyberbullying to Law Enforcement

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When cyberbullying involves these activities it is considered a crime and should be reported to law enforcement:

- Threats of violence
- Child pornography or sending sexually explicit messages or photos
- Taking a photo or video of someone in a place where he or she would expect privacy
- Stalking and hate crimes

Some states consider other forms of cyberbullying criminal. Consult your state's laws and law enforcement for additional guidance.



# Report Cyberbullying to Schools

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Cyberbullying can create a disruptive environment at school and is often related to in-person bullying. The school can use the information to help inform prevention and response strategies

- GUSD Board Policy: BP 5131.2





# 3.

## Spotting the Signs

Is your child  
being  
cyberbullied?

Is your child a  
cyberbully?

# Spotting the Signs

Is your child being cyberbullied?



- Changes in emotional behavior
- Sudden unwilling to attend school
- A significant drop in grades
- Lost interest in things once they enjoyed
- Sudden variations in device use
- Deleting Accounts

# Spotting the Signs

Is your child being cyberbullied?

- Asking how to block others
- Many new contacts
- Strong shifts after social media
- Decreased self-esteem
- Change in physical habits
- Avoidance
- Isolation

**Biggest Red Flag**

**Withdrawal from  
technology**

# Spotting the Signs

Is your child a cyberbully?



- Stops using the computer or turns off the screen when someone comes near
- Appears nervous or jumpy when using the computer or cell phone
- Is secretive about what they are doing on the computer or cell phone
- Spends excessive amounts of time on a device
- Becomes upset or angry when technology privileges are taken away

4.

# Prevention

Let's explore  
safe ways to use  
technology.

# Be Aware of What Your Kids are Doing Online



Talk with your kids about cyberbullying and other online issues regularly.

- Know the sites your kids visit
- Tell your kids that as a responsible parent you may review their online communications
- Have a sense of what they do online and in texts.
- Ask for their passwords, but tell them you'll only use them in case of emergency.
- Ask to “friend” or “follow” your kids on social media sites or ask another trusted adult to do so.
- Encourage your kids to tell you immediately if they, or someone they know, is being cyberbullied.

# Establish Rules about Technology Use



**Establish rules** about appropriate use of computers, cell phones, and other technology.

**Help them be smart** about what they post or say.

**Encourage kids to think** about who they want to see the information and pictures they post online.

**Tell kids to keep their passwords safe** and not share them with friends.

# Stay Informed & Connected



The key for parents is to monitor downloaded apps on their child's phone. Google the apps to learn if they are dangerous or inappropriate.

Let them know this is important to you and you are keeping up to date with technology



# Resources



## Common Sense Media

<https://www.commonsensemedia.org/cyberbullying>

## StopBullying.gov

<https://www.stopbullying.gov/>

## Olweus Bullying Prevention Program

[http://www.violencepreventionworks.org/public/cyber\\_bullying.page](http://www.violencepreventionworks.org/public/cyber_bullying.page)

## National Crime Prevention Council

<http://www.ncpc.org/topics/cyberbullying>

# Thanks!

**Any questions?**

