



Social Media

Be in the KNOW!



- Snapchat
- Yik Yak
- Voto
- Instagram
- Kik
- ooVoo
- Facebook
- Twitter
- Pinterest
- Tumblr
- Ask.fm
- Vine Camera
- YouTube
- WhatsApp
- Down App
- Spotify
- Tik Tok

The list is ever evolving and changing!



last seen: 8 sec ago



last seen: 8 months ago

Applications (“apps”)

- There are new apps popping up every day.
- Teens are targeted for purchase/download of these apps.

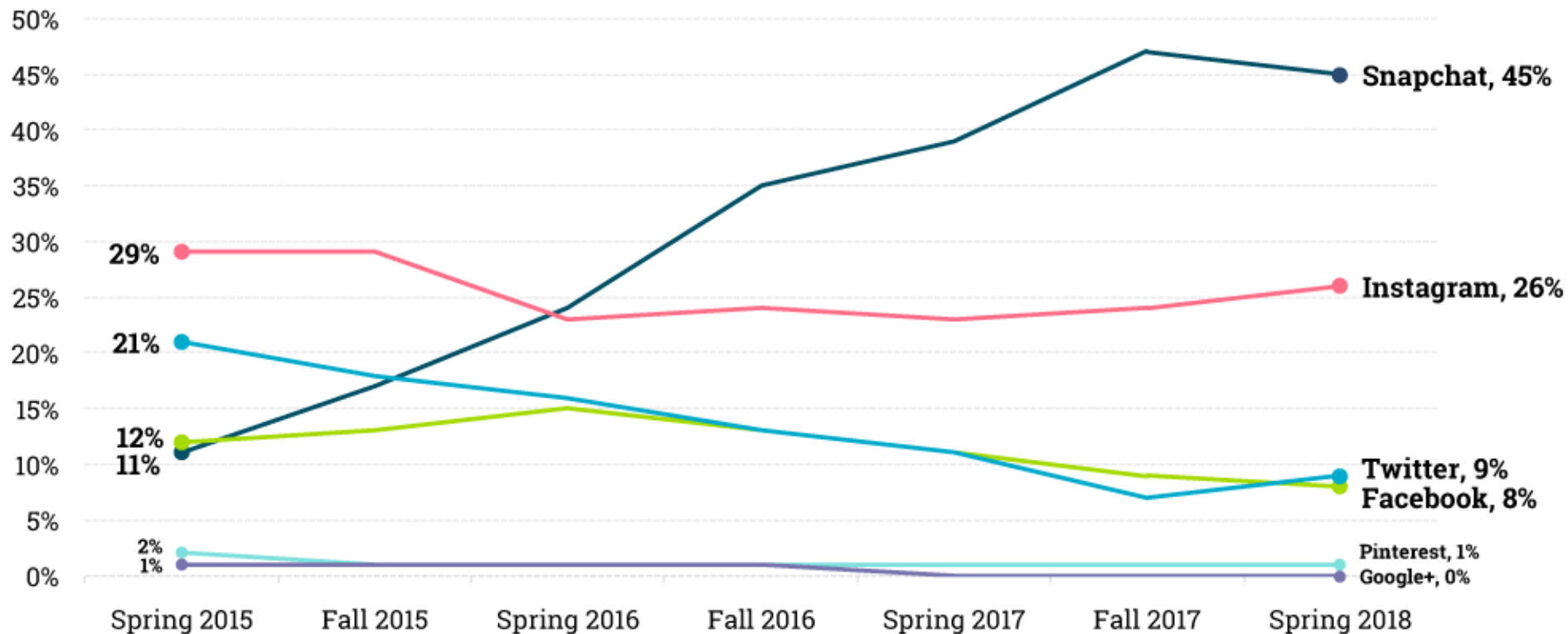


Instagram



tumblr.

US Teens' Favorite Social Platform



Published on MarketingCharts.com in April 2018 | Data Source: Piper Jaffray

Spring 2018 data based on a survey of 6,000 US teens with an average age of 16.4

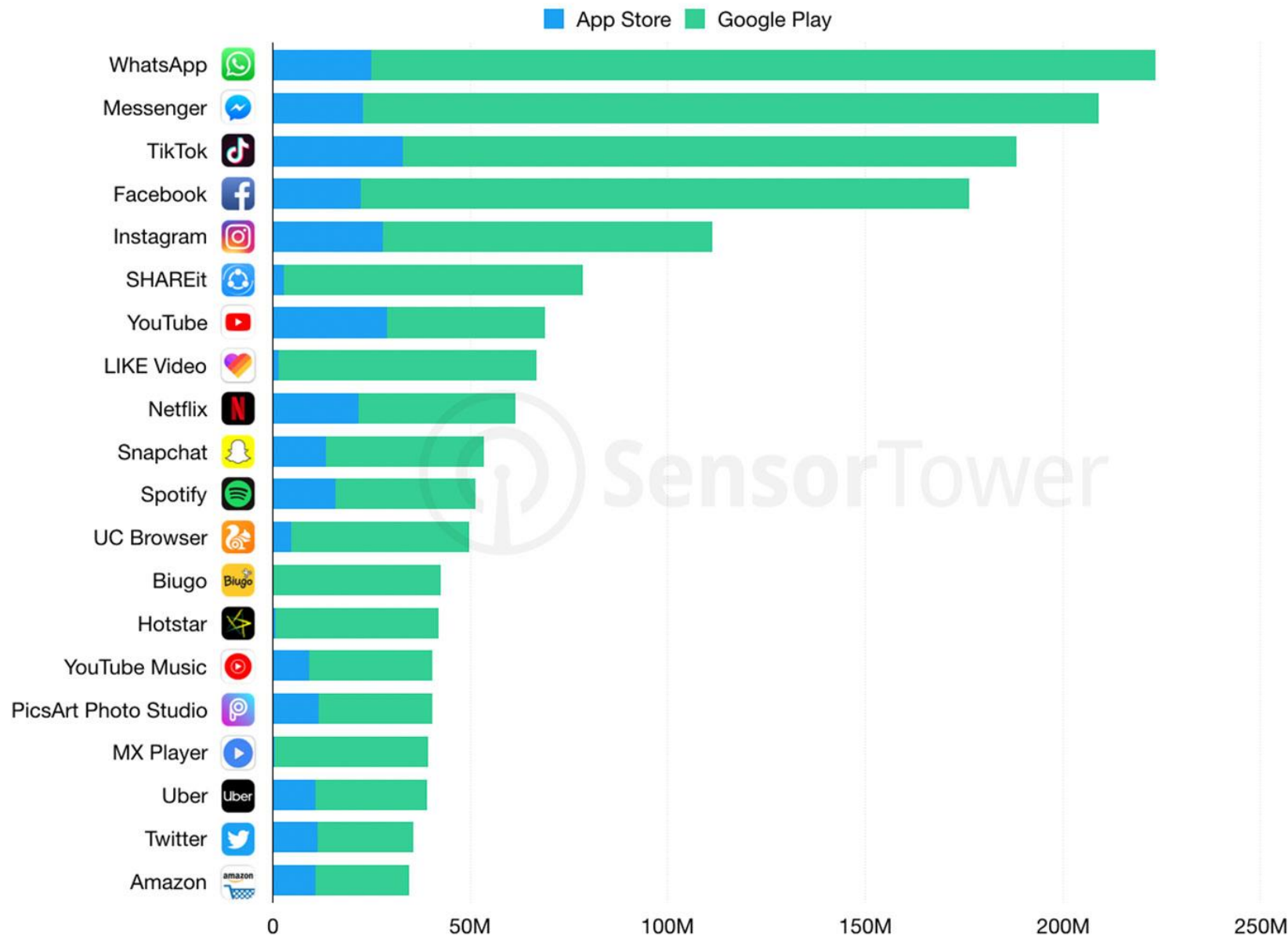
Figures show % share of respondents selecting each as their favorite social platform / Select results

2019 most downloaded apps (Apple)

Here are the top ten *free* iPhone apps downloaded in 2019, according to Apple:

1. YouTube
2. Instagram
3. Snapchat
4. TikTok
5. Messenger
6. Gmail
7. Netflix
8. Facebook
9. Google Maps
10. Amazon

Overall ▶ Q1 Apps by Worldwide Downloads



SNAPCHAT

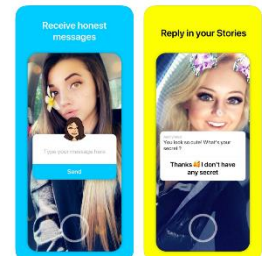


- 13 years and older.
- Users take pics/video
 - edit with filters, captions, doodles
 - set number of seconds friend can view before it disappears
 - send to controlled list of recipients
 - “Snapchat Story” where it can be viewed by all “friends” for 24 hours
- Snaps can range from silly to serious.
- iOS11 update allows saving of “snaps”
- New filters
- Live feature
- “Snap Map” (for Iphone): a feature that shares users' geolocation and can even zoom in to an exact intersection. It could lead to sensitive and specific information being readily available, and not just to friends

<https://www.youtube.com/watch?v=TMxTyFjEus4>

Yolo (SnapChat feature)

- Just a week after its release (5/19/19), it has become the most downloaded iPhone app in the U.S.
- It's a free add-on feature for Snapchat. Users can connect YOLO to their accounts, they can add a sticker to their Snapchat Story that invites their followers to give them feedback or ask them questions anonymously.
- YOLO warns users that if they send inappropriate or harassing messages, their identities will be revealed, but reviewers who've received these types of messages claim **this just does not happen**. Instead, if a comment is reported for being inappropriate, it simply disappears.



YOLO (via Snapchat)

- <https://www.youtube.com/watch?v=YaGC0Tbyxlw>


Snapchat....do the pictures, videos or chats disappear?


- Users think the photos disappear but screenshots can be taken easily (although the sender knows the screenshot is taken)
- Apps that can save snapchat videos, stories, pictures, chats:
 - Snapbox
 - Snapchat Saver
 - SnapCrack
 - SaveMySnaps
 - SnapSave
 - Casper



SnapChat reporting



- To **report** a **Snap** someone sent you, just press and hold on the **Snap** until a  button appears. Tap it to **report** the **Snap** and let us know what's going on.

To **report** a **Snapchat** account, press and hold on that Snapchatter's name and tap the  button. Tap '**Report**' to **report** the account and let us know what's going on.

YouTube



- 18 years old or 13-17 with parental consent
- You can learn anything!
- Popular viral videos, tv clips, etc...
- Follow celebrities and YouTube vloggers
 - ALL ages
 - humor, advice, beauty tips, daily life, product reviews, etc..
 - Feel connected to “real life” celebrities
- Make \$\$
- Live capabilities; Live-YouTube: watch live streams (gaming, music, news etc)

Instagram



- 13 years old and older
- Instagram is a photo and video sharing app.
- Take pic/videos, add filters/edit, share
- Use it to share pics to other places at the same time (ex: Facebook, Twitter)
- Can be private/public, “followers”
- Now has been updated that only the poster can see “likes”
- Now has “Stories” (available via mobile & desktop)
- Now has Gallery capability (multiple pics in landscape or portrait formats)
- Now you can monitor from Facebook & get updates
- Now it has threaded comments
- # to increase visibility/likes

#MotivationMonday
#ThrowbackThursday #TBT
#FridayFunday
#love
#latergram
#follow4follow

Instagram Story question stickers

https://www.google.com/search?q=how+to+add+question+on+instagram&rlz=1C1GCEB_enUS784US788&oq=how+to+add+a+question+on+ins&aqs=chrome.4.0j69i57j0l6.10263j0j7&sourceid=chrome&ie=UTF-8#kpvalbx=wTrpXcyNJIWMgget1aKYDQ25

FAKE + INSTAGRAM

FINSTAGRAM

- AKA, “Spam” account
- Combining the words “fake” and “Instagram,” middle school and high school students have been creating alternate Instagram accounts. These accounts can be used innocently (to share embarrassing photos with a smaller following, like close girlfriends) or wickedly (to hide pictures of parties with alcohol and other drugs from parents, teachers and others).

It’s more likely that their original Instagram links with their primary email address and Facebook profile. So, the only way to find the Finstagram is by checking your child’s phone.

HOW DO I KNOW IF MY CHILD HAS A FINSTA?

There are a few ways you can determine if your child has a second Instagram account:



1. Ask them.
2. Instagram recently introduced the ability to switch back and forth between accounts without logging out of one and logging into another. Take a look at the app on their phone. Click on their profile (icon in the lower right) and then look next to their username at the top. If you see an arrow next to it, click the arrow. If there are any other accounts in use, they will show up here. And, this is where someone can add a new account (which will require a different e-mail address than used on the primary account).

Switching between accounts in Instagram

3. Take a look at their list of followers and who they are following. Your teen may be following his or her own finsta and then you'd see it here, although likely using a fake name. Oftentimes kids will collaborate on a finsta; it could be a joint venture, and they may have more than one finsta.

TikTok



- **12 and up**
- TikTok is the new Musical.ly. The app has over 80 million users and was ranked as 16th on Apple's list of the most popular apps of 2018.
- Accounts are public by default. If the account isn't set to private, anyone can contact the user directly.
- TikTok has been in the news because of tween and teen users receiving inappropriate messages from other users.
- There is also some explicit content, but a restricted mode helps filter out anything inappropriate.



Discord

Discord is the only cross-platform voice and text chat app designed specifically for gamers.

- 13 years old and older
- You can stay connected to all your Discord voice and text chat channels even while AFK (away from keyboard).

It is perfect for chatting with team members, seeing who is playing online, and catching up on text conversations you may have missed. Discord is a voice and text chatting tool for gamers that has over 100 million users.

Users can send direct messages to each other, so there is the potential for interactions with strangers.

Some users discuss games for older teens and adults, so risks of accessing inappropriate content are high.

TWITTER

- 13 years old and older
 - Share thoughts, quotes, or pictures.
 - Follow other people and celebrities ...
- Tweet people (direct tweets to someone else)
 - Comment on other people's tweets
 - Favorite or retweet a tweet
- Twitter chat about trending topics, tv, events, etc...
 - #



WhatsApp

- **WhatsApp (13 and over)**
- WhatsApp was ranked 13th on Apple's list of the most popular apps of 2018.
- The app allows users to send unlimited messages and photos without worrying about data limits.
- Users can share their locations and contacts while messaging, but that feature can be turned off.



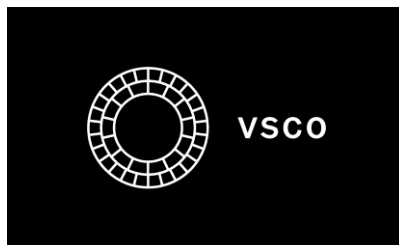
Lipsi



- (17 and up)
- Users are encouraged to put their Lipsi link on their Instagram account so they can receive anonymous feedback about their posts.
- Users can easily erase chat history, which means they can be tempted to engage in risky behaviors.

VSCO

- **13 and up**
- Like Instagram, VSCO users can post and see other users' photographs and videos and communicate with those who follow them via messaging. Users cannot "like" one another's posts though.
- VSCO reported it doesn't allow nudity or hate-driven posts, but Common Sense Media found explicit material and suggestive posts and references to alcohol and drugs.
- Location data is shared unless turned off in privacy settings.
- "VSCO girl": the term refers to girls who like certain trendy brands.



Spotify

- *18 years old or 13 years old or older with parental consent*
- *This is a music app which provides music-streaming*



Tellonym

- **13 and up**
- This anonymous texting app currently has over 10 million users.
- Tellonym claims to be monitoring for inappropriate content.
- Users can block certain words or block messages from people who are not registered users of the app.



ooVoo



- 13 years old and older
- ooVoo lets you video call with up to 12 friends.
 - Send text, picture, and video messages.

<https://www.youtube.com/watch?v=YiDoRVAeNBk>



KiK

- 18 years old and older (13-17 with parental permission)

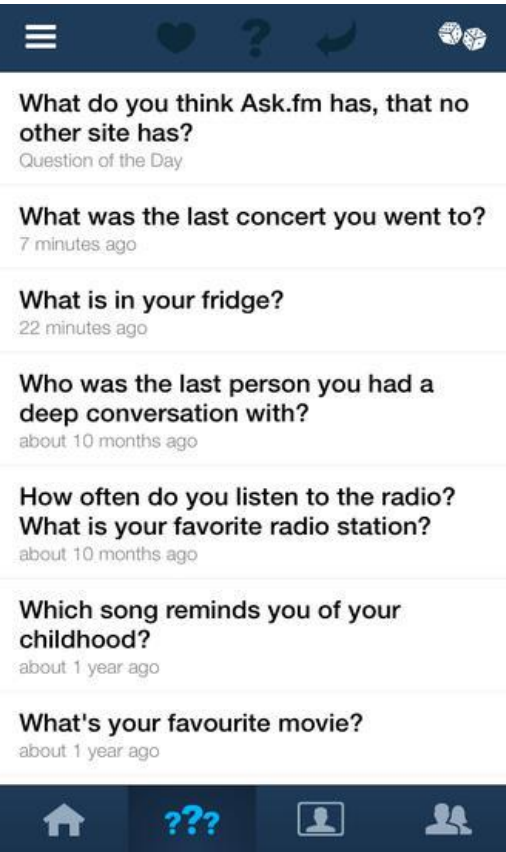
Kik is reportedly used by one-third of American teens 13-17.

Kik has been in the news because of cases involving online predators. The company that makes Kik offers a safety guide for parents.

- free texting app
- Texts don't show up on message service, no charge for them
- Chat using a username (not phone number)
- You can send texts, pics, videos.
- It's used as a way to communicate with strangers without giving out personal info.

<https://www.youtube.com/watch?v=fxxTaFHYcqo>

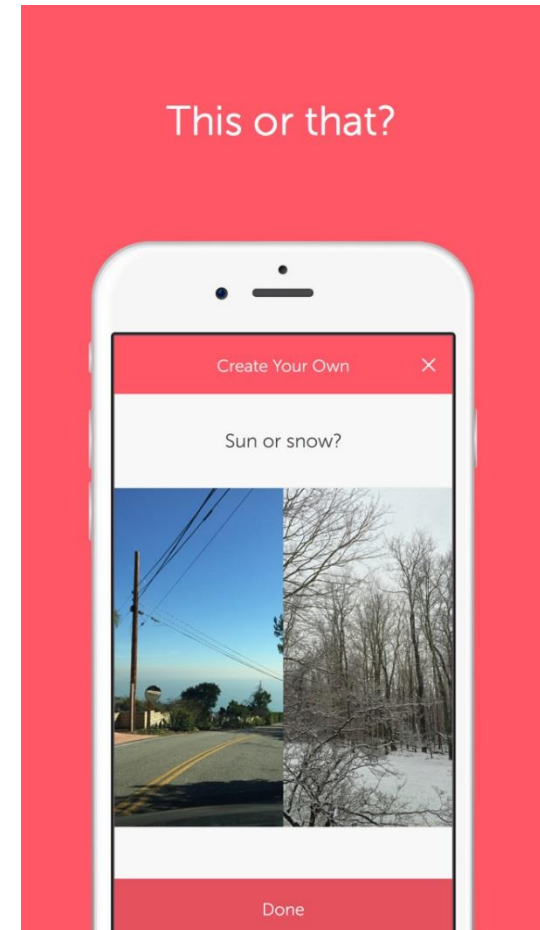
Ask.fm



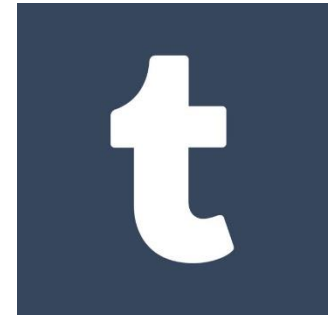
- Anonymous Q&A, questions range from silly to serious
- Anyone can anonymously ask questions to any registered user.
- Private information can be leaked and viewed
- Profile easily links with other social media platforms.
- Some see it as a safe place to ask teen-related questions; others worry answers can be inaccurate or mean.

Wishbone

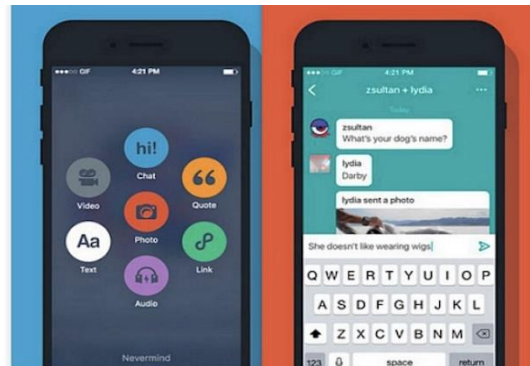
- 18 years old or older OR parental consent
- Wishbone is an app for comparing anything!
- How it works: You get a series of 14 pop culture-based questions with two distinct choices twice a day, you pick a side, then see how your friends voted!



Tumblr



- 13 years old and older
- **Microblogging** and social networking site.
- Allows users to post multimedia and other content to a short-form blog.
- **Tumblr** has adult content. The site allows users to post explicit content on their blogs.
- There's now a Notifications view which allows you to see the 'Reblogs' and 'Likes' on your posts.
- Integration with Spotify is also available now, the utility of which may vary depending upon your location as Spotify is limited to certain countries.



Line

- A text, video, picture and voice-messaging app that integrates social media elements such as games and group chats.
- Has a feature called "Hidden Chat," which is similar to *Snapchat*'s disappearing messages but has more options. Users can choose how long they'd like their message to last before it vanishes.



Omegle (“Talk To Strangers”)

- An anonymous chat where conversations are filled with lewd language and references to sexual content, drugs and alcohol, and violence.
- Users get paired up with strangers which is the premise of the app.
- The app has been implicated in cases of sexual predators. And there's no registration required.
- This is *not* an app for kids and teens but they use it!



Talk to strangers!

House Party



- 13 years old and older
- It's an app for **video chatting** with friends.
- Group video chat for up to eight friends
- This group video chat service is reportedly the fourth most downloaded app and 60 percent of its users are under 24.
- According to Bark, a parental control phone tracker app, Houseparty doesn't monitor chats, which raises the risk of kids being exposed to inappropriate content.
- Users can only add people they already know through Facebook or their contact list.
- There is an option to add people nearby, but the location service can be turned off.
- Throughout the day, users can receive notifications when a new friend is "in the house.")

Holla

- **13 and up**
- Users engage in live video chats with strangers.
- Several reviews mention users exposing themselves or engaging in sexual activities during chats.





Telegram

- A messaging service combining the speed of WhatsApp with Snapchat's short lasting time and new security measures.
- App allows users to send photos, Web images, video, documents, contacts.
- Secret messages are encouraged, and users can access X-rated stickers and plug-ins.

Zepeto



- **16 and up**
- This fast-growing app.
- Zepeto allows users to create animated versions of themselves and interact with others in a chatroom.
- Zepeto allows users to interact with strangers through an anonymous follow function and direct messaging.
- Has a lot of ads and users might feel pressured to make purchases to get more followers and likes.

BitLife

- **17 and up**
- BitLife is a text-based, life simulator app.
- Users are asked to make adult choices, like whether to have a one-night stand or use drugs.
- Common Sense Media states that although adults may be able to understand the content, it is not appropriate for kids and younger teens



WeChat

- 18 years old and older or 13 -17 with parental consent
- A messaging and calling app where you can connect with family & friends across countries.
- It's an app for text (SMS/MMS), voice and video calls, Moments, photo sharing, and games.



Chatroulette

- Online chat website that pairs random users for webcam-based conversations



Meow Chat



- 17 and older only
- Described as “A fun way to chat and meet new friends”
- A dating/hookup/chatting with strangers app
- Can link up MeowChat with other social media profiles to chat with existing friends or find new chat partners by clicking on “Random Chat”

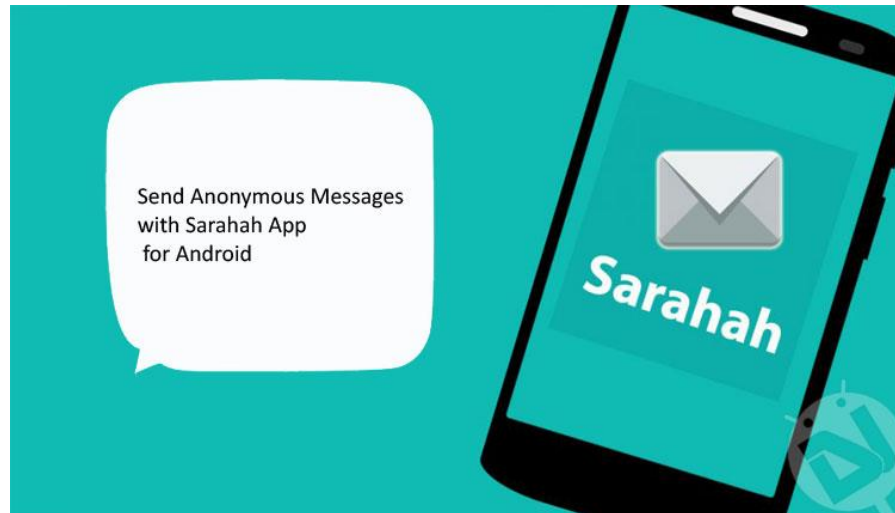
Hot or Not

- 13 or older
- Users 13 to 17 can't chat or share photos with users older than 17 – but there's no age-verification process.
- Girls (and boys) self-objectify themselves by posting their picture for others to rate as “hot” or “not”



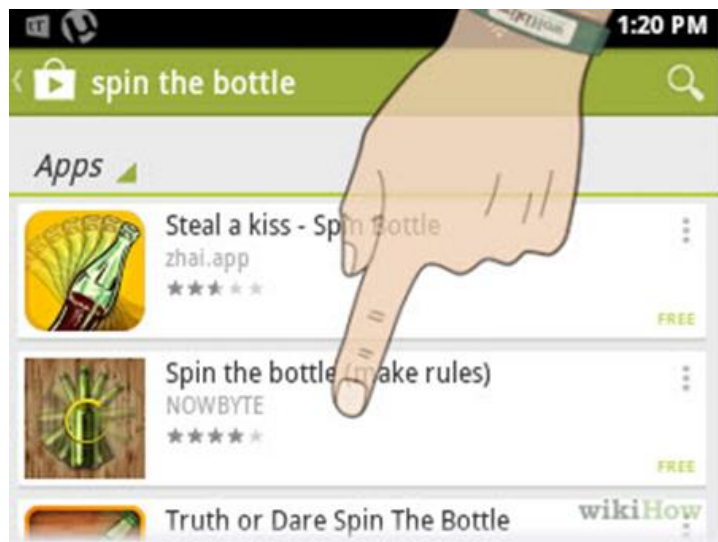
Sarahah

- 17 years old and older
- A website and app that let's users privately receive “honest” feedback.
- Each user has a page onto which anyone can leave an anonymous message (even people with no account).



SPIN THE BOTTLE

Did you know there's an "app" for that?



Apps used to conceal pictures, videos....



SECRET



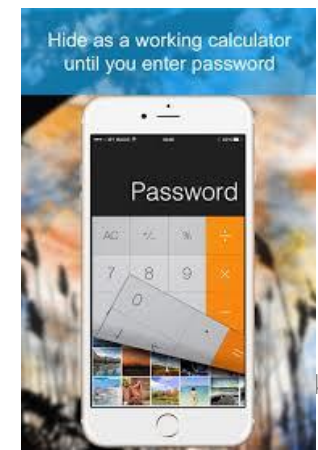
Private Photo Vault App

- Private Photo Vault is an app that keeps all of your private pictures and videos hidden behind a password.
- If someone tries to break-in to your Private Photo Vault, it will secretly take a snapshot of the person using the front facing camera so you can know who tried to get into the app. It also records their GPS location so you can see where the break-in attempt took place
- You can have a decoy password. By having a Decoy Password, you can tell any nosy person your Decoy Password and it will open up to a completely different set of pictures.



Private Photo (Calculator%)

- This app provides a way to store private photos and videos hidden behind calculator icon on your phone.
- Anyone who starts this application looks as a calculator but if you put in passcode it will open up private area.
- Calculator% app's icon looks similar to other calculator apps
- When you open the app it looks like a regular calculator.
- To access secret photos you need to type a “.” (period) then a 4 digit passcode, and then a “.” (period) again.
- Calculator app allows you to take pictures using this app or you can select photos to hide from your existing pictures.



Best Secret Folder

- Best Secret Folder protects photos and videos in secure place with Discreet Lock Type.
- Best Secret Folder disguises itself on your home screen as an unassuming app folder labeled "My Utilities."
- Security features include photo capture and GPS tags of intruders after four login attempts.

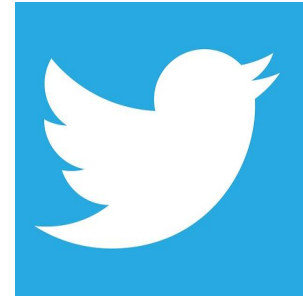
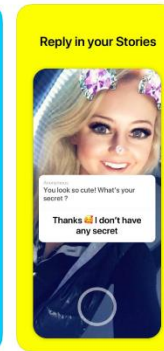
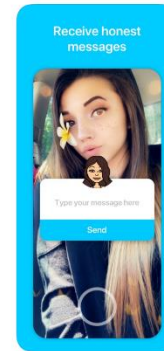


How do I know if my child has a “secret” app?

How to find other secret apps on a phone

- Get your child’s phone
- Visit the App Store
- Type in “secret” or “calculator” (or any other app name)
- If it says “open,” your child has this app
- If it says “get,” your child doesn’t have this app
- The cloud logo means your child used to have the app

SECRET



What were those apps again?





Parental Apps

- MM Guardian (**app for your kid's Android phone**)
Control phone or app usage, monitor text messages and calls, restrict the types of websites that your child may view, or simply keep track of where your child is.
- mSpy
Parental control app that allows parents to monitor calls, texts, apps used, GPS location and contacts.
- Life 360 (Android or I-Phone-for driving)
Crash Detection & Emergency Response
Driving Analysis & Weekly Report
24/7 Driver Care Support

Parental Apps

- The Phone Sheriff
 - Allows you to set time limits on your child's device.
 - App will shut down and lock the phone at the time you tell it to
- Mobicip
 - Blocks online shopping, gambling, chat sites. Blocks content that is adult, sexual, weapons, drugs
- Qustodio: (think 'custodian')
 - The free version is a comprehensive parental control app, enabling you to set rules and time schedules, block pornography and other unsuitable content. If you go for the paid-for version, you'll also get SMS monitoring, social media features and per-app controls.

Parental Apps

- **KidLogger**
tracks what your children type and which websites they visit.
It also keeps a record of which programs they use and screengrabs.
If you're concerned about who your kids might be talking to online, there's even a voice-activated sound recorder. If your children are a little older and more responsible, you can pick and choose which options to monitor and give them a little privacy.
- **Kaspersky Safe Kids**
includes a blacklist that prevents your child from seeing inappropriate content online.
You can also manage app use by time used, age restrictions, and category.
There's also a screen time management tool to help you control overall device use.

Parental Apps

Gallery Guardian:

- An app that you install on both the child's device and parent's device.
- Monitors and detects images (including screenshots) in the child's picture gallery. If the picture isn't in the gallery, Gallery Guardian won't detect it.
- Provides timestamp and filename of suspicious content so you can look it up the image on the child's phone. It doesn't send the suspicious picture to the parent.



SO WHAT SHOULD WE DO?



SOCIAL MEDIA SAFETY TIPS FOR KIDS AND PARENTS

Get a head start. If you don't have an account on the social media site your child wants is using or wants to use, get one. Make sure you know how to use it.

Teach your children about posting on sites. Have conversations with your child about posting online and what the consequences of posting online are.

Let your children know the importance of privacy. Social media sites request personal information such as names, dates of birth, school names, and hometown. Teach your children how much personal information is too much information online.



SOCIAL MEDIA SAFETY TIPS FOR KIDS AND PARENTS

Monitor your child's social media accounts. You watch your child in the real world. So, watch their digital life, too.

Know your network. Advise your child never to approve friend requests or add people that they don't know in real life. Be sure they know never to meet anyone in person that they have only met online.

Guard location. Some children think it's fun to personalize social media status updates with a live location taken from a mobile device's GPS. If this is not something you want your child to do, make sure they disable location services. Keep in mind that if you monitor your child's whereabouts, this will limit your ability as well.



SOCIAL MEDIA SAFETY TIPS FOR KIDS AND PARENTS

Check the privacy setting on apps regularly. Companies often update their privacy policies. Make sure you are staying on top of privacy settings by reviewing them once in a while.

Consider using a trusted security suite with parental controls on your child's device. Research security and parental control apps and choose one that best fits your needs.

Learn their “language”. Children have a language of their own when it comes to communicating online so make sure you know their “language” so when you do come across something, you’ll know what they’re talking about. “Language” also refers to emojis they may use to communicate.

What would your child do?

Check out Coby Persin's Social Experiments on YouTube

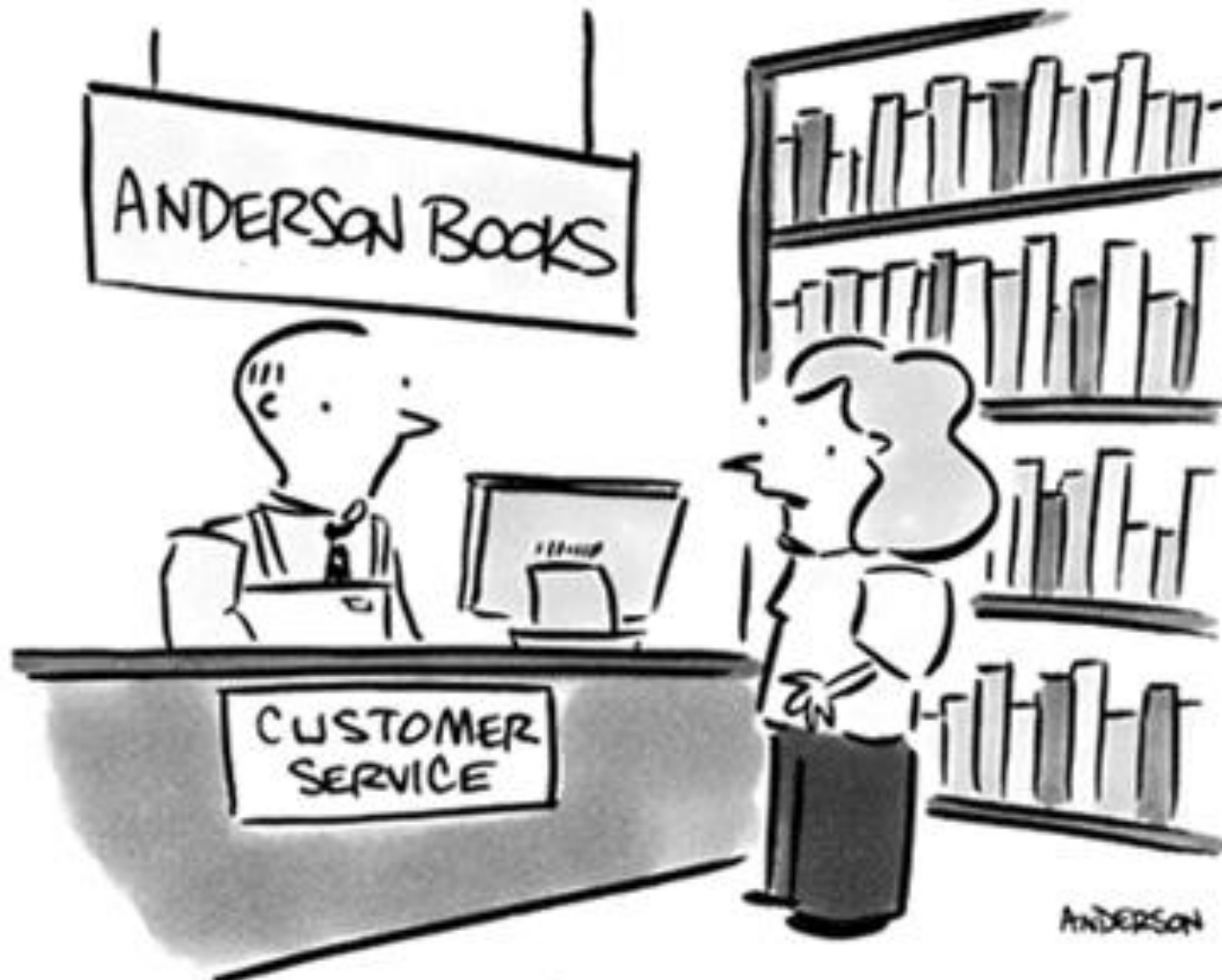


Guess the meanings!

Watch the video about teen slang....How many did you know?

<https://www.usatoday.com/story/life/allthemoms/2019/02/06/kids-teen-slang-terms-meaning-of-lit-fam-sis-flewed-goat-okurrr-shade-woke-tea-cappin-trip/2767570002/>





"I'm looking for something in a teen to
English dictionary."



Additional Resources



commonsensemedia.org

<https://www.internetmatters.org/resources/esafety-leaflets-resources/#new>

<https://www.protectmichild.com/cybertips/cybertips.pdf>

https://www.dhs.gov/sites/default/files/publications/Social%20Media%20Guide_3.pdf

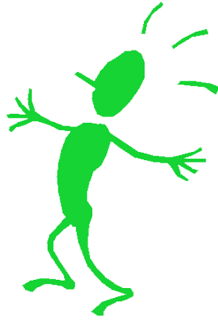
<https://www.protectmichild.com/cybertips/cybertips.pdf>

<https://internetsafety101.org/safety?id=safety101>

<https://www.dhs.gov/publication/stopthinkconnect-parent-and-educator-resources>

<http://archive.ncpc.org/resources/files/pdf/internet-safety.html>

<https://www.justice.gov/criminal-ceos/children-internet-safety>



THANK YOU!!!
Comments?
Questions?



Doreen.Consulmagno@sayrevillek12.net

732-525-5290 x7424

