



# SYDNEY ZUIKER

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# SAFE COMMUNITY SPONSORS



The Hamill Foundation  
Texas Office of the Governor - Criminal  
Justice Division



**Spindletop**  
COMMUNITY IMPACT PARTNERS

PROVIDING ENERGY. IMPROVING LIVES.

Texas Bar Foundation



The Lewis and Joan Lowenstein Foundation  
Harris County Sheriff's Office Foundation



\*As of January 2023

# SAFE COMMUNITY INSTITUTE (SCI)



**Established 2013 | Expanded 2022**

The Safe Community Institute (SCI) is a one stop shop for all things public safety and crime prevention. The Institute offers community members one centralized location for all crime-related statistical data, resources, prevention education, public safety awareness content, and victim services. SCI houses the following programs:



**SAFE COMMUNITY PROGRAM**



**VICTIM SERVICES PROGRAM**



**THE BALANCED VOICE PODCAST**



**RESEARCH CENTER**



# OUR MISSION

# Solve and Prevent

## serious crime

in partnership with citizens, media  
and the criminal justice system.



# TIP LINE PROGRAM

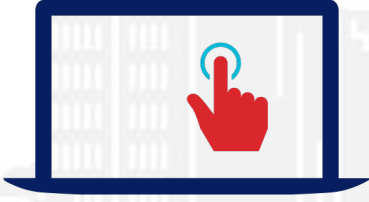
## OPERATES THE FAMED TIP LINE 713-222-TIPS

- | Open 24/7
- | 2,500 Calls Per Month
- | Community & Campus Based Tips
- | Staffed by Law Enforcement



# WAYS

— TO —  
*REPORT*



# HOW DOES IT WORK?

When you report, we will

**NEVER**

ask you for your:

- Name
- Phone number
- Address
- Or any other information that could identify you





# HOW DOES IT WORK?

## IF IT DID

We will give you detailed instructions on  
***HOW TO RETRIEVE YOUR***

## CASH REWARD!

up to **\$5,000**



# CYBER SAFETY AWARENESS



# WHAT

**Shared  
Space**

**Not Private**

**Permanent**

**Exposure**

**Impact**



# INTERNET FACTS



10-14

Age of  
Online  
Victimization

2<sup>nd</sup> Most  
Used Search  
Engine

500  
Hours



Threats &  
Coercion

16% child  
pornographic  
images are self  
produced

7% of Tinder users  
aged between 13 and  
17 (outnumbering 35  
to 44-year-olds)

Parent Info, 2020.



# INTERNET FACTS

California is the only state that allows kids to delete posted content

56% of parents reported thinking that their children may become *addicted* to technology.

Between 2019 and 2021, the number of reports to NCMEC involving the sextortion of children or teens **more than doubled**

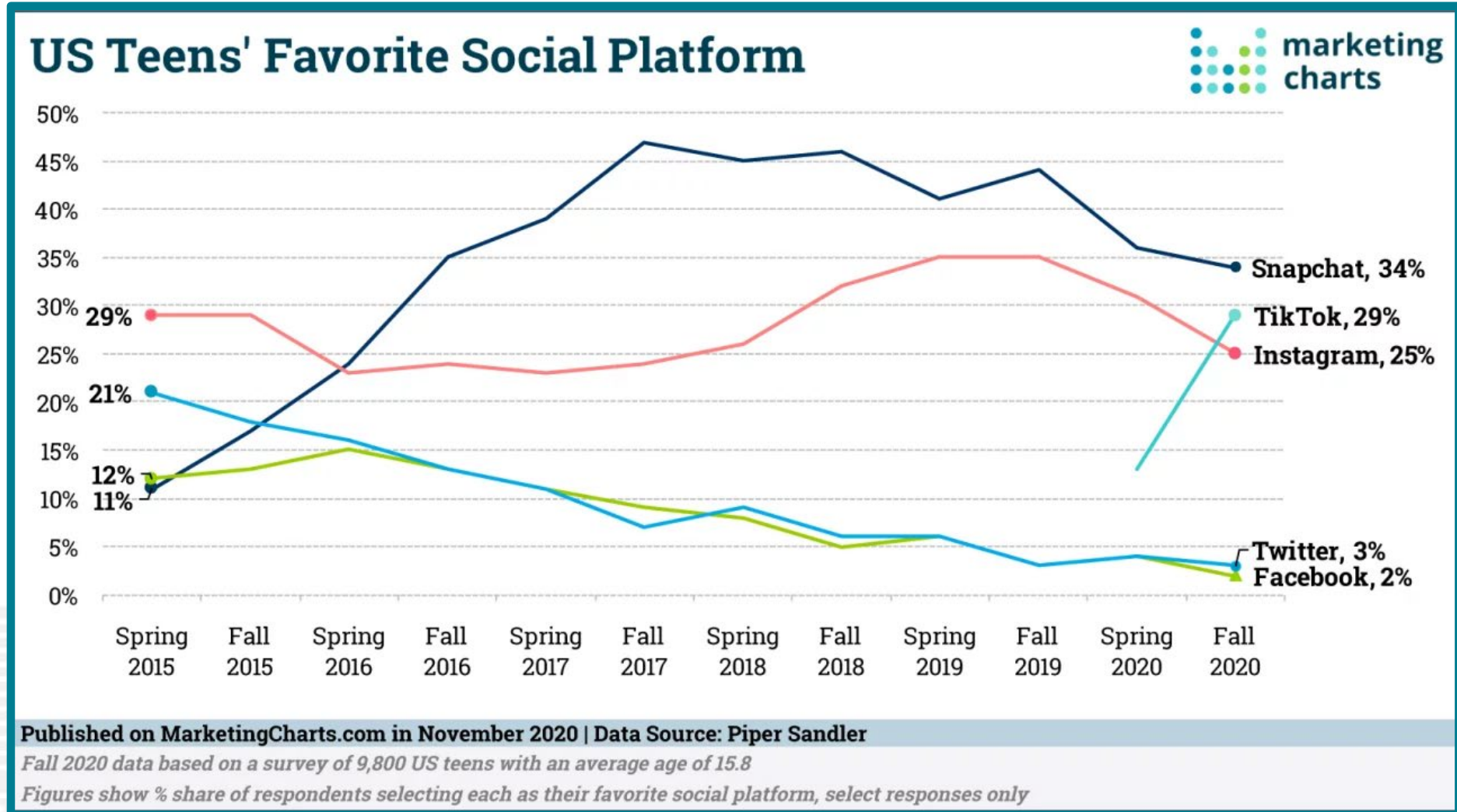
Microsoft's *Global Threat Activity Tracker* detected **8 million malware incidents** between July and August 2020 – **61%** of the detected encounters were from the **education sector**

On average, **79%** of Texas K-12 students have access to *internet and devices* at home

**80%** of people reported they are aware of how to set and reset passwords, but only **50%** are aware of how to *disable the collection of data* about users and their behaviors



# SOCIAL MEDIA OVER TIME



# TRENDS



# TERMS & ABBREVIATIONS

## Algorithm

In social media terminology, people use 'algorithm' as a shorthand for 'feed algorithm', which is the set of rules a social network uses to automatically decide which posts come first in your feed

## Lurker

Someone who watches a social media feed or belongs to a social media group but does not engage with the content with a like or reply.

## Direct Message

A private message sent directly to a user's inbox. DMs exist in contrast to public forms of interaction on social media like commenting on an image or posting on a user's timeline.

## Disappearing Content

This refers to posts on social media that delete themselves automatically after a set amount of time has passed. Instagram and Snapchat stories are notable examples, as these sets of photos and videos disappear after 24 hours

## Tag

A generic term for the stream of content you see from other users

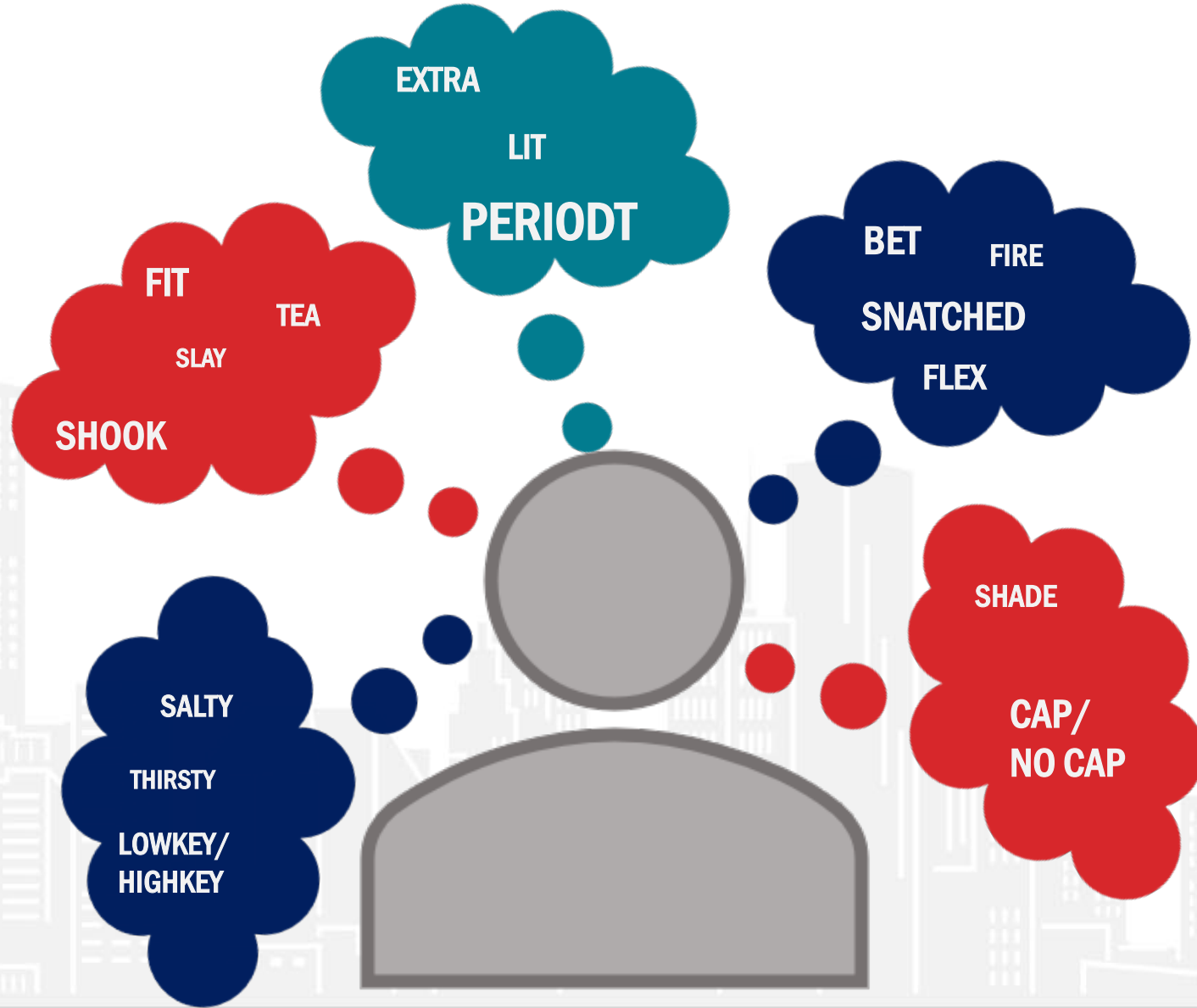
## Geotag

A specific location added to a photo, video, or other social media post. Geotags can expose your posts to more people, since content is often searchable by location.

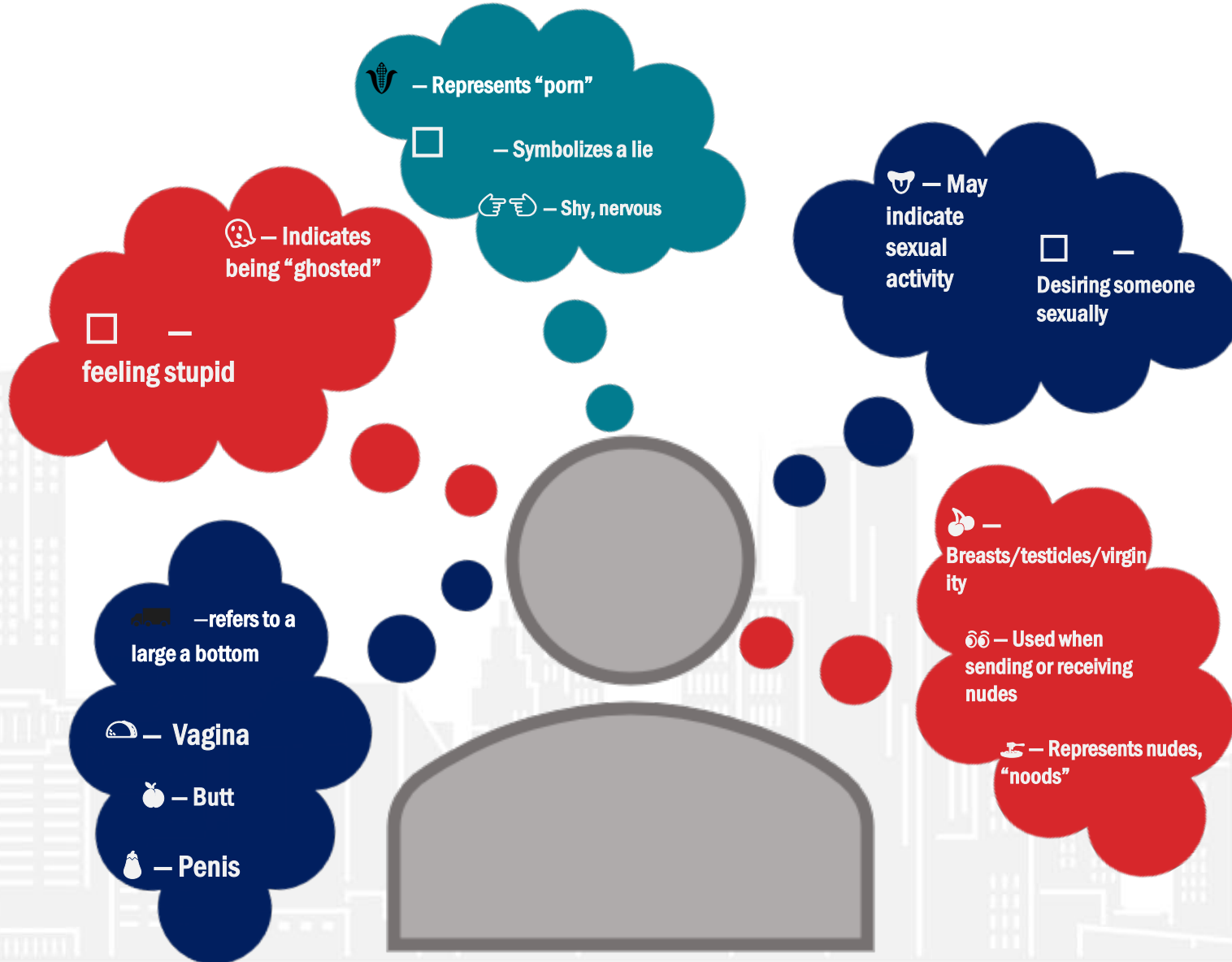




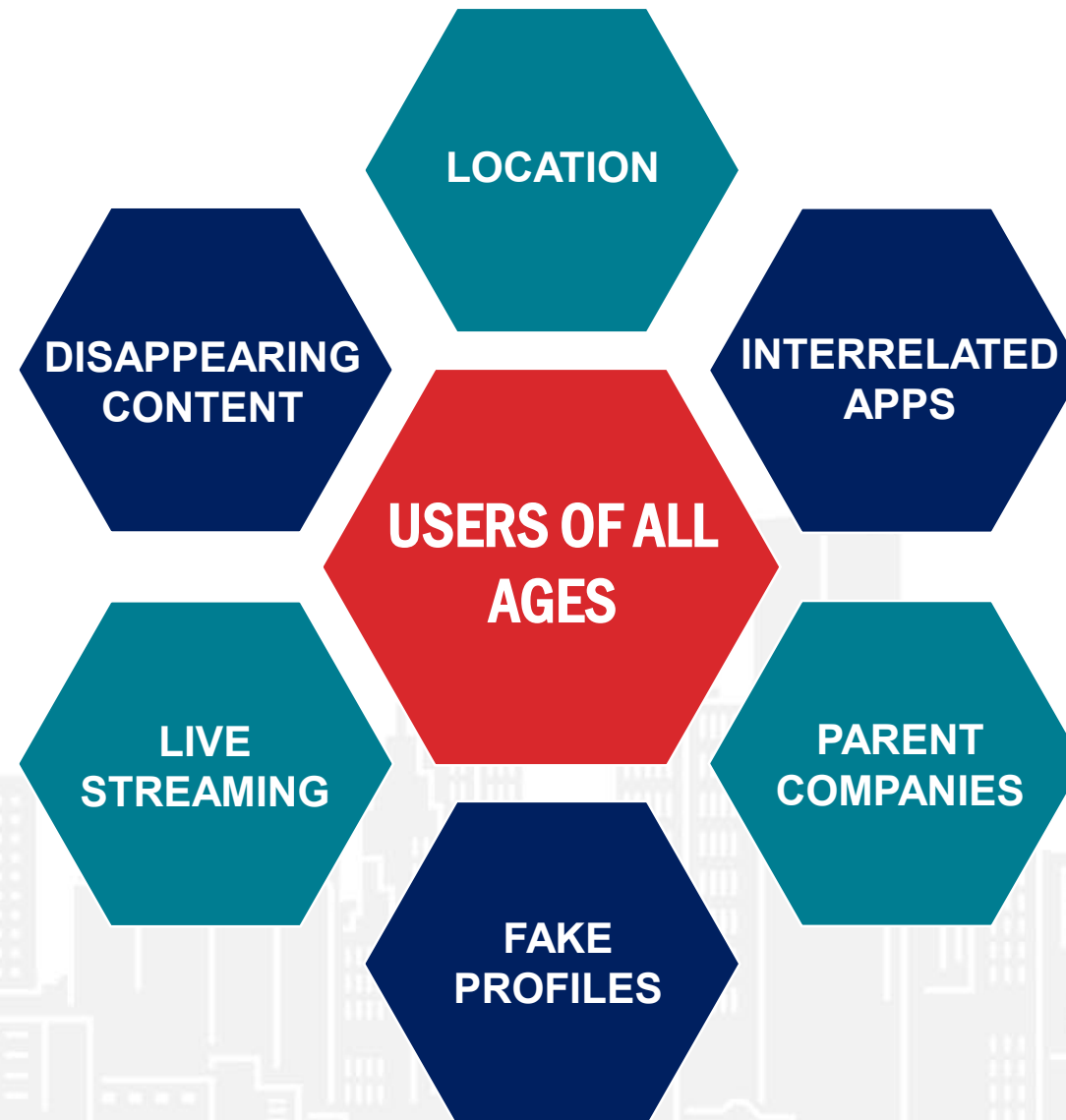
# TERMS AND TEENS



# EMOJIS AND TEENS



# CONCERNING FEATURES



# AIRDROP

Wirelessly send photos, videos, and more to nearby Apple devices

Uses both Wi-Fi and Bluetooth to communicate

Can send to people not in your contacts

No moderation or reporting tools

Can be difficult to identify source



# SOCIAL MEDIA TIPS

**Private  
Accounts**

**Engaging  
with  
Strangers**

**No  
Location**

**Don't Complain  
Online**

**Safety  
Settings**

**Keep Personal Info Private**



# VULNERABILITY



**Difficulty  
Making  
Friends**



**Breakup of a  
Relationship**



**Challenging  
Home Life**



# GROOMING



**Target**



**Befriend**



**Gain Trust**



**Fulfill Need**

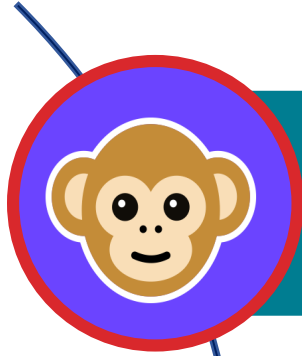


**Isolate**



**Capitalize**

# RANDOM CHATS



Monkey



Holla



Omegle



# DATING APPS



# TEEN DATING APPS



meet me

No Age Verification



MYLOL  
Users  
13-19



tinder

12-19  
average  
age

Message  
Friends &  
Strangers  
FREE



kik.

Lack of  
Safety  
Settings



SKOUT



HOT OR NOT  
Accessed  
via  
Facebook



SPOT A  
FRIEND  
Accessed  
via  
Facebook



yubo  
Make new friends

Real \$  
purchases



# DATING APPS

**For those under 18 - dating apps are NOT recommended.**

**For those over 18:**

- 1 Know the Laws**
- 2 Ask for ID**
- 3 Consider the Consequences**



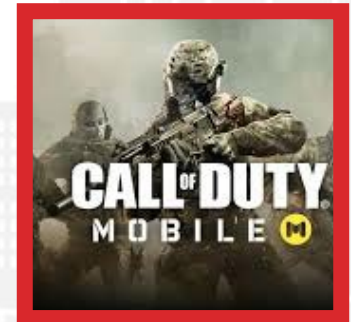
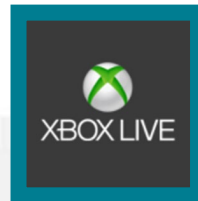
# DATA HARVESTING



# GAMING

52% Male

48% Female



# GAMING TIPS

**Game  
Ratings**

**Discuss  
Emotions**

**No  
Location**

**Limit Playing Abilities**

**Private  
Messaging  
Guidelines**

**Keep Personal Info Private**



# MONITORING TOOLS



**Best for social  
media monitoring**

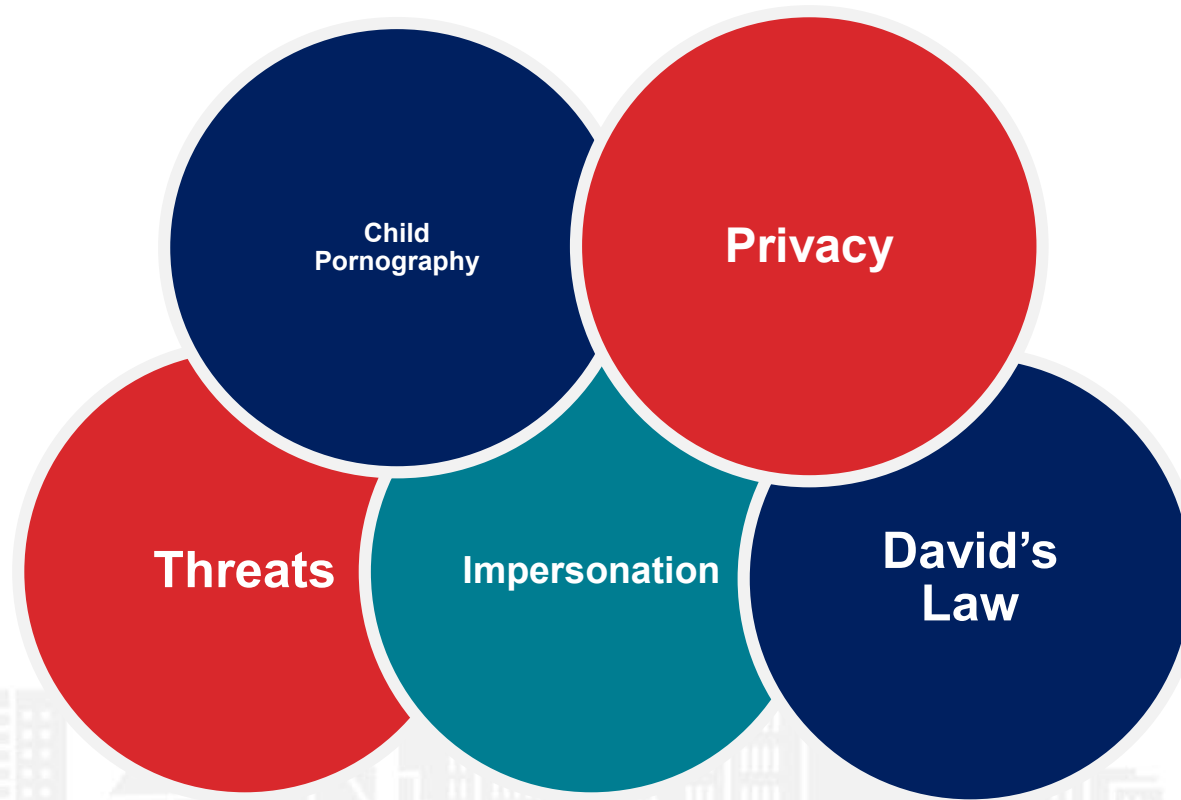


**Best for teens**



**Best for young  
kids**

# CURRENT LAWS



Did you know  
you can be  
arrested at 10?





# REMINDERS

**1**

**Ongoing Conversation is Key to Personal Safety**

**2**

**Take Action – Research New Apps and Games**

**3**

**Victimization is Never the Victim's Fault – Keep Telling**



