

Educating the Educator

How to create smart, safe, and private digital lives.



Smart GEN Society





Suzie Fogarty

Empathy-Woo-Input-Connectedness-Positivity



Education Consultant

- M.Ed. Social Justice and Equity in Education



Mother

- Three Teenagers
- Fitz my Goldendoodle



Passions

- Inspiring Kids
- Being a Hope Dealer



Our Mission

Empowering smart choices in a digital world.

Creating open, honest, and judgment-free communication between students, caregivers, and educators to protect the safety, privacy, and mental health of all digital users.



Our Impact

National Nonprofit based in
Omaha

01

100,000+ students, parents, and educators

02

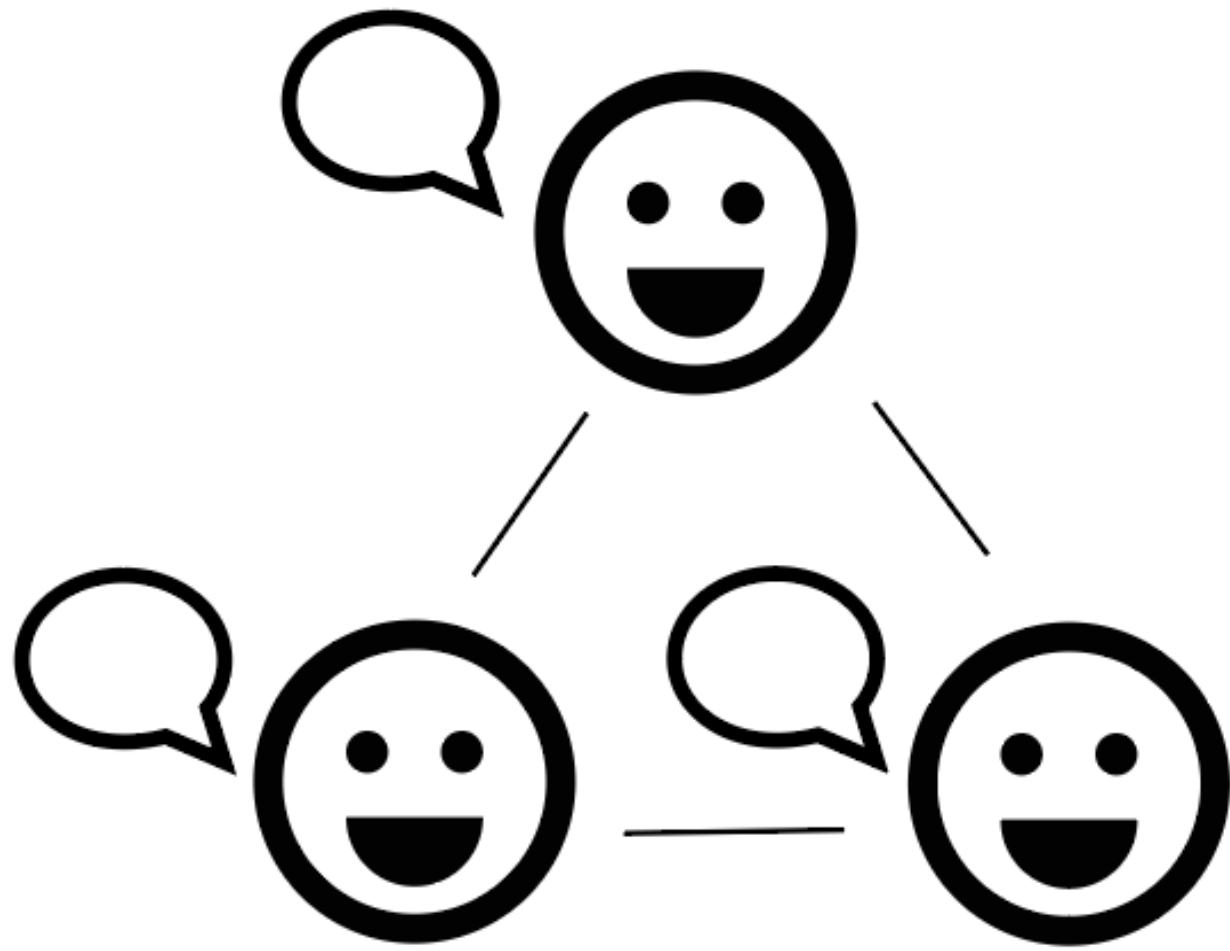
16 States

03

First and largest Midwest nonprofit in the digital wellness space.

A Community Issue

Before social media



After social media

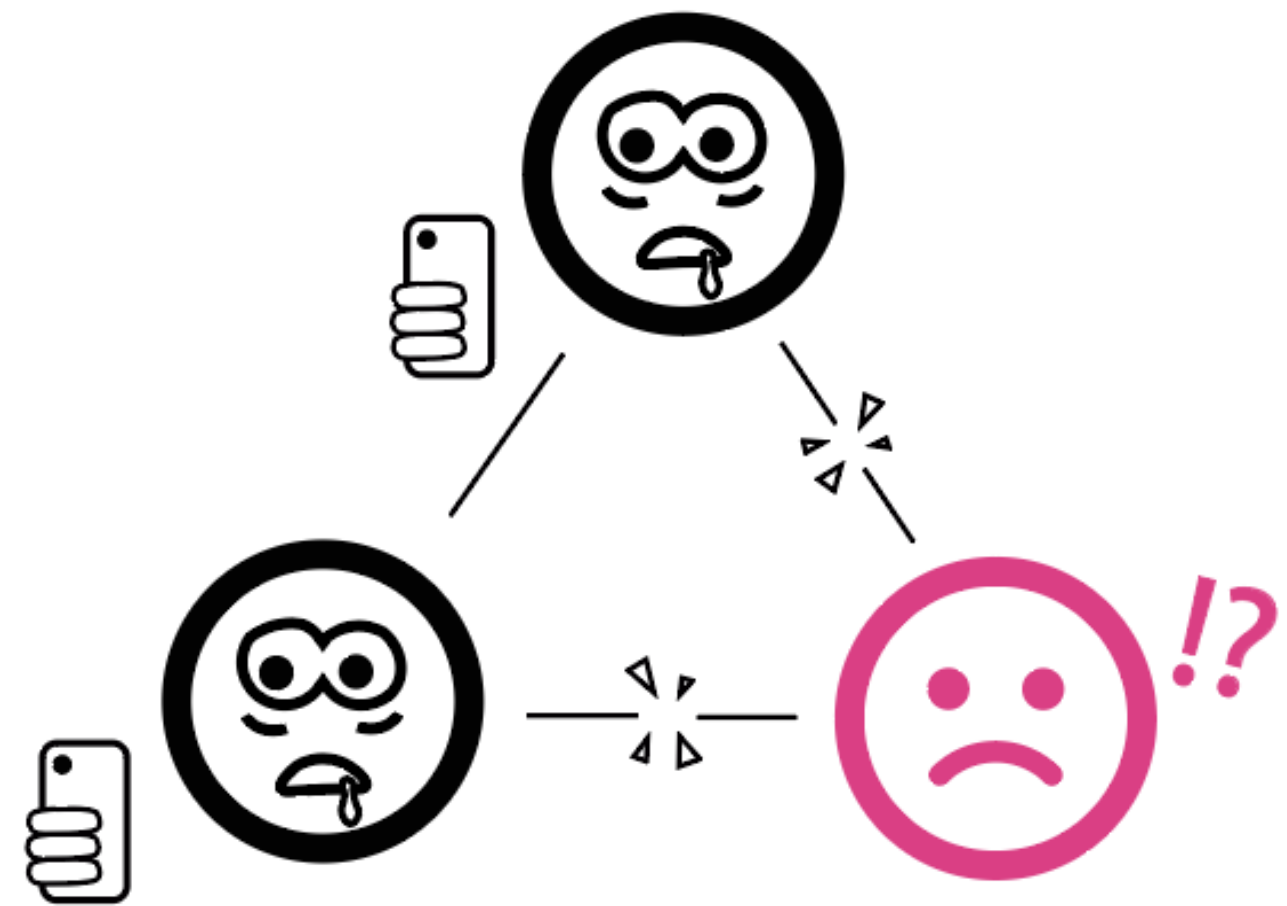


Figure 2: *Social media as a trap* – Chris Said "Teens, Loneliness, and the social media paradox" (2021)
Referenced in Twenge and Haidt Literature Review



Why we do it

PROBLEM #1

Earlier access to digital devices:

In the U.S., minors receive digital devices and start social media well before age 13.

87% of all U.S. teens  own a smartphone.



9+ hours

The average teen spends more than **9 hours** a day on their smart devices.



50% of teens


feel addicted to their devices.



The average age to receive a smartphone is **10.3**.



Why we do it

3 in 5 girls say that they felt persistently sad and hopeless 

a marker for depressive symptoms, in 2021, up nearly 60% from 2011 as stated by the CDC.



50% of college students reported their mental health to be **below average or poor.**

Teens who spend 5+ hours a day online are 71% more likely to have at least one risk factor for suicide and are 51% more likely to have inadequate sleep.



PROBLEM #2

Mental Health Disorders are at Crisis Levels

Anxiety, depression, self-harm, suicidal ideations, and completion are at an all-time high. Research shows a correlation between smartphone and social media usage and these mental health effects.



CDC suicide rates

for 10-to-24 are up nearly 60%.



Why we do it

PROBLEM #3

Online Child Exploitation has Skyrocketed

The lack of boundaries between strangers and children online is one of the greatest risks that children are facing today. Reported digital exploitation is up 97.5% since the start of the pandemic.

69.1 million

sexually explicit images and videos were reported in 2019.



1-in-4 minors admit to being exposed to digital sexually explicit images.

82% of all child sex crimes originate from grooming on social media and gaming apps.



What are we talking about?

Snapshot of our digital world →

Increase awareness regarding social media and safety concerns for youth and families

Impact of social media →

Briefly discuss the impact of social media/screen time on behavioral health

When things go wrong →

Discuss how we can promote healthy use of social media/screen time

A snapshot of our
digital world

A close-up photograph of a blue credit card with embossed numbers. The numbers '978' are clearly visible in the foreground, with '045' partially visible below. The background is a blurred blue surface.

978

What is the cost of constant digital connection?

Data

Name, address, phone number, school, sports teams, recreational activities, hangouts, shopping, etc.

Privacy

You give up the right and expectation of privacy online.

Mental Health

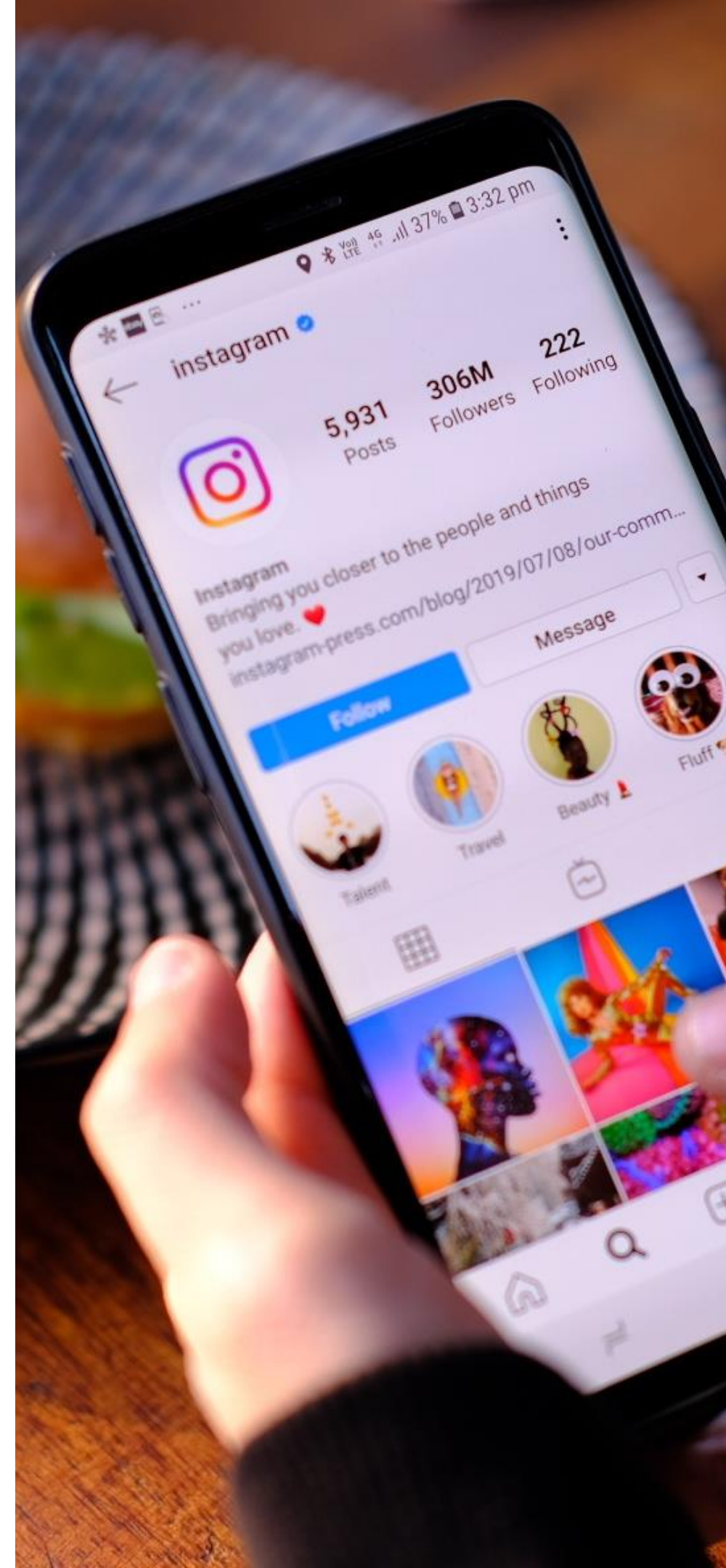
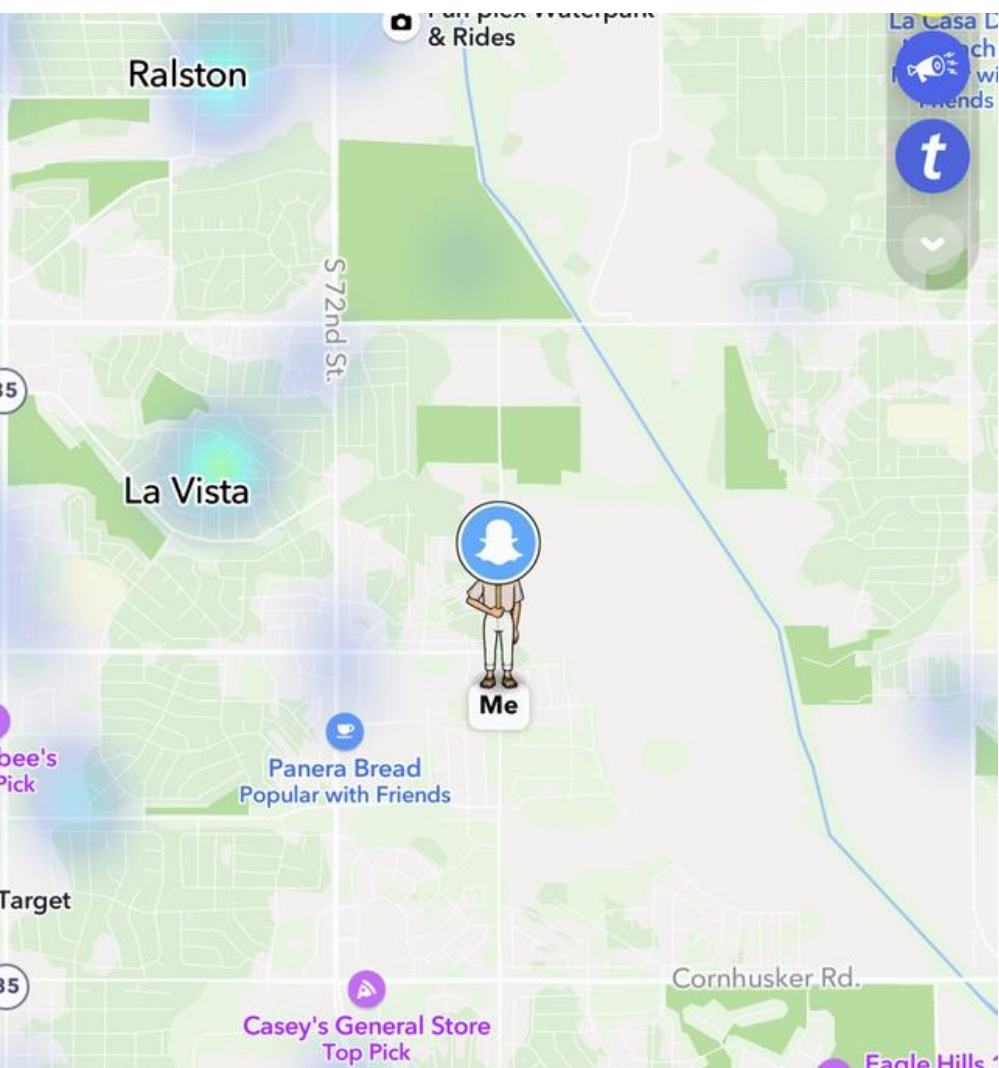
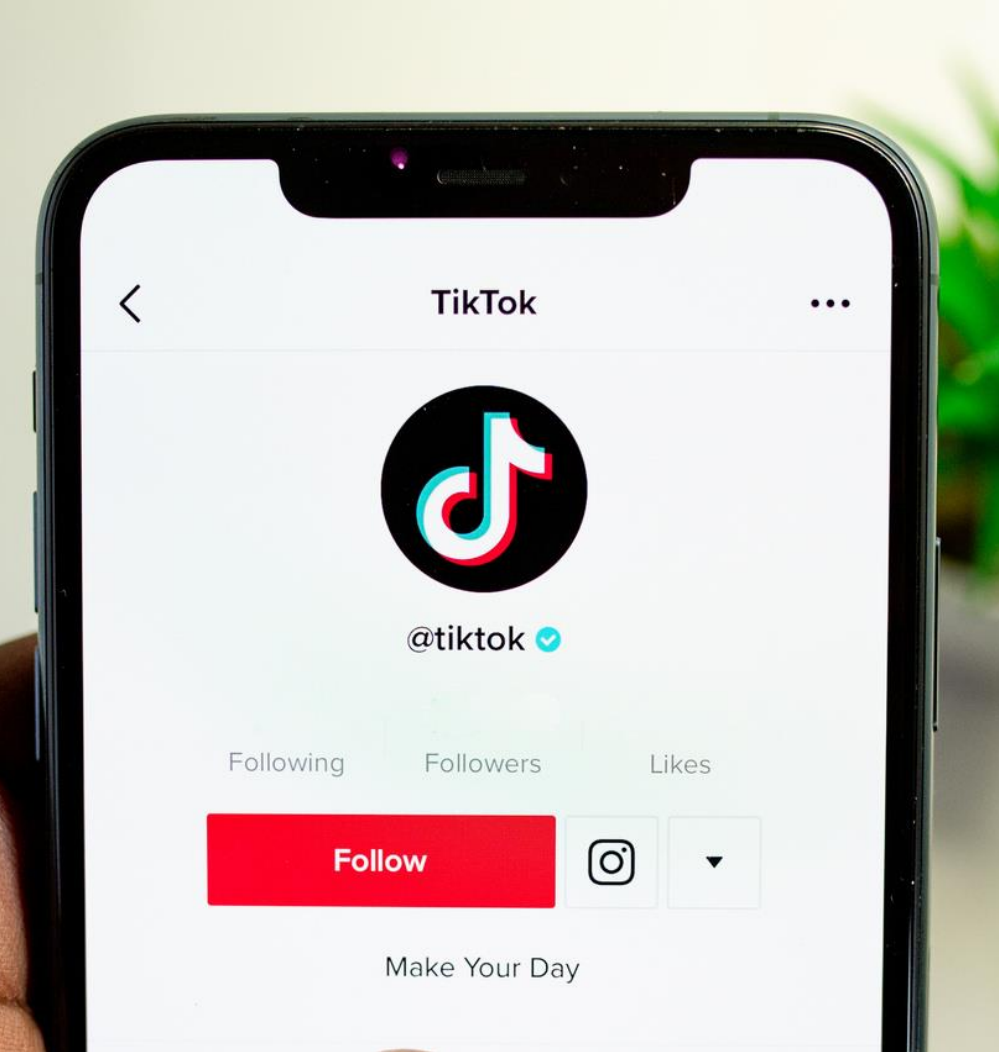
CDC and local hospital stats show we are at an all-time high for depression, self-harm, suicidal ideation.

Data Cost

Meta made \$116 Billion in 2022.

name, age, address, phone numbers, social media accounts, comments, Google searches, Netflix watchlist, kids' names, furry babies, parent's names, place of employment, shopping habits, coffee order, favorite sports team, facial care, route to work, other beverages, contacts lists, politics, demographics, zip codes, education, kid's educational probability, earning potential, types of vehicles, favorite color, TV shows last watched, IP address, type of phone you have, spending potential, hobbies, travel plans, rabbit holes you've fallen down, the toothpaste you prefer, on and on...





Privacy Cost

@username

Attached to all devices logged into

Home Address

Apps like Snapchat share your location down to 20 feet on the planet, down to the minute.

School and Activities listed in Bios

Listing full-names, schools attended, where you practice is an unsafe practice.

Impact of Social Media



Times have changed.

The way young people use their leisure time has fundamentally changed.



Mental Health

Studies show that engaging in more than three hours per day on a handheld device, can lead to:

-
- Lack of exercise
 - Poor mental health outcomes
 - Challenges with Self Image



These two images are not that much different from each other.

Anxiety & Depression

Higher social media use is tied to:

- Feelings of loneliness and isolation
- Lower self-esteem
- Challenges to body image
- Fear of missing out

Anxiety and Depression can also push people to use digital media more as an escape.

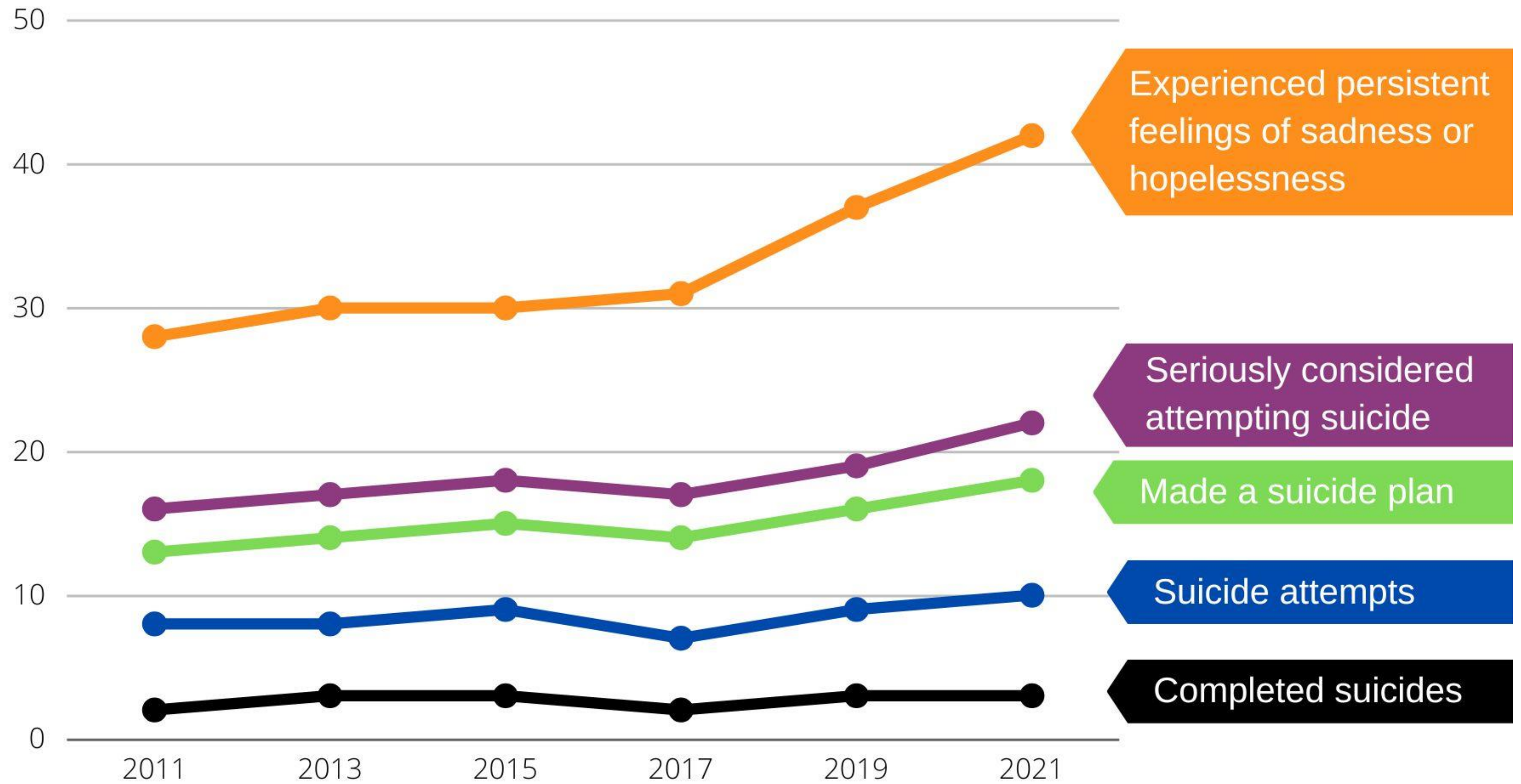




Suicide

- Is the 2nd leading cause of death among people aged 10-14 and the 3rd leading cause of death among 15-24 in the US.
- Since 2021, 42% of high school students felt sad or hopeless almost every day for at least two weeks in a row and stopped doing their usual activities.
- 29% of high school students experienced poor mental health during the past 30 days.
- 22% of high school students seriously considered attempting suicide during the past year.

MENTAL HEALTH AND SUICIDAL IDEATION (2011-2021)



Data courtesy of cdc.gov



Cyberbullying

Associated with depression, anxiety, and suicidal thoughts. At least **23% of US high school students** report that they've been bullied online in the past month.

What makes it worse:

- Can go undetected
- Can be anonymous
- Kids can't escape
- Cyber bullies may or may not experience same consequences as "in person" bullies

How to promote healthy social media usage

How to protect student's physical and digital safety



Username should not be your kid's name.

Nothing personal should be listed in their bios, including their first or last names.



Accounts set to private

Every account should be set to private.



Location services disabled

Turn off locations for each app. Especially Ghost mode on Snapchat.



Teaming with Families to Help Students

How to have **open and honest** family communication about digital devices, applications, and social media while protecting emotional, mental, spiritual, and physical health and well-being.

A

Acknowledge

- Comments, worries, and questions

L

Listen with Intention

- Make eye contact
- Put your device down
- Use words of support

A

Ask questions

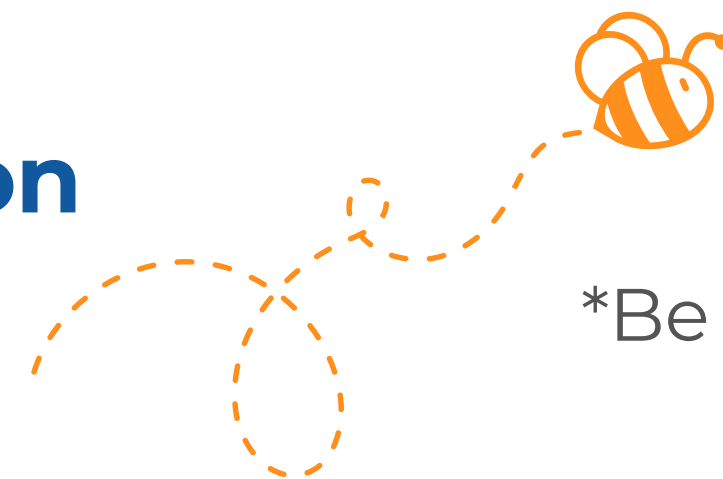
- How did that make you feel?
- How can I support you?
- Are you okay?

S

Support: Action Plan

- Would you like a hug?
- I'm sorry this happened to you
- Take action together

Open, judgment-free communication
is the foundation of a safe digital life.*



*Be an approachable adult

Family Digital Wellness

K – 8th Grade

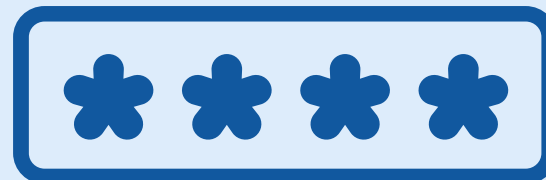


Use screen time or digital wellness tools.

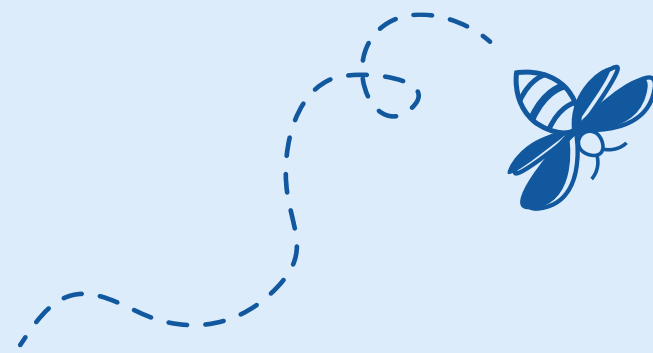


Social media is not for kids. (It's for 13+)

Know all passwords to devices, social media, and gaming accounts and check in on usage.



Keep devices out of bedrooms at night.



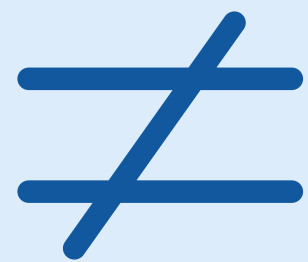
Be an approachable adult.



Limit screen time during the school day, study time, and bedtime.




Be a Brand Mentor for your teen's social media accounts.



Not all social media apps are equal.

Family Digital Wellness

9th – 12th Grade

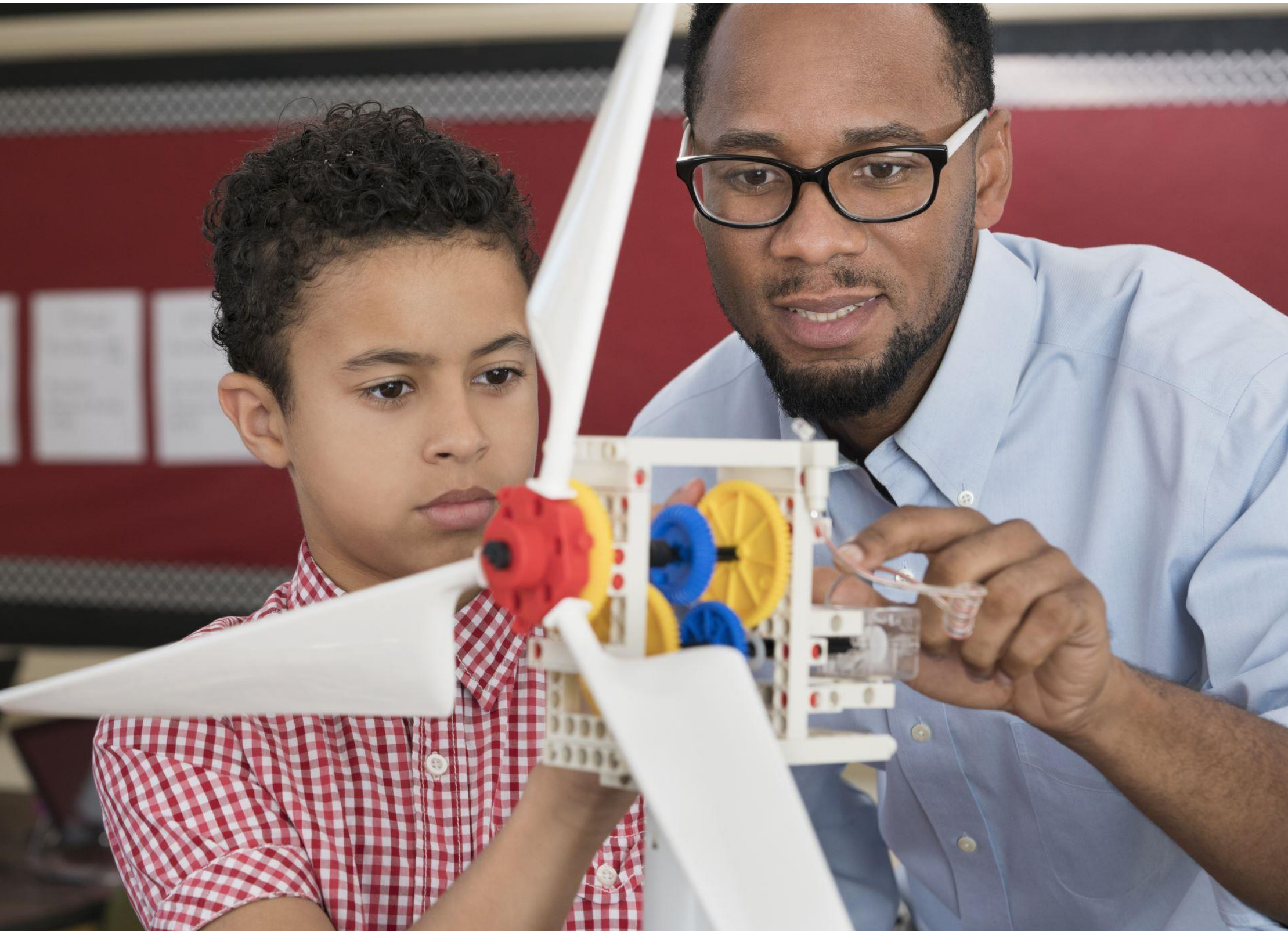
A person is sitting on a light-colored sofa in a living room. In front of them is a wooden coffee table with a notebook, a pen, and a white mug. The scene is dimly lit with a blue tint.

How do we combat constant connection and mental health effects?

Put your device down and breathe.



Helping Our Students Unplug



01

Provide built in stretches/fidget time with no device usage

02

Device-free learning activities.

03

Create healthy balance with devices and allow opportunities to use tech in positive/helpful ways.

Best Practices: Educator Social Media Usage

- **Don't shame or embarrass**
- **Be careful of pictures and video content**
- **Refrain from video-taping/
recording/ taking images
of students**



When Things Go Wrong



Cyberbullying

Associated with depression, anxiety, and suicidal thoughts. After the beginning of COVID-19 lockdowns there was a 70% increase in the amount of bullying/hate speech among teens and children.

What makes it worse:

- Can go undetected
- Can be anonymous
- Kids can't escape
- Cyber bullies may or may not experience same consequences as "in person" bullies

School's Rights

Mahanoy Area School Dist. vs. B.L.

Although public schools may regulate student speech and conduct on campus, the Court's precedents make clear that students do not "shed their constitutional rights to freedom of speech or expression" when they enter campus.

The Court has also recognized that schools may regulate student speech in three circumstances:

- (1) indecent, lewd, or vulgar speech on school grounds,
- (2) speech promoting illicit drug use during a class trip, and
- (3) speech that others may reasonably perceive as "bear[ing] the imprimatur of the school," such as that appearing in a school-sponsored newspaper. - <https://www.oyez.org/cases/2020/20-255>



SG-CSAM

SG-CSAM: Self-Generated Explicit imagery of a child that appears to have been taken by the child in the image. This imagery can result from both consensual or coercive experiences. Kids often refer to consensual experiences as “sexting” or “sharing nudes.”*

*Reference: August 2020, Self-Generated Child Sexual Abuse Material: Attitudes and Experiences



1 in 4 minors
have been asked
and sent nude
images or videos.



SMART GEN SOCIETY

Intervening on SG-CSAM

Never leave the minor alone – flight risk

Have a parent present when possible

Do not use intimidation or pressure to secure a testimony



<http://www.cnn.com/2017/05/26/health/corey-walgren-suicide-illinois-lawsuit-trnd/index.html>



Online Exploitation

What is it?

- Extortion
- Image Exploitation
- Non-consensual sharing of images
- Grooming

Sextortion

What is it?

The process of extorting money, images, or favors by threatening to share or post exposing images or information about that person.

The Steps of Sextortion:



Target the child



Befriend and earn their trust



Introduce nude imagery



Request nude image in return



Demand money, more information, or more images to secure the initial nude image

Things to Remember... (Parents)



It is NEVER the minor's fault if they are exploited online.

Parents are not to blame if their child is exploited or makes a 30-second bad decision.

Open communication and trust are needed to restore digital wellness.

Some Things to Keep in Mind: (Students)



Very difficult to verify someone is who they say they are.



Friends list should reflect those in your circles not strangers.



Teachers, coaches, group leaders, bosses should not be your friends on social media.



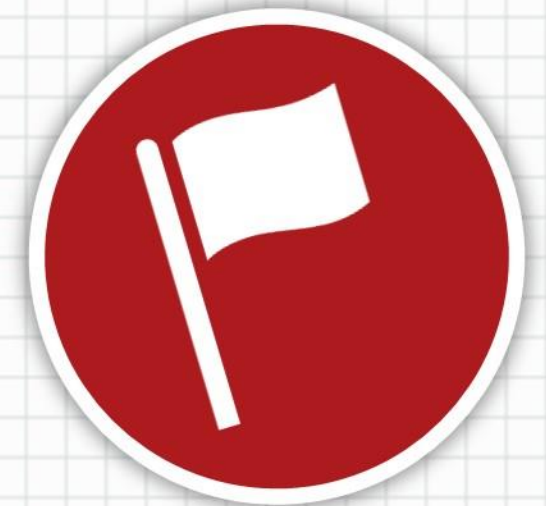
Some apps allow chat even if you're not friends.



There are many dangers when it comes to online dating.

Sound the Alarm! That's a **Red Flag**

- ✘ Sends inappropriate pictures
- ✘ Wants to talk to you about sex
- ✘ Asks for pictures of you
- ✘ Tries to meet in real life
- ✘ Wants to follow all of your profiles
- ✘ Asks lots of personal questions
- ✘ Gets mad at you if you're not online
- ✘ You start feeling like this new online friend is the only person who cares about you



What to do

if you or someone you know
is being exploited:



Take a pic of this slide!

- 1 Do not delete the account or messages.
- 2 Do not tip off the predator.
- 3 Put the device in airplane mode.
- 4 Tell a trusted adult.
- 5 Contact SGS or FBI.

Low Self-Esteem

Digital Addiction

Digital
Dependency

Social Media Crisis?



Website
Scan to submit a
form to our digital
wellness page

We can help.

Sleep Deprivation

Digital Exploitation

Intervention
Consulting

Conflict
Resolution

Crisis
Roadmapping

FOCUS
Lack of
Focus

Hate
Speech

Harassment

Our digital wellness experts and trained mediators can help you prevent or manage a digital media crisis.



Smart GEN Society

Cyberbullying

Sextortion

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Community Education Partner



NCMEC Resources

Take it down

takeitdown.ncmec.org

NetSmartz and KidSmartz

Cyber Tipline

report.cybertip.org



In 2022, NCMEC's CyberTipline received more than 32 million reports of suspected child sexual exploitation.



Questions/Comments?



Smart GEN Society



smartgensociety.org



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Thank you to
our partners!

