• The third full week of October is Kentucky Safe Schools Week!

• Schools across Kentucky focus on school safety issues in classrooms, in their schools and in their communities.
This year’s theme is “Our Safety Story!”

Every school has its own cast of characters weaving the fabric of its own Safety Story.

Our schools are composed of students/staff who are a host of likely characters with a variety of interests and talents. We ask that you join us across Kentucky, each and every school, as we embrace unity, kindness and empathy to enhance “Our Safety Story”
Before we begin let’s take a look at the virtual world of the Internet.
• The speed.
• The value added.
• The information on demand.
• The communication on demand with volumes of people at once.
• The search capabilities.
• Let’s see the massiveness of it…
Americans have access to:

- 1,000,000,000,000 web pages
- 65,000 iPhone apps
- 10,500 radio stations
- 5,500 magazines
- 200+ cable tv networks
The number of text messages sent and received every day exceeds the total population of the planet.
There are over 2.7 billion searches performed on Google each month.
Facebook tops Google for weekly traffic in the U.S.
If Facebook were a country, it’d be the world’s 3rd largest.
EVERY MINUTE
24 Hours of Video
are uploaded to YouTube
YouTube is the 2nd largest search engine in the world
69% of parents are “friends” with their children on social media

John Doe is now friends with John Doe Jr.
2 hours ago · Like · Comment
1 out of 8 couples married in the U.S. last year met online
The number of unique visitors

get every month, collectively.

10 MILLION
The number of unique visitors
get every month, collectively.

250 MILLION
The number of unique visitors get every month, collectively.

None of these sites existed 6 years ago.
POP QUIZ!

How many text messages does the average American teen send each month?

584?
1,150?
1,612?
POP QUIZ!

How many text messages does the average American teen send each month?
Brady James of Los Angeles, California sent 217,541 text messages in March 2009.
90% of the 200 billion emails sent every day are spam.
The mobile device will be the world’s primary connection tool to the Internet in 2020.
Yes, the online world is exciting filled with opportunities and power. To navigate the Internet well for multiple uses including communication it takes…

– Skill…
– Cunning…
– And impulse control…
Surf Smart

• How do we **navigate** in the virtual world today?
  - Text/sharing Multimedia
  - Social Networking
  - E-mail
  - Instant Message
  - Gaming
  - Download Music/Movies
  - Homework
  - Shopping
Surf Smart

Cyber Communication

- **Devices**
  - Cell phones
  - Laptops
  - Tablets
  - Computers

- **Forms**
  - Texting
  - Blogs
  - Social Networking
  - Gaming
  - Instant Messages
  - Online Videos
  - Share Photos
  - Face to Face
The Cyber community parallels our physical community.

Appropriate and inappropriate places exist in both.

All ages must assess and evaluate online content.

Potential for bullying existed with any two-way communication.
Cyber bullying Defined

"Cyber bullying is when someone repeatedly harasses, mistreats, or makes fun of another person online or while using cell phones or other electronic devices."

Cyber bullying, which is sometimes referred to as online social cruelty or electronic bullying, can involve:

- Sending mean, vulgar, or threatening messages or images;
- Posting sensitive, private information about another person;
- Pretending to be someone else in order to make that person look bad;
- Intentionally excluding someone from an online group.
Once adults become involved, it is plain and simple cyber-harassment or cyberstalking.

Adult cyber-harassment or cyberstalking is NEVER called cyber bullying.

Megan Meier

Young girl from St. Louis with a sad cyber bullying story. It can be found on YouTube.
Why?

- anger
- revenge
- frustration
- entertainment
- because they are bored
- too many tech toys
- Overwhelmingly they say “It is a Joke”
- Encouraged by friends
- It is anonymous (feel powerful)
- Promote own social status
- Misunderstood e-mail
In a recent study of students in grades 6-8, girls were about twice as likely as boys to be victims and perpetrators of cyber bullying.

Of those students who had been cyber bullied relatively frequently (at least twice in the last couple of months):

- 62% said that they had been cyber bullied by another student at school, and 46% had been cyber bullied by a friend.
- 55% didn't know who had cyber bullied them.

Of those students who admitted cyber bullying others relatively frequently:

- 60% had cyber bullied another student at school, and 56% had cyber bullied a friend.
Ad Council - The Kitchen

- The Kitchen - writing prompts
What to do if you are Cyber bullied

– Tell a trusted adult.
– Don’t open messages from people you don't know.
– Don’t open or read messages from cyber bullies.
– Don’t react to the bully.
– If it is at school, tell a trusted adult at school.
– Don’t erase the message or images.
– Block the bully.
– Report cyber bullying to ISP’s.
– If you are threatened, inform the police.
Prevent Being Cyber bullied

– Don't give out private information such as passwords or PINs.
– Use netiquette. Be polite online and other tend to do so.
– Ignore anyone who gets angry online.
– When something doesn't seem just right. Leave the site or chat room.

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Ad Council-
Everybody Knows Your Name

- Everyone Knows Your Name
  --writing prompts
How to Prevent being a Cyber bully

– Don't email when you are angry.
– Don’t put “questionable” photos of yourself on social network sites.
– Don't email with friends and target someone for entertainment.
– Don't forward an email that someone sent as a private message.
– Don’t post “questionable” pictures of others on your social network sites.
– Think first… would you say this to someone face-to-face, if not don’t text or email it.
Bulletin Board - writing prompts
Warning Signs Your Friend May be a Victim

– Unexpectedly stops using the computer.
– Appears nervous or jumpy when an IM or Email appears.
– Appears uneasy about going to school or outside in general.
– Appears to be angry, depressed, or frustrated after using the computer.
– Becomes abnormally withdrawn from usual friends and family members.
Warning Signs of a Cyber bully

- Quickly switches screens or closes programs when you walk by.
- Uses the computer at all hours of the night.
- Gets unusually upset if he or she cannot use the computer.
- Laughing excessively while using the computer.
- Avoids discussions about what they are doing on the computer.
- Is using multiple online accounts, or an account that is not their own.
• Don’t be reluctant to report cyber bullying.
• Don’t believe that some “bullying” behaviors online happens to just about everyone to some degree.
• That it is no big deal--just ignore it.
• Bullies often think everyone “does it” and victims should just “get over it.”
If known or suspected cyber bullying involves acts such as:

- Threats of violence
- Extortion
- Obscene or harassing phone calls or text messages
- Harassment, stalking, or hate crimes
- Child pornography
When Should Students Tell at School?

- They are really upset and not sure what to do. (A child can always tell at school)
- The cyber bullying could be a crime.
- Any cyber bullying is or might be conducted through the Internet or on a cell phone at school.
- The cyber bully is bullying other students who may be more vulnerable.
Cyber bullying Can Be Life Changing

Remember… long-term effects of cyber bullying include:

– Poor academic performance.
– Anxiety and loss of interest in socializing.
– Aggression or violence toward others.
– Depression and suicidal thoughts.
Kristina Calco

Kristina took her own life on a blustery snowy day after battling bullying and severe depression for years...

...Her 16th birthday was only weeks away.
http://www.ryanpatrickhalligan.org/

Watch Ryan’s story...
Resources

- www.youtube.com: Did You Know?
- https://cyberbullying.org/research
- http://www.adcouncil.org
- www.cyberbullying.org
- www.stopbullyingnow.hrsa.gov
- www.isafe.org
- http://www.netsmartz.org/
- http://education.ky.gov
- www.youtube.com
- http://www.kysafeschools.org
- http://www.ryanpatrickhalligan.org/