

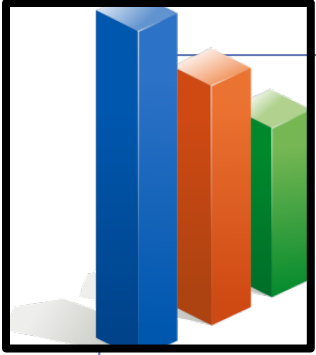
Tags to Texts: Helping Youth Navigate Digital Media Positively

August 20, 2015
3:00 p.m.—4:30 p.m. ET

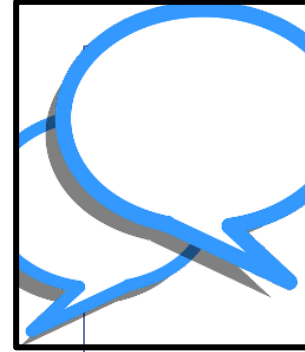


U.S. Department of Health and Human Services
Administration for Children, Youth and Families
Family and Youth Services Bureau
Personal Responsibility Education Program (PREP)

Webinar Functions



Polls



Chat



Whiteboard

Agenda

- Introduction
- Teen Social Media Use: Who Is Using What
- Your Digital Footprint: How to Navigate Social Media Responsibly
- Creating a Social Media Policy
- Lessons from the Field
- Resources and Wrap-Up

Learning Objectives

At the conclusion of this Webinar, attendees will be able to do the following:

- Describe three benefits and three challenges of engaging youth through digital media.
- Make an informed decision about whether to implement a digital media policy and, if so, how to do so.
- Share resources and strategies with colleagues and youth that will help improve digital media safety and literacy.

Speakers



Kate Meroski,
Communications Manager,
The National Campaign to
Prevent Teen and
Unplanned Pregnancy



Kennon Jackson, Jr.
Director, BrdsNBz National
Text Line System
SHIFT NC



Brittany Schwartz,
Program Coordinator
Smart Girls kNOW
Cabarrus Health Alliance

What Does It All Mean?

- **Digital footprint** is the mark left behind by users via digital services or tools.
- **Digital legacy** is all of your accounts, blogs, social networking identities, and digital files left online when you die.
- **Digital media** is any media that are encoded in a machine-readable format; digital media is a broad category under which social media lives. Other forms of communication—like texting—also fall into this umbrella.
- **Social media** is a group of Internet-based applications that allow the creation and exchange of user-generated content. This includes Twitter, Facebook, Snapchat, etc.

Poll Question

Generally, I think teenagers conduct themselves positively and responsibly on social media.

- A. Strongly agree
- B. Somewhat agree
- C. Somewhat disagree
- D. Strongly disagree

Youth on Social Media



According to the Pew Research Center:

- **92%** of teens 13–17 report going online daily.
- **24%** of teens report being online “almost constantly.”
- Nearly **75%** of teens report having access to a smartphone.



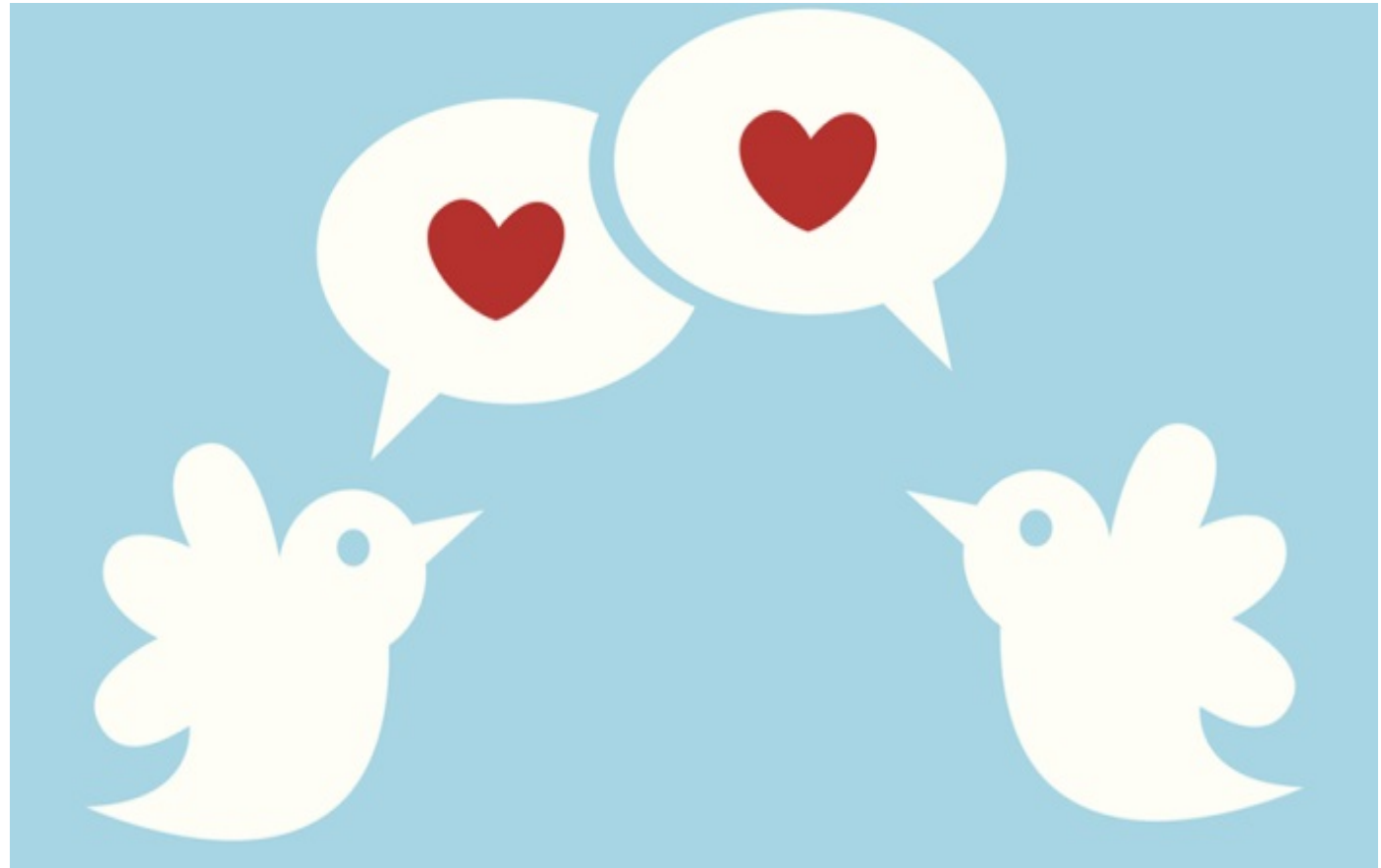
Of the **76%** of teens who report using social media:

- Facebook was the site they used most frequently (**41%**).
- Instagram (**20%**) and Snapchat (**11%**) were next most frequently used social media sites.
- The average teen has 145 Facebook friends and 150 Instagram followers.
- More than half (**52%**) of teens report using Instagram to share photos and videos.
- Girls are more likely to use Instagram than boys (**61% to 44%**).
- About **41%** of teens use Snapchat to share images and videos.



Tools for Leaving a Clean Digital Footprint

- Teach by Example
- Lessons in Appropriate Use
- Activities and Exercises



Teach by Example: Setting Boundaries



- What are you sharing on your channels?
- How private are your accounts?
- Do you want your colleagues or the youth you serve to see your social media feeds?

Teach by Example: Unsafe Content

Consider the values of your organization and the role that your teens play by participating. Is there anything in their private social media behavior that would warrant organizational action? Things like:

- evidence of drinking, nudity, or fighting;
- cyberbullying; or
- sexually explicit behavior.

Establish and communicate what you expect of them in clear terms and make sure they understand what is expected of them.

Lessons in Appropriate Use: Spelling and Grammar

None of my clothes r faltering rite now. :-(

Like · Comment · Share · Yesterday at 12:40pm via mobile ·

5 people like this.



Huffington Post @HuffingtonPost

30 May 12

Romney campaign misspells "America": huff.to/JN1rx7

Followed by Marie Sirois and 2 others

[Collapse](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

Romney Campaign Makes Embarrassing Typo

By Tim Stenovec @timsteno

There's America, and there's Mitt Romney's "Amercia." Twitter was ablaze with commentary on Tuesday evening and Wednesday morning after it came to light that the Romney campaign's newly released app,...



[HuffPost Politics](#) @HuffPostPol · Follow

Lessons in Appropriate Use: Hashtag-Jacking



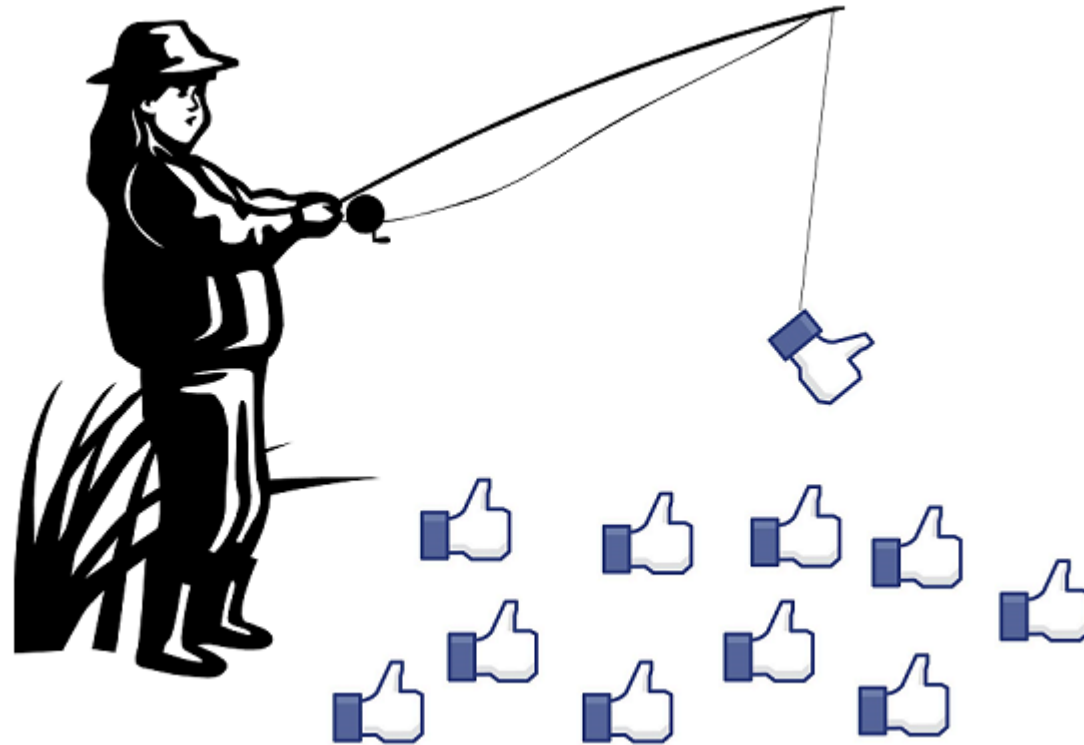
Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at <http://bit.ly/KCairo> -KC

5 hours ago via Twitter for BlackBerry® ☆ Favorite ↺ Retweet ↻ Reply

Retweeted by Kingfox and 98 others



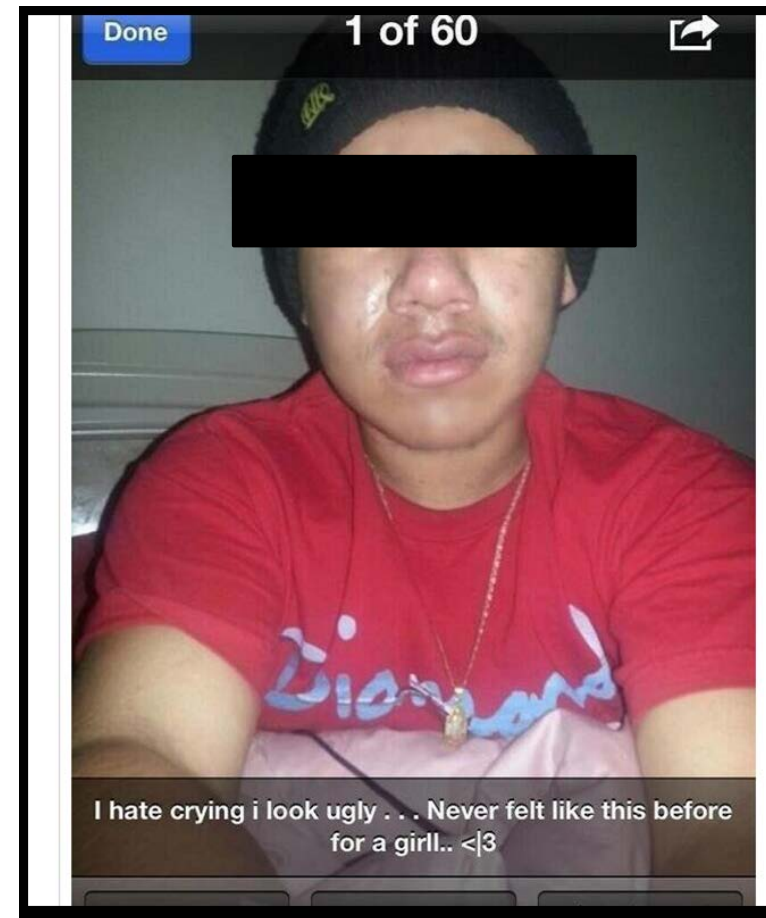
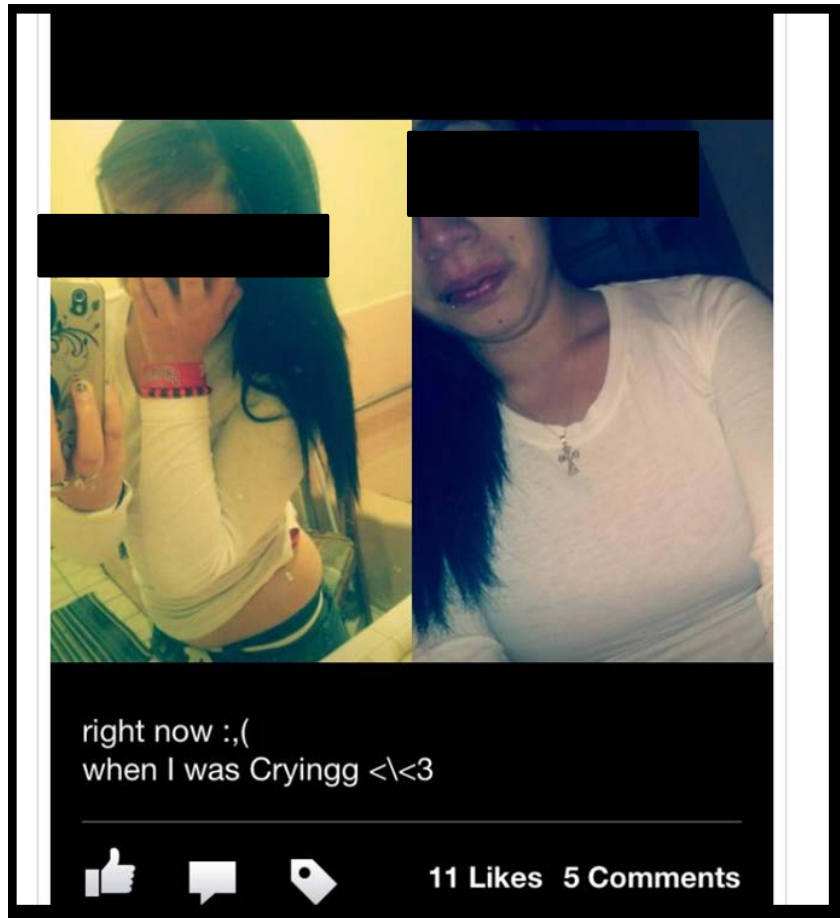
Lessons in Appropriate Use: Fishing for Likes



Lessons in Appropriate Use: Sexting



Lessons in Appropriate Use: Think Before You Post



Lessons in Appropriate Use: Avoid Threats & Fighting



Lessons in Appropriate Use: Consider Context



Lessons in Appropriate Use: Realize that It Is All Public

this ivey application makes me want to projectile vomit into the head of admission's mouth

 **The Ivey HBA Program**
@IveyHBA

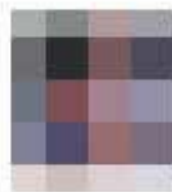
Duly noted.

1/15/2014, 10:04 AM

14 RETWEETS 38 FAVORITES



@IveyHBA I take it back omg (accept me pls)



Taylor

I HATE MY BOSS


Like · Comment · 5 hours ago near Lucia · 



like this.



Lizzy Dido

5 hours ago via mobile · Like ·  1



Jeremy You do realize we're friends on fbook right?

about an hour ago via mobile · Unlike ·  1

lamebook.com

Lessons in Appropriate Use: Be Mindful of Accounts



Ryan found two more 4 bottle packs of Dogfish Head's Midas Touch beer.... when we drink we do it right [#gettngslizzerd](#)

HootSuite • 2/15/11 11:24 PM



Lessons in Appropriate Use: Check Your Sources



A

.. I give up. Your songs officially carry no more weight. 4th guy in less than 6 months. That's a record.



Taylor Swift Now Dating Senator Joseph McCarthy

www.theonion.com

APPLETON, WI—Weeks after stepping out in London with musician Tom Odell, sources confirmed that country crooner Taylor Swift has split with the British heartthrob and is now dating U.S.

Like · Comment · Share · 33 minutes ago ·



N

I really hope u realize this is fake.... This dude died 50 years ago

3 minutes ago via mobile · Like



A

oh ok thank god, because I was going to seriously throw out the cd's in the bin lol

about a minute ago · Like

To Review

Teens can maintain a positive, respectful social media presence by taking the following steps:

- Follow basic rules of spelling and grammar.
- Consider the potential sensitivity of content, location, and context in posts.
- Resist posting when emotions are high.
- Avoid cruel, inflammatory, or personal attacks against others.
- Confirm the general accuracy of facts before sharing.
- Remember that everything is public.
- Be mindful of accounts from which you are posting.

A Word About Security Settings

Although more and more social media platforms market themselves as private (like Snapchat), there is no guarantee that your content will not fall into the wrong hands.

Remember that the core principle of social media is that it is *social*—once you hit send, assume that anyone and everyone can see your post.

How We Can Help

- Clearly establish expectations.
- Train youth and staff.
- Encourage discussion about social media norms in high school community vs. within your organization.
- Lead by example.
- Practice with group activities.

Activities and Exercises: Twitter Mad Libs

1. Your best friend is throwing a HUGE party on Saturday night...her parents are out of town and have been known to stock their fridge with some amazing drink options. You definitely need to let everyone know about your plans for this weekend.

GOOD:

Saturday night is going to be _____!! I cannot

wait to _____ and

_____. I'm going to

_____ on Sunday.

BAD:

Saturday night is going to be _____!! I cannot

wait to _____ and

_____. I'm going to

_____ on Sunday.

White Board

Poll Question

Do you currently have a social or digital media policy?

- A. Yes, it's great!
- B. Yes, but it's outdated.
- C. We have informal policies, but nothing is official.
- D. No, we have nothing formal or informal.
- E. Other (please explain).

Creating a Digital Media Policy

- Consider the Pros and Cons
- Your Organization
 - Why do you need a policy?
 - What and who does it cover?
- Crafting the Policy
- Examples



Pros

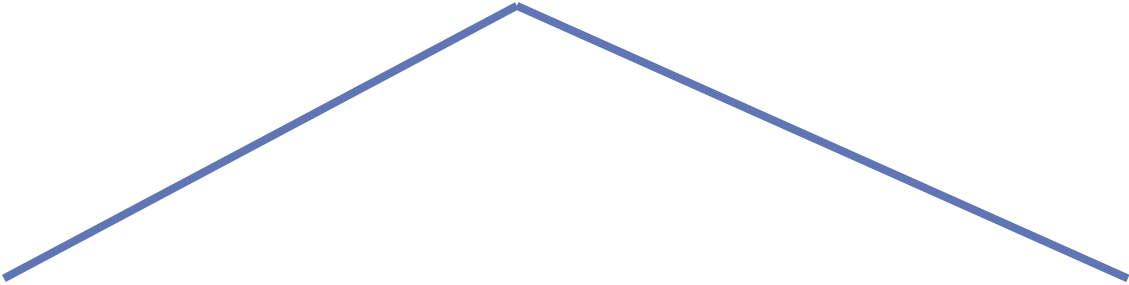
- A written policy gives clear guidance to employees.
- A written policy demonstrates consequences and guards against future liability.
- A written policy can actually encourage a better public face of the organization (if employees are allowed to talk about your good work, you cast a wider net in the community).

Cons

- A written policy can miss details—anything not specifically included in the policy could be considered fair game.
- A written policy must be kept up to date; something that isn't regularly updated will be useless.
- A written policy could constrain employees and keep them from fully embracing your organization/brand.

Ask Yourself

Does our organization need a digital media policy?



Formal Policy:
Organizational
Control & Oversight

Informal Policy:
Employee
Discretion & Thoughtfulness

If You Do Need One...



Now What?

So you are going to make a
digital media policy.

Consider the following.

Your Organization's Mission

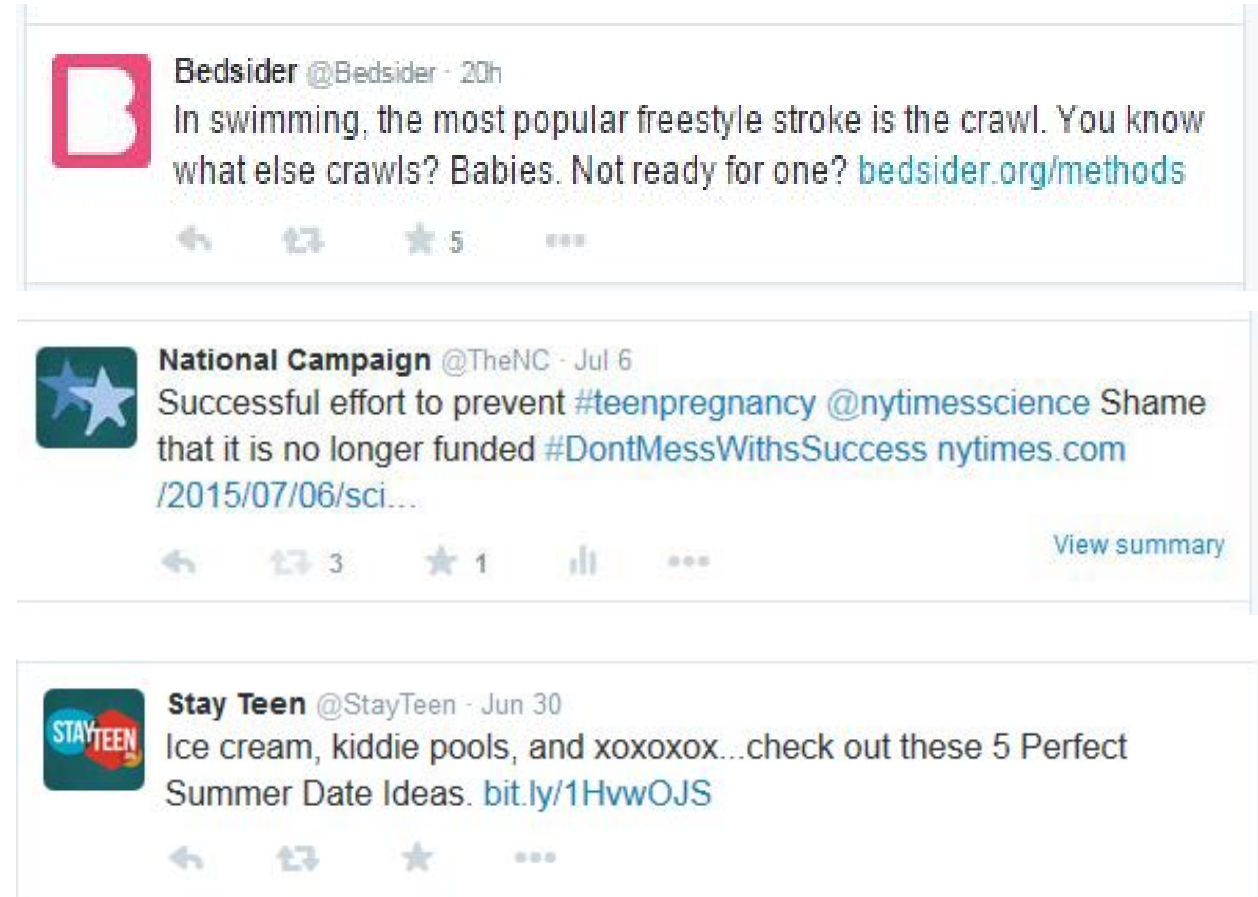


idea → plan → action

**Mission possible:
Social Media Policy**

Your Organization's Style Guide

- Review your organizational style guide with staff.
- Demonstrate what works and what does not.
- Consider different tones for different feeds.



Roles and Responsibilities

- Who manages your corporate social or digital media?
- Who is considered an organizational spokesperson?
- Who is allowed to make decisions about what is and is not OK to send out via social or digital media?

Response Strategy

 **Ryan Michael Lazo** @RMLazo13 2h
Nothing better than having a delayed flight. Sarcasm at it's finest. Please get me home soon, #jetBlue
[Details](#)

 **JetBlue Airways** @JetBlue 1h
@RMLazo13 Please send us your flight number and we'll try to get an update for you.
[Details](#)

 **Ryan Michael Lazo** @RMLazo13 [Follow](#)
@JetBlue The flight No. Is 2201. I believe the plane is still in New York as we speak.
[Reply](#) [Retweet](#) [Favorite](#) [More](#)
9:09 AM - 1 Jul 13

Reply to @RMLazo13 @JetBlue

 **JetBlue Airways** @JetBlue 1h
@RMLazo13 Your flight is currently scheduled to leave at 11 am. Hang in there. We'll have you on your way as soon as possible.
[Details](#)

JetBlue assisting a frustrated customer.

 **Susan Young** @susandyoung 30 Jun
@Seamless I can't load your site right now. Having server troubles?

 **Seamless** @Seamless [Follow](#)
@susandyoung Everything looks good on our end. Are you getting an error message?
4:46 PM - 30 Jun 2013

[Reply](#) [Retweet](#) [Favorite](#)

Best Practices and Consequences

- Highlight lessons learned.
- Create a growing list of best practices.
- Outline the consequences for violating the policy.
- Vet the policy with legal representation or other experts.
- Share the policy with staff, including interns and volunteers.
- Consider adding an acceptance and compliance agreement.

The Good Guys

- Adidas

<http://blog.adidas-group.com/wp-content/uploads/2011/06/adidas-Group-Social-Media-Guidelines1.pdf>

- Associated Press

http://www.ap.org/Images/Social-Media-Guidelines-7-24-2012_tcm28-8378.pdf

- Coca-Cola

<http://assets.coca-colacompany.com/3f/33/9099818649d09dd1c638643c394b/social-media-principles-english.pdf>

- Social Media Governance Social Media Policy Database

<http://socialmediagovernance.com/policies/>

ANY
QUESTIONS
?

Lessons from the Field



Moderator: Jennifer Driver

Manager, State Support, The
National Campaign to Prevent
Teen and Unplanned Pregnancy



Kennon Jackson, Jr.
Director, BrdsNBz National
Text Line System
SHIFT NC



Brittany Schwartz,
Program Coordinator
Smart Girls kNOw
Cabarrus Health Alliance

Youth and Technology

- Adolescents have sexual health questions they will not ask in person to health educators, family, or other trusted adults.
- Text message services are a new resource for providing medically accurate and up-to-date information about adolescent sexual health and related topics.
- Teens indicate that texting is a good way to reach them.
 - “I’d rather have a conversation with my best friend on text than talk to her on the phone ANY day of the week. She can always text me, but she can’t always talk.”
(Focus group participant, SHIFT NC)



Types of Text Messaging Services

- SMS blasts: persuasive messages sent on specific timelines
- Keyword response: text questions to receive specific information
- Two-way text messaging: text questions sent directly to a health educator or “live person” (BrdsNBz National Model)



BrdsNBz National: Background

- BrdsNBz was created in 2009.
 - It was developed by Sexual Health Initiatives For Teens (SHIFT NC), formerly known as Adolescent Pregnancy Prevention Campaign of North Carolina.
- 2009 *New York Times* article: “When the Cellphone Teaches Sex Education”
- Covered by other national media outlets, including CNN, Fox News, *Family Circle* magazine, National Clearinghouse on Family and Youth, and peer-reviewed journal articles



BrdsNBz National: Procedure

- Adolescents submit questions about sexual health or related topics anonymously via text message.
- Questions are answered by certified health educators with a combined 60+ of years of experience.
- Answers to text message questions are personalized, medically accurate, and up to date.



BrdsNBz National: Policies

- Acknowledge every text message question submitted.
- Do not answer questions about “sexual technique.”
- Answer questions about sexual health and related topics, including information, resources, referrals, etc.



BrdsNBz National: Policies



- Answer questions in a nonjudgmental fashion.
- Focus on prevention.
- Use resources and referrals for intervention.
- “Regroup” for questions that are moral- or value-laden.



BrdsNBz National: Question Types

- Initially, questions were about general sexual health.
 - 1,351 messages were sent to the text service from March 2009 through December 2011.
- The most popular domains during this time were
 - contraception,
 - development,
 - pregnancy,
 - sex acts, and
 - STI/STDs.



BrdsNBz National: Question Types

- Secondly, questions were about general sexual health *and* related topics.
 - 1,562 messages were sent to the text service from January 2013 through December 2013.
- The most popular topic areas between during this time were
 - advice,
 - development,
 - pregnancy,
 - contraception,
 - information,
 - relationships,
 - sex, and
 - STI/STDs.



BrdsNBz National: Logistics

- Provide a greeting.
- Acknowledge the text message question.
- Address the primary issue in the text message question.
- Connect question-and-answer with a parent or another trusted adult.



BrdsNBz National: Health Education Team

- Team members have a combined 60+ years of experience in public health and/or adolescent sexual health.
- Team members have graduate degrees in public health, social work, and public policy.
- Team members are trained in evidence-based teen pregnancy curricula (e.g., Making Proud Choices, ¡Cuídate!, BART, Be Proud! Be Responsible!, Smart Girls).
- Resource and referral guides.

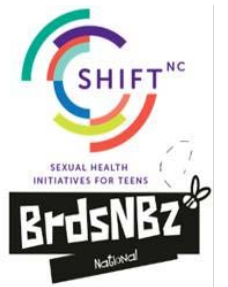


BrdsNBz National: Special Considerations for Youth



Consider the following:

- the Child Online Privacy Protection Act (COPPA),
- the “opt-in” factor, and
- “red-flag protocol” questions.



ANY
QUESTIONS
?

Smart Girls kNOw: Using Mentors In Cabarrus County

- Smart Girls kNOw is a teen pregnancy prevention initiative in Cabarrus County.
- The program reached approximately 250 middle school participants across 9 community sites.
- Smart Girls kNOw utilized 1 college mentor at each site for the duration of the 10-week program.
- The program has a rigorous application and screening process.



Smart Girls kNOw: Trainings/Resources Available to Mentors

- Smart Girls Life Skills curriculum
- Kickoff training
 - Diversity and inclusivity
 - Social media presence
- FYSB Webinars
 - Toolkit to incorporate adolescent relationship abuse prevention
 - Using social media to reach participants
 - Motivational interviewing
 - Encouraging parent-child communication

Smart Girls kNOw: Digital Media Presence and Influence on Mentees

- 90% of teens are using online services, including social media.
- 51% of youth mentoring programs have a media policy.
- Ensure **appropriate** relationship-building among mentees.
 - Clearly define the mentor's role.
- Ensure that policy objectives align with program objectives.



What to Consider When Creating a Media Policy

- What is the purpose of digital media communication between mentor and mentee?
- What information needs to be covered in trainings?
- What guidelines should be set for your audience?



What to Consider When Creating a Media Policy

What is the purpose of digital media communication between mentor and mentee?

Logistics

Socializing

Check-ins

In-depth
conversations

Private
thoughts/
emotions

Academic
support

What to Consider When Creating a Media Policy

What information needs to be covered in trainings?

Privacy and
security

Relationships
and
communication

Self-image
and identity

Digital
footprint

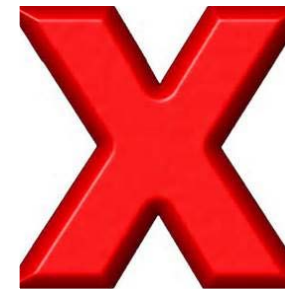
What to Consider When Creating a Media Policy

What guidelines should be set for your audience?



Appropriate

- IM
- E-mail
- Text messaging



Discouraged

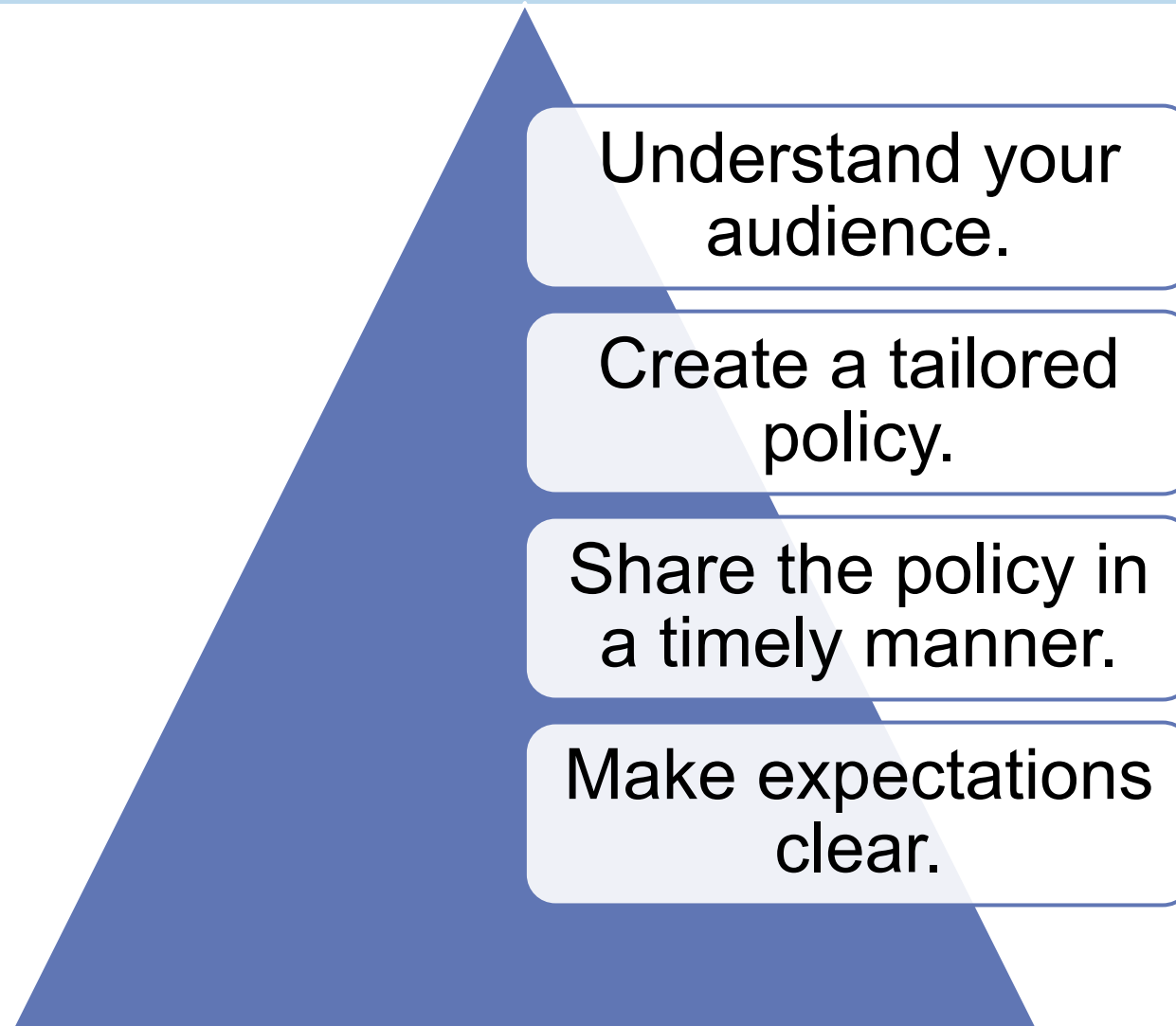
- Facebook
- Instagram
- Twitter
- Vine

Implications of a Digital Media Policy on Programming

Consider future implications of digital media policy and peer mentoring.

- When does your policy expire for mentors?
- What kind of relationship do you support among mentors and mentees beyond the program?
- Will the audience of the digital media policy be changing?
- How can the policy be adapted to sustain efforts?

Recommendations for Successful Policy Use



ANY
QUESTIONS
?

Contact Information

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Kennon Jackson, Jr.—Director, BrdsNBz National Text Line System, SHIFT NC

kjackson@shiftnc.org

910-920-7211

<http://bit.ly/1Sb8xbI>

Brittany Schwartz—Program Coordinator, Smart Girls kNOw, Cabarrus Health Alliance

Brittany.Schwartz@cabarrushealth.org

704-920-1214

This Webinar is available on the Communities of Practice Website: <https://prep.rti.org/>. Questions about this Webinar and topic can be sent to PREPTA@rti.org.

Resources

Good Social Media Policies

- Adidas: <http://blog.adidas-group.com/wp-content/uploads/2011/06/adidas-Group-Social-Media-Guidelines1.pdf>
- Associated Press: http://www.ap.org/Images/Social-Media-Guidelines-7-24-2012_tcm28-8378.pdf
- Coca-Cola: <http://assets.coca-colacompany.com/3f/33/9099818649d09dd1c638643c394b/social-media-principles-english.pdf>
- Social Media Governance Social Media Policy Database:
<http://socialmediagovernance.com/policies/>

Cyberbullying Resources

- Cyberbullying Research Center:
<http://cyberbullying.us>
- National Crime Prevention Council—Cyberbullying:
www.ncpc.org
- StopBullying.gov:
www.stopbullying.gov/cyberbullying/

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- Please complete the following evaluation related to your experience with today's Webinar.

<https://www.surveymonkey.com/r/ZP7TFQC>

- If you attended the Webinar with other team members, please share the link and complete the evaluation separately.

