



Social Media Safety

Presented by:

Division of Capitol Police

www.dcp.virginia.gov





Who has a ...



What is it?



Social Media

Social Media is a way to transmit or share information with a broad audience. It's a system that disseminates information 'to' others.

Social Networking

Social Networking is an act of engagement. Groups of people with common interests, or like-minds, associates together on social networking sites and build relationships through community. Communication is two-way.



Benefits to Social Media

- Personal Development – Self-expression
- Staying connected with family and friends
- Networking – Connect with others who share your same passion, hobbies, interest, etc.
- Information Sharing
- Staying up-to-date with organization, club activities, events, etc.
- Job Opportunities
- Business – Advertising, branding, recruitment, customer interaction, marketing





PINTEREST

SOCIAL SITE THAT IS ALL ABOUT **DISCOVERY**

LARGEST OPPORTUNITIES



USERS ARE:

17% MALE

83% FEMALE

20 MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO **140 CHARACTERS**

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS

HAPPEN EVERY SECOND

241 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS **1+ BILLION** USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE **1 MILLION LINKS** EVERY 20 MINUTES

1+ BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND **PICTURES** AND NOW **15 SECOND VIDEOS**

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF

HASHTAGS

AND POSTING

PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS **NATIONAL GEOGRAPHIC**

200 MILLION ACTIVE USERS



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR **BRANDS AND USERS** TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A **GOOD FIT** WITH A GREAT FOLLOWING

25-35 YEAR OLDS ARE THE MOST ACTIVE

540 MILLION ACTIVE USERS



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE **CORPORATE BRANDS** GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO **NETWORK & CONNECT**



POWERS 50% OF THE WORLD'S HIRES

300 MILLION USERS

Cons to Social Media

- No Face to Face Connection
- Cyberbullying & Crimes Against Children
- Personal Risks – Fraud, Identity Theft, Stalking
- Computer Security – Hacking, Scams
- Catfish
- Time Consuming
- Invasion of Privacy
- Business – Negative Comments
- Miscommunication
- News vs. “News”





Did You Know?

51% OF teens report to have done *at least one of the following* with someone they do **NOT** know personally:

- mentioned the **city or town** where they live 
- shared their **first and last names** 
- mentioned the **school** they go to 
- or shared their **phone number** 

-Boys and Girls Club of America



BURGLARY

78% OF BURGLARS HAVE **ADMITTED** THEY USE FACEBOOK, TWITTER, FOURSQUARE, AND GOOGLE STREET VIEW TO SELECT **VICTIMS'** PROPERTIES

54% OF BURGLARS SAY THAT POSTING STATUS AND WHEREABOUTS ON SOCIAL MEDIA IS THE MOST COMMON **MISTAKE** MADE BY HOMEOWNERS

-Social Media Today

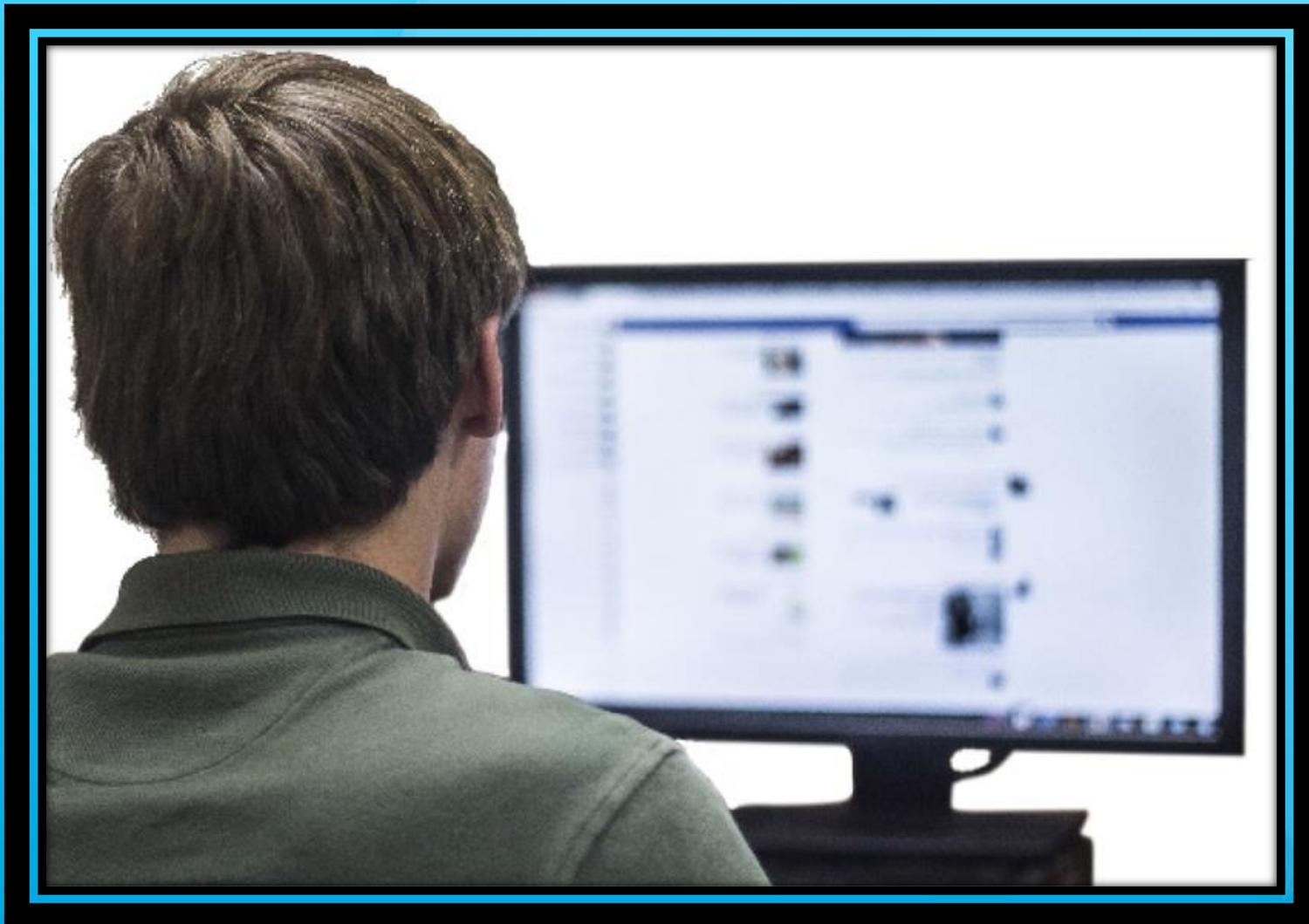


1 in 10 young job seekers have lost a job opportunity because of their social media profiles.

-On Device Research



Dangers of Social Media



Four Major Dangers of Social Networking

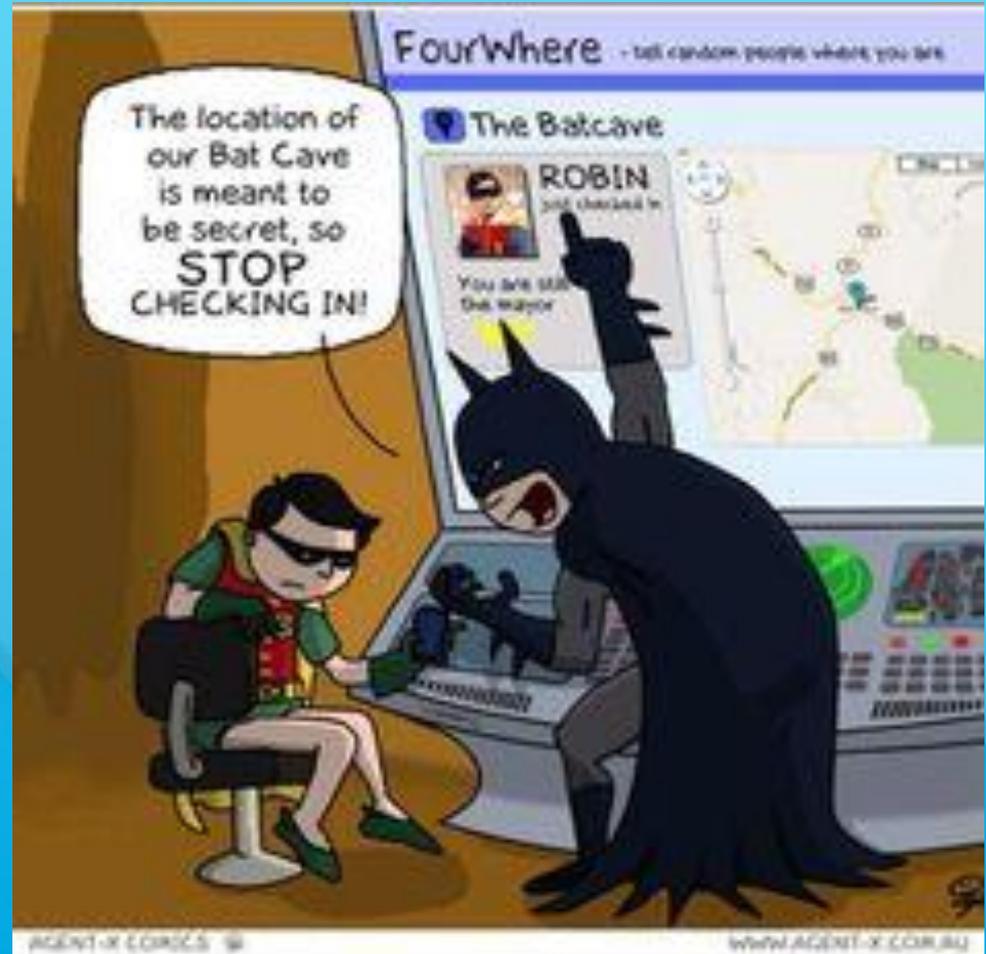
1. Oversharing Information

- Profile
- Postings
- Photos



Four Major Dangers of Social Networking

2. Location-based services
 - Burglars



Four Major Dangers of Social Networking

3. Your "Friend" is not who they really are.

- Catfish
- Stalkers



Four Major Dangers of Social Networking

4. Security

- Identity theft
- Hackers
- Spam & Phishing

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www.glasbergen.com



**“The identity I stole was a fake!
Boy, you just can’t trust people these days!”**





How You and Your Family Can Stay Safe While Using Social Media

**How well do you know
the apps and websites
your kids are on?**



Popular Types of App and websites used by teens

- Micro-blogging Apps & Sites



- Texting Apps

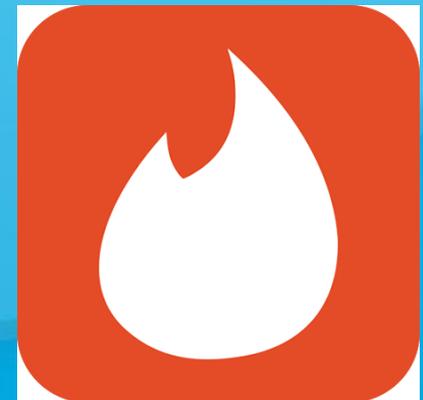


Popular Types of App and websites used by teens

- Self-Destructing/Secret Apps



- Chatting, Meeting, Dating Apps & Sites





Social Media Safety Tips



Tips for Keeping You and Your Kids Safe on Social Media

1. Educate yourself about Social Media.
 - Familiarize & Experience it yourself



Tips for Keeping You and Your Kids Safe on Social Media

2. Establish Guidelines & set-up an account together
 - Age limit
 - Time limit



Tips for Keeping You and Your Kids Safe on Social Media

3. Discuss and Understand the Dangers and consequences of social media.

- Future Impact
- Cyberbullying
- Online Predators



Tips for Keeping You and Your Kids Safe on Social Media

4. Monitor the Computer.

- Check private settings regularly
- Security Software



Communication is Key!



Be Mindful of What You Do Online For Adults and Kids





Privacy Tutorial

How to Check Social Media Privacy Settings

By Elizabeth Victor

Published October 30, 2014



Are you concerned about your online privacy?

Have you checked the privacy settings for all of your social media platforms?

Personal social media management is now more important than ever. As marketers, we're usually out there promoting our business, yet we still need to be conscious of our privacy.

In this article you'll discover how to adjust the privacy settings on your social media sites, so you share only what you want with the people you want.

Why Check Your Privacy Settings?

Content uploaded to social media platforms is not always secure, so it's imperative to understand how to use the privacy features your social media sites have to offer.



5,836

Tweet



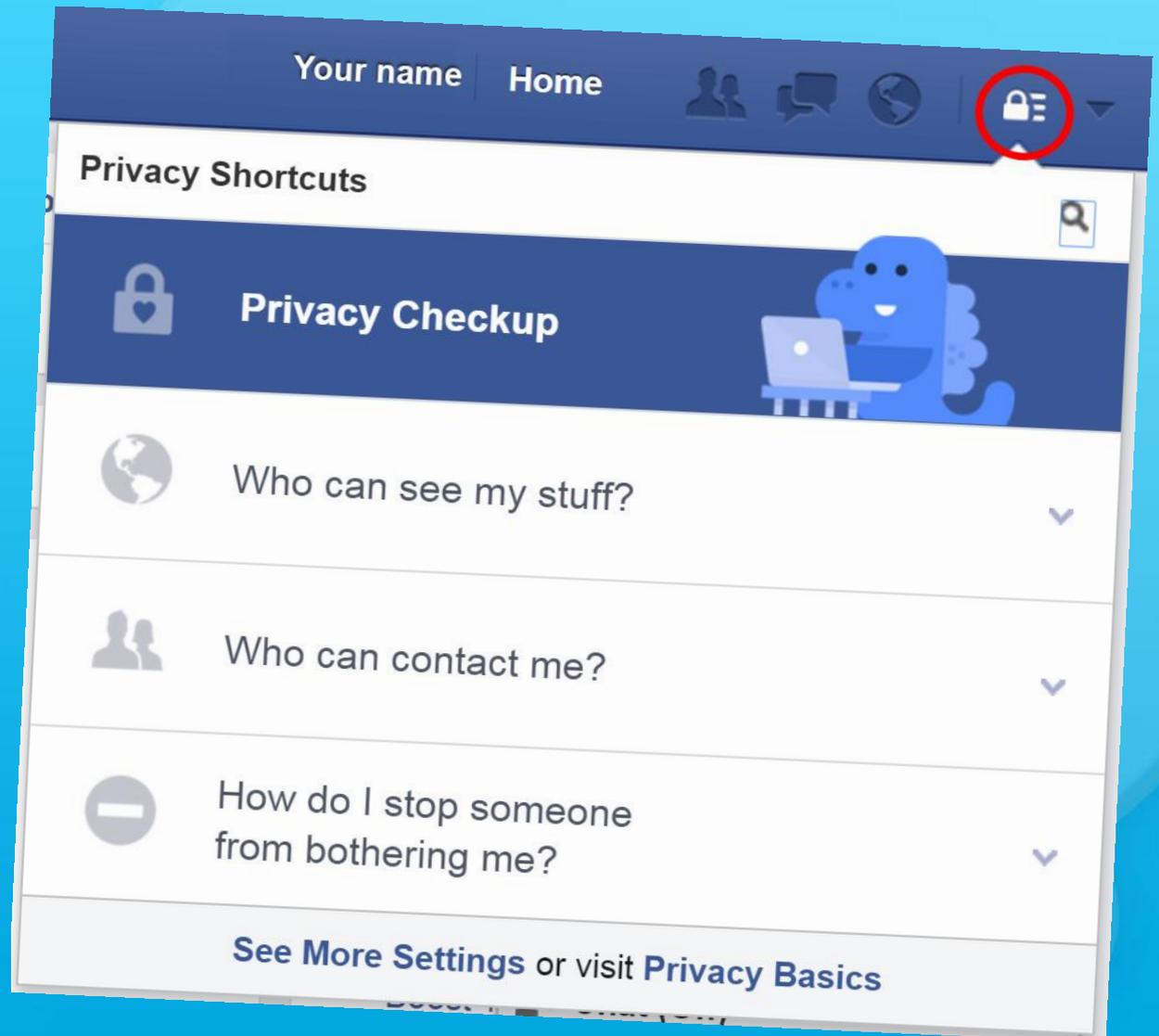
CHECK

Facebook

Privacy Check

Your audience
(Public, Friends,
Only Me, or
Custom – Certain
Groups)

- Posts
- Apps
- Profile





Find friends



Vira

Home

Find Friends



1

- General
- Security
- Privacy**
- Timeline and Tagging
- Blocking
- Notifications
- Mobile
- Followers
- Apps
- Ads
- Payments
- Support Dashboard
- Videos

Privacy Settings and Tools

Who can see my stuff?	Who can see your future posts?	Friends	Edit
	Review all your posts and things you're tagged in		Use Activity Log
	Limit the audience for posts you've shared with friends of friends or Public?		Limit Past Posts
Who can contact me?	Who can send you friend requests?	Everyone	Edit
	Whose messages do I want filtered into my Inbox?	Strict Filtering	Edit
Who can look me up?	Who can look you up using the email address you provided?	Everyone	Edit
	Who can look you up using the phone number you provided?	Friends	Edit
	Do you want other search engines to link to your timeline?	Yes	Edit



Review

- Defined Social Media and Social Networking
- Facts about Social Networking
- Pros and Cons of Social Media
- 4 Dangers of Social Media
- Social Media and Children/Teenagers
- Social Media Safety Tips
- Privacy Settings



Resources

National Crime Prevention Council
www.ncpc.org

Microsoft
www.Microsoft.com

Stay Safe Online
www.staysafeonline.org

Boys and Girls Club of America
www.bgca.org

Common Sense Media
www.common sense media.org

Social Media Examiner
<http://www.socialmediaexaminer.com/social-media-privacy-settings/>



Division Website
www.dcp.virginia.gov



Questions or Comments?

Lieutenant John T. McKee
804-786-2444

jmckee@dcp.virginia.gov

Sergeant Dianne M. Dowdy
804-786-2460

ddowdy@dcp.virginia.gov

Sergeant Chanda N. Cross
804-786-2504

ccross@dcp.virginia.gov