

Winning at Social Media

How to encourage healthy and positive use

Upper School Parent Coffee
April 11, 2018

Plan for Today

Internet/Social Media Use

Good vs. Evil

What do we see at SCIS

Tips

Apps

Hard Conversations

What you can do today



Some Scary Stuff...

*13-18-year-olds spend close to 9 hours online each day (Common Sense Media)

Boys-56 minutes gaming a day

Girls-1 hour and 52 minutes a day social media

*Increased time spent with popular electronic devices – whether a computer, cell phone or tablet – might have contributed to an uptick in symptoms of depression and suicidal thoughts over the last several years among teens, especially among girls. (Clinical Psychological Science, 2017)

10 APPS TEENS ARE USING THAT PARENTS NEED TO KNOW

- Calculator%**
This app looks like a calculator but functions like a secret photo vault.
- Hot or Not**
Strangers rate your profile. Goal is to lead to a hook up.
- Omegle**
A free online chat website that promotes chatting anonymously to strangers.
- Burn Book**
Post anonymous rumors about people through audio messages, texts, and photos.
- Snapchat**
This is the way most teens communicate with each other. Sending messages and snaps that disappear within seconds and stories go away after 24 hours. Teens live for a "streak" of communication.
- Wishbone**
An app that allows users to compare kids against each other and rate them on a scale.
- Whisper**
An anonymous app where the creators promote sharing secrets and meeting new people.
- Kik**
Kik Messaging app. Kik has built in apps and web content that would be filtered on home computer.
- ask.fm**
Ask an anonymous question and get an answer. This app has been linked to the most severe forms of cyberbullying.
- Instagram**
Many kids are now creating fake accounts "finata" to hide content from parents. Kids also like to text using Instagram because most kids know parents won't check messages.

FOR MORE INFO: APPSOLUTELYAPRIL.COM

Please note: Due to the nature of the Internet and App Store, web and app resources change often. Any outdated material will be corrected and updated.

What do we notice here?

*Most of our students choose to play (the gym, the field, walk & chat, sit & chat) at breaks

Those who do not:

*6-8: Designated supervised spaces

*9-12: Supervised spaces

*Student reported issues: related to social media/texting

*Some “fake accounts”

*Primarily grades 6-9



Social media is:

*Social

*Live streaming

*Posting while physically with friends

*Like a game.

*It can be won or lost.

*An opportunity for collaboration

*A way to communicate

*An avenue to share with people everywhere



To help students successfully navigate social media:

We have to:

*Recognize the well-being and potential of students
(Listen)

*Increase trust and communication between students and
their parents and school educators (Trust)

*Strengthen self-esteem in a world often powered by the
number of likes and views (Be Positive)

*Improve real-time decision making (Discuss)

(Modified from *The Social Institute*)



Most popular apps (2017/2018 survey of students in US Independent schools)



#1



#4



#2



#5



#3



#6

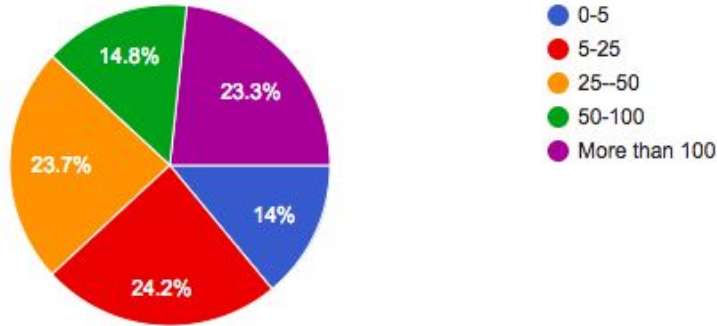


Upper School at SCIS (Survey April 2018)

94.5% of respondents “have a cell phone with them at school on a regular basis”

On average, how many text messages (WeChat, Messenger, Texts, Kik, Line, KakaoTalk...) do you receive each day?

236 responses



*Based on perception
*How to check...



Popular Apps at SCIS (Survey April 2018)



#1



#4



#2



#5



#3



Information on Popular Apps

- **You Tube**

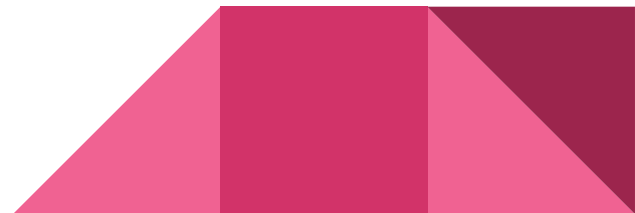
- [A Parents Ultimate Guide to You Tube](#)
- Subscribing to favorites will limit searching issues

- **Instagram**

- [Instagram Privacy Tips for Parents](#)
- Users can make their accounts private and approve friends

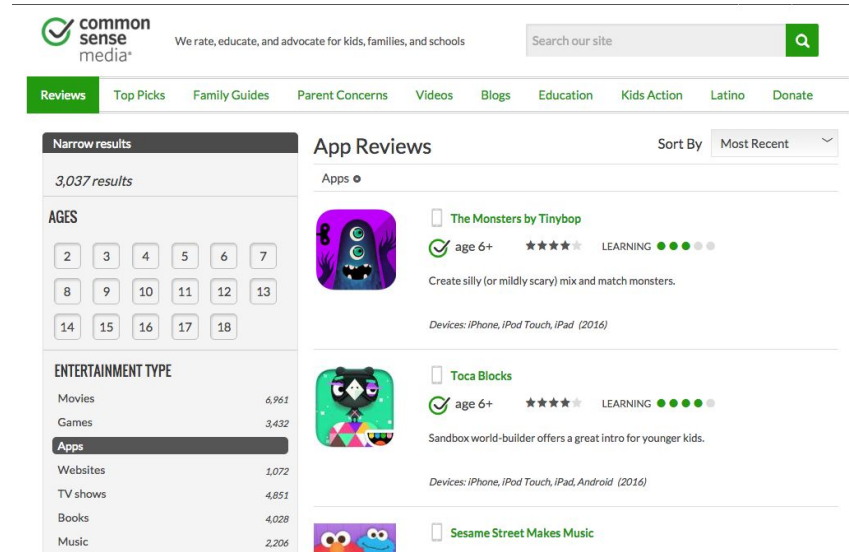
- **Snapchat**

- [Connect Safely: A Parent's Guide to Snapchat](#)
- Users can control who can send & receive snapchats



Understand the purpose and nuances of different apps

- Common Sense Media is a good place to start
- Their app review lets you learn more about the apps and websites your children are using
- This is a good starting place for a conversation



The screenshot shows the Common Sense Media website interface. At the top, the logo and tagline "We rate, educate, and advocate for kids, families, and schools" are visible. A search bar is on the right. Below the navigation menu, the "Reviews" section is active. On the left, a "Narrow results" sidebar shows "3,037 results" and filters for "AGES" (2-18) and "ENTERTAINMENT TYPE" (Movies, Games, Apps, Websites, TV shows, Books, Music). The "App Reviews" section on the right lists three apps: "The Monsters by Tinybop", "Toca Blocks", and "Sesame Street Makes Music". Each app entry includes a rating, age recommendation, and a brief description.

AGES	Count
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	

ENTERTAINMENT TYPE	Count
Movies	6,961
Games	3,432
Apps	
Websites	1,072
TV shows	4,851
Books	4,028
Music	2,206

App	Age	Rating	Category	Devices
The Monsters by Tinybop	age 6+	★★★★☆	LEARNING	iPhone, iPod Touch, iPad (2016)
Toca Blocks	age 6+	★★★★☆	LEARNING	iPhone, iPod Touch, iPad, Android (2016)
Sesame Street Makes Music				

Pre-Conversation Prep

*Media Time Calculator

(<https://www.healthychildren.org/English/media/Pages/default.aspx#wizard>)

*Family Agreements

*Sample

*[Childnet](#)

*[Common Sense Media](#)



Communication

Have pre-conversations

Privacy

Balance

Using social media for good

Talk, talk , talk (With peers, parents, teachers)



Talk, Talk, Talk

*Avoid spying/helicoptering-

*A recent study found that teens who believed their parents were snooping on them shared less information than teens who felt that their parents were respecting their space and boundaries.

(<https://www.nytimes.com/2017/04/06/well/family/is-snooping-on-teenagers-ever-ok.html>)

*Have conversations regularly about social media use



What SCIS students wished that their parents knew about social media (Washington Post Article)

'Nothing'

"There is nothing really private that my parents don't know about." (Gr. 6)

"They know stuff already. I tell them stuff about it." (Gr. 7)



I am responsible (very common)

“I use it properly.” (Gr. 10)

“I can control myself! (I think)” (Gr. 10)

“I am responsible and know the limits in terms of what is appropriate and inappropriate.” (Gr. 12)

“It is very useful and they don’t need to worry about me being an addict to video games or my phone.” (Gr. 6)

“I am not doing anything dangerous or inappropriate.” (Gr. 7)

“I should be trusted.” (Gr. 7)

“I don’t use it irresponsibly.” (Gr. 8)

“We are responsible online and they don’t have to worry.” (Gr. 8)



A few concerns...

“I spend a lot of time on it.” (Gr. 9)

“I wish they would have more control over what I was doing on the internet.” (Gr. 7)

“I might use it a little too much” (Gr. 9)



Gaming

“You can’t pause the online game so wait until dinner.” (Gr. 8)

“You cannot pause an online game.” (Gr. 9)

“Parents think I am playing games online all the time, but I am not really.” (Gr. 8)

“You can’t pause a fortnite match.” (Gr. 9)

“I can’t pause multi-player games, mom.” (Gr. 9)

What is [Fortnite](#)?



YouTube

“I use the computer as I am supposed to but I watch youtube in my room.” (Gr. 6)

“I don’t use youtube inappropriately.” (Gr. 6)

“All YouTubers are not idiots.” (Gr. 6)

“I’m using YouTube less nowadays, mostly when I am eating breakfast or I am by myself.” (Gr. 9)



I am doing the right thing...

“It is not a problem. It is a way for me to communicate with my friends and see how they are doing back in my home country.” (Gr. 10)

“When I go on social media it is not a waste of time. I read poems and catch up with friends.” (Gr. 10)

“I know how to manage my online use.” (Gr. 12)

“Although I do use Apps quite a lot, I won’t be addicted to it so that it will effect my learning I promise.” (Gr. 6)

“I have many apps but I don’t use really often, so that they can rest assured about how I use the internet and phone.” (Gr. 6)

“I use it very wisely.” (Gr. 7)

“I don’t spend ‘every minute of my life’ on my phone.” (Gr. 8)



Why I use it...

“Social media can be useful in daily life.” (Gr. 9)

“I wish they knew that I sometimes need social media.” (Gr. 7)

“It has useful properties that teach and help me in life.” (Gr. 7)

“I use social media to communicate with my friends.” (Gr. 8)

“Social media enhances my confidence. It absolutely helps advance my friendships because we can communicate online as well as in person.” (Gr. 8)

“Everything revolves around technology. I HAVE to go online to access things.(Gr. 9)



Privacy

“That I want privacy when I use my apps.” (Gr. 6)

“I am ok with them seeing what I do but not my private messages with my friends.” (Gr. 6)

“I wish they knew how to respect my privacy.” (Gr. 6)

“Please don’t look over my shoulder when I am texting.” (Gr. 9)



My parents know everything...

“My mom knows everything.” (Gr. 10)

“My parents no about my online uses very well.” (Gr. 6)

“My parents know everything.” (Gr. 7)

“My parents actually know everything.” (Gr. 9)



What can you can do today?

- *Docking station-Create a docking station (away from bedrooms), all technology goes here to charge.
 - *Gives them a rest and an out (they can blame you).
- *Encourage turning off notifications (so students don't have to respond immediately).
 - *Can avoid the "Open and didn't respond" trap
- *Use social media for good-Challenges at family time



What would you do?

Select a scenario and discuss how you would move forward if this happened in your home.



Possible Additional Tools

Looking for:

- 1) Blocks inappropriate content
- 2) Manages screen time
- 3) Locates kids out in the real world
- 4) Monitors the content kids share with others

No ONE APP does it all

[Onward](#)

[Bark](#)

[Our Pact](#)

[Parental Controls on Iphone](#)

ALWAYS-LISTEN, TRUST, BE POSITIVE, DISCUSS



The Best Resources

[The Social Institute](#)

[Common Sense Media](#)



SCIS Screen-Free Night!

Next Wednesday, April 18

Parent Coffee

Wednesday, April 25

