Who we are:

@MrNumero

- Teacher of 15+ years
- ITRT/ITC of 4+ years
- Basketball Coach
- www.mrnumero.com

@MrBillyWatts

- Teacher of 14+ years
- ITRT/ITC of 5+ years
- After-School Mentor
- www.mrbillywatts.com

- Started at a student leadership conference in 2017
- Digital Citizenship lessons with every HPE class.
- Personal Branding Workshops with every senior class
- Today we strive to mentor & inspire every teacher, student, parent, and administrator
Significant learning cannot happen in the absence of a significant relationship.

– James Comer
WIN THE RIGHT TO BE HEARD
Technology Evolution in your Lifetime

1997 AOL IM
1998 WiFi
2001 iPod
2004 Facebook
2006 Twitter
2010 iPad
2011 Twitch
2016 TikTok

1998 Google
2000 MP3
2003 MySpace
2005 YouTube
2007 iPhone
2010 Instagram
2012 Snapchat

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Gen Z

70+ hours a week online

150 Phone Unlocks a Day

72% wake-up with their phone

99% online at least once a day

click, tap, swipe 2,617 times a day

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Teen Social Media Usage

YouTube, Instagram and Snapchat are the most popular online platforms among teens

% of U.S. teens who ...

<table>
<thead>
<tr>
<th>Platform</th>
<th>Say they use</th>
<th>Say they use __ most often</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>85%</td>
<td>32%</td>
</tr>
<tr>
<td>Instagram</td>
<td>72%</td>
<td>15%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>69%</td>
<td>35%</td>
</tr>
<tr>
<td>Facebook</td>
<td>51%</td>
<td>10%</td>
</tr>
<tr>
<td>Twitter</td>
<td>32%</td>
<td>3%</td>
</tr>
<tr>
<td>Tumblr</td>
<td>9%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Reddit</td>
<td>7%</td>
<td>1%</td>
</tr>
<tr>
<td>None of the above</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Note: Figures in first column add to more than 100% because multiple responses were allowed. Question about most-used site was asked only of respondents who use multiple sites; results have been recalculated to include those who use only one site. Respondents who did not give an answer are not shown.

Source: Survey conducted March 7-April 10, 2018. “Teens, Social Media & Technology 2018”
PEW RESEARCH CENTER
Social Media Compulsion

- Social Interactions release dopamine or cortisol
- 75+ phone notifications per day
- Over 50% have nomophobia
- 90% of users experience phantom notifications

We are programmed to get more likes
Managing Screen Time

- Staring at your screen is equal to a 5 year old sitting on your back
- over 11+ hours a day staring at your screen

If your phone needs to be charged, give your brain a screen time break

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Staying Safe Online: Who is following you?

Average # of Friends/Followers

- Facebook = 155 friends
- Twitter = 707 followers
- Instagram = 843 followers

“Mrs. Anderson, look! I’m only six and already I have 20 followers!”
Securing your Reputation:

Followers:
- Humans average 150 relationships
- Every follower is your spokesperson

Friends:
- Our brain limits us to only 5 BFFs
- Every Friend is your advisor

What Rules do you have for Followers or Friends?
RULES FOR FOLLOWERS

- first and last name
- common interests
- mutual friends
- met in real life
- talk offline
5 RULES FOR FRIENDS

first and last name

mutual friends

talk/text 1x a week

hang out in person

visit home, school, or job

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Staying Safe Online

When to Post Online

- Hobbies, Interests, and Selfies with Friends
- Photos & Videos that Promote you
- Honest Posts and Positive Comments

When to send a DM

- Personal Feelings and Beliefs
- Complaints about others
- Personal photos and videos
Personal vs Professional

**Personal Social Media:**
- Connect with Families and Friends
- Celebrate & Share Life’s Moments
- Direct Messages with Friends

**Professional Social Media:**
- Build a Professional Network of Followers
- Network with Experts
- Promote the Best Version of Yourself
Securing your Device

• Revoke Location Services in your Apps
  EXIF Data in your camera stores the Date/Time, GPS, IP address in each photo

• Limit 3rd Party Apps
  Capture contact info, purchases, cookies

• 2 Step Authentication
  Require a text message for each social media sign in
Digital Tattoo

Your Digital Tattoo
What does it say about you?

- 70% of employers use social media to screen candidates
- 44% of college students lose scholarships within the first 2 years
- 18% of employees lose a job because of a social media post
- 2% of job applicants receive an interview

You deleted that post but is it really gone?

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Securing your Digital Tattoo

- Turn off public activity feed
- Keep private likes & subscriptions
- Limit who can tag you in photos
- Move account to Private
- Limit who can view your story
- Turn on Ghost Mode
- Turn on Protect my Tweet
- Turn off Location Services

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@MrBillyWatts

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Losing Opportunities

- 59% of teens have been bullied or harassed online
- 46% received profane language
- 40% have sent or received explicit images
- 32% report lies or rumors were shared about them
- 7% received a physical threat
Tools to protect your Brand

- google.com/alerts
  - Create a Google Alert for your online profile

Buy your Name
- $12/year you can buy your own domain

Design a Logo
- Adobe Spark free branding tools
Leverage Student Devices

**Embrace the Device**
- Phone Charging Stations instead of cell phone jail

**Weaponize Social Media**
- Promote student work on professional social media

**Prepare for the Future**
- Select platforms that students can use today and tomorrow
Future Ready Learners

Future Ready Learners are citizens of a digital world, that we prepare to be leaders, authors, content creators, producers, and tomorrow's experts.
WIN THE RIGHT TO BE LEAD
THANK YOU!
#VSTE18
Copies of Digital Citizenship Presentations
www.techforesake.com/digitalcitizen

WANT TO TALK MORE?
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