

The background is a light blue gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance. The text is centered in the middle of the image.

# **YOUR DIGITAL SPEECH**

EDUCATIONAL DEVELOPMENT SERVICES, LLC

## ISSUES TO CONSIDER

- SOCIAL MEDIA – OWNERSHIP, ACCESS, ONLINE REPUTATIONS;
- TEXTING – PERMANENCE & ACCESSABILITY;
- CYBER HARASSMENT & CYBER BULLYING – ACCOUNTABILITY;
- MANAGING YOUR ONLINE REPUTATION;
- LACK OF PRIVACY & PERMANENCE OF SPEECH.

# SOCIAL MEDIA

- CAN BE A GREAT WAY TO *APPROPRIATELY* INTRODUCE YOURSELF AND CREATE AN IDENTITY;
- GREAT WAY TO CONNECT WITH AND KNOW WHAT IS GOING ON WITH OTHERS;
- GIVES YOU LOTS OF INFO ABOUT OTHERS,
- *BUT* THERE ARE RULES TO REMEMBER ABOUT SOCIAL MEDIA;

# SOCIAL MEDIA – 4 RULES

1. IT IS SEARCHABLE – ANYONE, ANYWHERE, ANY TIME CAN FIND IT;
2. IT IS PERMANENT – ANYONE, INCLUDING A FUTURE EMPLOYER, CAN FIND IT TODAY, TOMORROW, OR 25 YEARS FROM NOW;
3. IT IS COPYABLE – ONCE SOMEONE FINDS IT, THEY CAN COPY IT, SHARE IT AND CHANGE IT;
4. IT HAS A GLOBAL AUDIENCE – EVEN IF YOUR PAGE IS PRIVATE, YOU CAN'T TELL WHICH FRIEND SHARES YOUR STUFF. YOU HAVE NO CONTROL OVER WHAT FRIENDS WILL DO WITH IT.

# SOCIAL MEDIA OWNERSHIP

- WHEN JOINING ANY SOCIAL MEDIA SITE, MUST SIGN “*LETTER OF AGREEMENT*” WHICH SPECIFIES TERMS OF OWNERSHIP;
- DO YOU REMEMBER WHAT THOSE TERMS ARE?
- FACEBOOK STATES THAT, “YOU OWN ALL OF THE CONTENT AND INFORMATION YOU POST ON FACEBOOK”, ***BUT...***
- ***SUB-LICENSABLE, FULLY PAID, ROYALTY-FREE, WORLDWIDE LICENSE TO USE ANY IP CONTENT ON OR IN CONNECTION WITH FACEBOOK***”;
- ESSENTIALLY THEY OWN EVERYTHING YOU POST.

# INSTAGRAM

- INSTAGRAM BOUGHT BY FACEBOOK 3 YEARS AGO, AND HAS SAME AGREEMENT WITH USERS BUT...
- THEY ADD, ***'YOU HEREBY GRANT INSTAGRAM...LICENSE TO USE, MODIFY, DELETE FROM, ADD TO, PUBLICLY PERFORM, PUBLICLY DISPLAY, REPRODUCE AND TRANSLATE SUCH CONTENT, INCLUDING WITHOUT LIMITATION PART OR ALL OF THE SITE IN ANY MEDIA FORMATS THROUGH ANY MEDIA CHANNELS;***
- AGAIN, THEY OWN ALL YOUR STUFF AND CAN SELL YOUR STUFF;

# SNAP CHAT

- APPEALING BECAUSE YOU CAN:
- SNAP PHOTOS AND VIDEOS THAT ARE AUTOMATICALLY DELETED AFTER A SET NUMBER OF SECONDS;
- BUT....
- STATES THAT ***“ALTHOUGH WE ATTEMPT TO DELETE IMAGE DATA AS SOON AS POSSIBLE AFTER THE MESSAGE IS TRANSMITTED, WE CANNOT GUARANTEE THAT THE MESSAGE CONTENTS WILL BE DELETED IN EVERY CASE.”***

# POKEMON GO

- LOTS OF FUN, BUT....
- MINES YOUR DATA;
- REQUIRES AN ACTIVE WIFI OR GPS SIGNAL AT ALL TIMES IN ORDER TO PLAY, SO IT HAS TO KNOW WHO YOU ARE;
- PRIVACY STATEMENT TELLS YOU IT COLLECTS USER DATA, INCLUDING NAME, AGE, LOCATION AND PHOTOS;
- TELLS YOU IT CAN HAND YOUR PII OVER TO LAW ENFORCEMENT, SELL IT, SHARE IT WITH THIRD PARTIES, AND STORE IT, ANYWHERE.



## SNAP CHAT, INSTAGRAM, FACEBOOK, ETC.

- SNAP CHAT HAD TO ACKNOWLEDGE THAT ***EVERY SINGLE IMAGE*** BEING SENT VIA THEIR SITE IS BEING SAVED AND STORED ON THE CLOUD;
- INSTAGRAM & FACEBOOK STATE THAT WHEN YOU DELETE YOUR CONTENT IT IS NOT REALLY DELETED;
- STATES THAT “***YOU UNDERSTAND THAT REMOVED CONTENT PERSISTS IN BACKUP COPIES***”;
- SOCIAL MEDIA CAN NEVER BE TRULY PRIVATE SINCE IT IS PUBLIC SPACE.

# TEXTS

- VIRTUALLY EVERY SINGLE TEXT BEING SAVED AND STORED BY CELL PHONE CARRIER;
- DELETED TEXTS CAN BE ACCESSED BY LAW ENFORCEMENT VIA WARRANT DURING INVESTIGATION;
- CYBER HARASSMENT & CYBER BULLYING IS NOW CRIMINAL CONDUCT IN PA, AND TEXTS CAN BE USED IN THOSE INVESTIGATIONS (MORE ON THAT LATER);
- CAN YOUR PARENTS ACCESS YOUR DELETED TEXTS FROM YOUR CELL PHONE CARRIER?

# MONITORING APPS

- NEW APPS AFFORD PARENTS THE ABILITY TO BE “DIGITAL PARENTS”;
- PULL ALL YOUR FACEBOOK, INSTAGRAM, MYSPACE AND TWITTER ACTIVITIES INTO ONE PLACE FOR EASY REVIEW AND MONITORING;
- ALSO COLLECTS ALL TEXTS AND IMAGES INTO FILE FOR PARENTAL REVIEW;
- CAN BE INSTALLED ON CELLS, TABLETS AND ANY OTHER INTERNET ACCESSIBLE DEVICE.

# TEXTING & PARENTS

- DO YOU BELIEVE THAT YOUR TEXTS ON YOUR PHONE ARE PRIVATE, BELONGING ONLY TO YOU?
- IF YOUR PARENTS COULD READ ALL OF YOUR TEXTS, BOTH SENT AND RECEIVED, WOULD IT CHANGE HOW YOU TEXT YOUR FRIENDS?
- SHOULD PARENTS BE ABLE TO ACCESS YOUR TEXTS AT ANY GIVEN MOMENT?
- DOESN'T MATTER WHAT YOU THINK – WITH NEW APPS, THEY CAN.

# LACK OF PRIVACY

- THERE IS NO TRUE PRIVACY WHEN ENGAGING IN DIGITAL SPEECH;
- CONDUCT ON SOCIAL MEDIA IS NOT ONLY LACKING IN PRIVACY, BUT IS ALSO PERMANENT.

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# ***SOCIAL MEDIA MADNESS***

# WHAT YOU SHOULD KNOW ABOUT SOCIAL MEDIA

- SOCIAL MEDIA CAN LEAD YOU TO BELIEVE THAT YOU ARE MUCH MORE IMPORTANT, SPECIAL, OR HOT THAN YOU REALLY ARE;
- MANAGING YOUR IMAGE;
- ALL ABOUT ME;
- MY MANY, MANY “FRIENDS”;
- MY OH SO WONDERFUL LIFE;
- NOT SO MUCH.

# SOCIAL MEDIA YOU





REAL YOU



# SOCIAL MEDIA YOU/REAL YOU

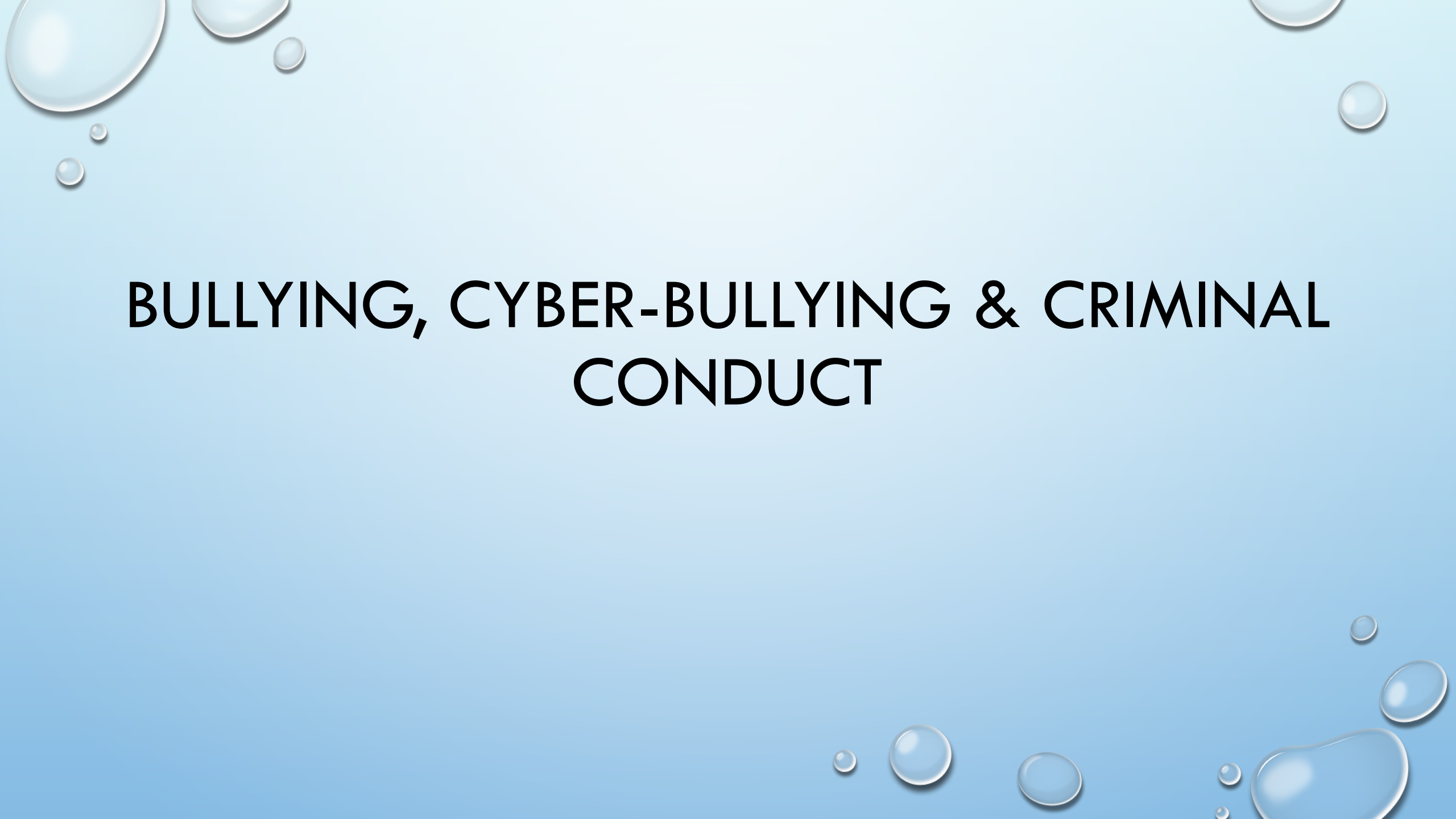


# WHAT YOU SHOULD KNOW ABOUT SOCIAL MEDIA

- YOUR DAILY LIFE IS NOT RELEVANT NEWS FOR THE REST OF THE WORLD;
- NO ONE REALLY, TRULY CARES THAT YOU JUST HAD AN “AWESOME SUB AT SUBWAY”;
- NO ONE REALLY HAS THAT MANY FRIENDS;
- NO ONE REALLY WANTS TO SEE 1,000 PICS OF YOU;
- THERE ARE SOME IMAGES THAT SHOULD NEVER BE TAKEN OR SHARED.

# INAPPROPRIATE PICS

- BE VERY CAREFUL ABOUT THE IMAGES YOU TAKE AND SEND OUT;
- REMEMBER, THOSE IMAGES CAN BE SEARCHED AND COPIED;
- THEY CAN BE ALTERED;
- THEY CAN BE VIEWED BY COUNTLESS OTHERS;
- THEY ARE PERMANENT;
- PEOPLE MAY MAKE DECISIONS ABOUT WHO YOU ARE BASED ON THE IMAGES YOU TAKE AND SEND.

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# **BULLYING, CYBER-BULLYING & CRIMINAL CONDUCT**

# CYBER-BULLYING & CRIMINAL CONDUCT

- THERE IS NO CONSTITUTIONAL RIGHT TO BE CRUEL;
- WHILE THERE IS SUBSTANTIAL FREEDOM OF SPEECH, THERE ARE ALSO BOUNDARIES TO DIGITAL SPEECH;
- INAPPROPRIATE OR HARMFUL DIGITAL SPEECH OFTEN CROSSES THE LINE INTO CRIMINAL CONDUCT;
- FREEDOM OF SPEECH IS NOT A DEFENSE FOR PURPOSEFULLY CRUEL AND HARMFUL SPEECH;
- BOUNDARIES OF DIGITAL SPEECH ARE BOTH CRIMINAL AND CIVIL.

## ACT 26

- WENT INTO EFFECT IN SEPTEMBER, 2015;
- CRIMINALIZES CYBER HARASSMENT & CYBER BULLYING;
- STATES WHEN AN INDIVIDUAL WITH THE INTENT TO *HARASS, ANNOY OR ALARM* ENGAGES IN A COURSE OF CONDUCT BY ELECTRONIC MEANS (TEXTING, POSTING TO SOCIAL MEDIA, ETC.) MAKES A SERIOUSLY DISPARAGING STATEMENT OR OPINION ABOUT A STUDENT'S:

## ACT 26

- A PERSON'S PHYSICAL CHARACTERISTICS;
- SEXUALITY,
- SEXUAL ACTIVITY,
- MENTAL HEALTH,
- PHYSICAL HEALTH OR CONDITION,
- OR MAKES A THREAT TO INFLICT HARM;
- SERIOUSLY DISPARAGING IS DEFINED AS INTENDING TO CAUSE EMOTIONAL DISTRESS.



# COLLEGE ADMISSION OFFICERS

- COLLEGE ADMISSIONS OFFICERS ROUTINELY CHECK OUT THE INSTAGRAM, FACEBOOK AND TWITTER SITES OF APPLICANTS (ABOUT 80%);
- ALSO CHECK OUT YOUTUBE AND ARCHIVE SITES;
- EVEN IF YOU REMOVE A VIDEO IT IS LIKELY SAVED ELSEWHERE;
- MOST ADMISSION OFFICERS HAVE AN DIGITAL REPUTATION REVIEW PROCESS;
- SOME ATHLETIC DEPARTMENTS AND SCHOLARSHIP SPONSORS REQUIRE PROSPECTIVE STUDENTS TO FRIEND THEM AS PART OF THE EVALUATION PROCESS;

# ARCHIVE SITES

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- ARCHIVED WEB SITES ARE ESSENTIALLY DIGITAL LIBRARIES OF INTERNET SITES
- ARCHIVED SITES USE WEB CRAWLERS (WEB SPIDERS, WEB ROBOTS OR “BOTS”) THAT BROWSE THE INTERNET IN A METHODICAL, AUTOMATED MANNER.
- THE BOTS DOWNLOAD SNAPSHOTS FROM THE INTERNET, ALL DAY, EVERY DAY;
- IF YOU HAVE SPACE ON ANY SOCIAL NETWORKING SITE, YOUR STUFF IS SAVED SOMEWHERE, ANYWHERE, EVERYWHERE;
- EVEN THOUGH YOU DELETE YOUR STUFF OFF OF ONE SITE (THINK YOUTUBE), YOUR STUFF IS LIKELY SAVED ON MULTIPLE OTHER SITES.

# DIGITAL REPUTATION

- IF YOU HAVE ANY SPACE ON A SOCIAL NETWORKING SITE, YOU HAVE ALREADY CREATED YOUR DIGITAL REPUTATION;
- YOUR INFORMATION IS BEING MAINTAINED IN MULTIPLE PLACES;
- YOUR INFORMATION IS MAINTAINED FOREVER;
- EVERY KEYSTROKE ADDS TO YOUR DIGITAL REPUTATION;
- WHAT DOES YOURS SAY ABOUT YOU?

## WHAT DOES ALL THIS MEAN?

- YOUR DIGITAL LIFE IS RELEVANT TO YOUR REPUTATION;
- HOW OFTEN DO YOU UPDATE OR POST? WHAT DO YOU POST?
- WHAT YOU MAY THINK OF AS SARCASM AND WIT MAY SEEM SNIDE, ARROGANT AND MEAN TO THOSE WHO WILL BE MAKING DECISIONS ABOUT YOU;

# WHAT SHOULD YOU DO?

- CONSIDER USING APPS TO AUTOMATICALLY DETECT CONTENT THOSE EVALUATING YOU MAY FIND INAPPROPRIATE;
- BE REALLY CLEAR ABOUT YOUR LACK OF PRIVACY ON A COMPUTER, AND YOUR LIMITED PRIVACY ON A CELL PHONE;
- WHATEVER YOU POST OR SEND WILL LIVE ON FOREVER, SOMEWHERE;
- REMEMBER, PRIVACY (NONE) AND PERMANENCE.