

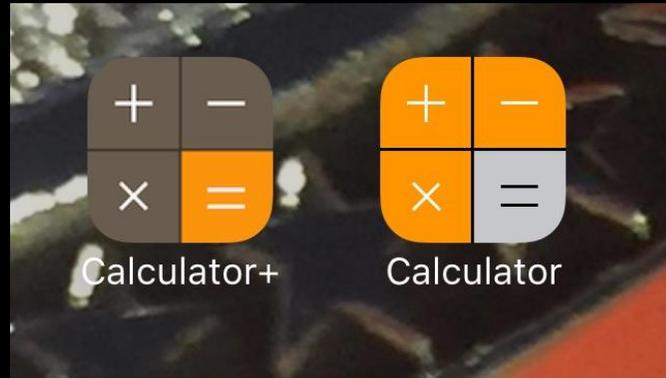
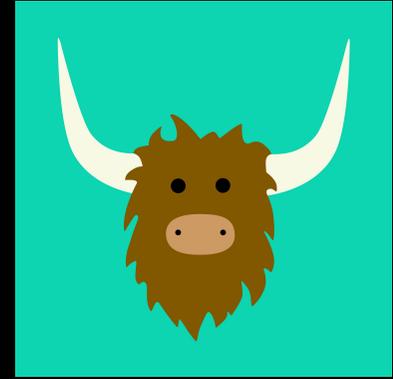
Please silence and store all
electronic devices before the
presentation begins.

Good Luck!!

We thank you
for your
cooperation!



Signs of the times



In some cities, right before the late-night news
airs, an old-fashioned public service
announcement flashes on the television screen:

"It's 10 o'clock. Do you know where your
children are?"

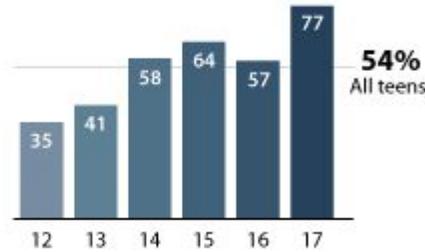
The updated version might be: "Do you know
who — and what — your child is texting?"

Fully 72% of all teens²— or 88% of teen cell phone users — are text-messagers. That is a sharp rise from the 51% of teens who were texters in 2006. More than half are daily texters.

Most teens text friends daily

The % of teens who contact their friends daily by different methods, by age

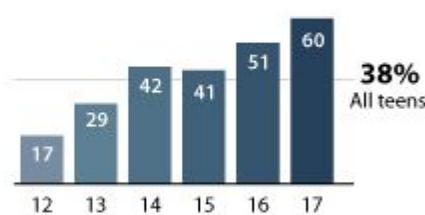
Text messaging



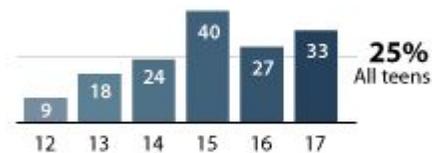
Talk on a landline phone



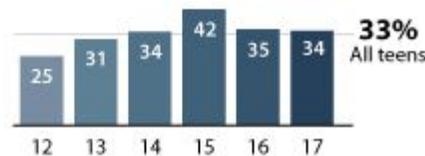
Call on cell phone



Social network site



Talk face-to-face



Instant messaging



Email



Source: Pew Research Center's Internet & American Life Project surveys. "All teens" refers to all teens ages 12-17.



Among all teens, their frequency of use of texting has now overtaken the frequency of every other common form of interaction with their friends (see chart below).

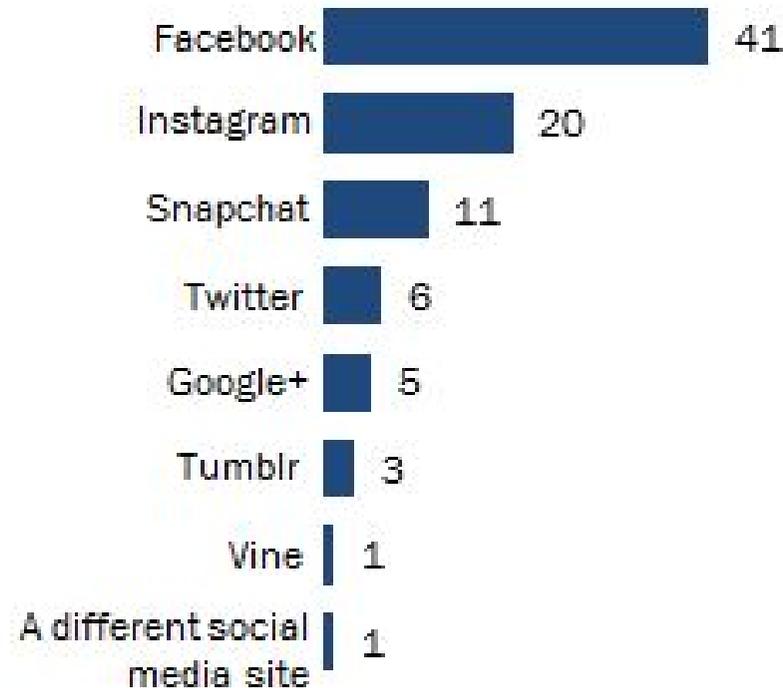
71% of teens use more than one social network site

Teens are diversifying their social network site use. A majority of teens — 71% — report using more than one social network site out of the seven platform options they were asked about.

Among the 22% of teens who only use one site, 66% use Facebook, 13% use Google+, 13% use Instagram and 3% use Snapchat.

Facebook, Instagram and Snapchat Used Most Often by American Teens

% of all teens who use _____ most often



Note: "Don't use any" responses not shown.

Source: Pew Research Center's Teens Relationships Survey, Sept. 25-Oct. 9, 2014 and Feb. 10-Mar. 16, 2015 (n=1,060 teens ages 13 to 17).

PEW RESEARCH CENTER



"Teens and Mobile Phones - Pew Internet & American Life Project." 2010. 13 Nov. 2013
<<http://www.pewinternet.org/Reports/2010/Teens-and-Mobile-Phones/Summary-of-findings.aspx>>

- Half of teens send 50 or more text messages a day, and one in three send more than 100 texts a day.
- 15% of teens who are texters send more than 200 texts a day.



35% of admissions officers who Googled or visited an applicant's Facebook page discovered something about an applicant that negatively impacted their application. In 2011, this statistic was only 12%.

"2012 survey of college admissions officers - Kaplan Test Prep." 2012. 13 Nov. 2013 <<http://www.kaptest.com/assets/pdfs/Highlights-from-Kaplan-Test-Preps-2012-College-Admissions-Officers-Survey.pdf>>

Social Recruiting

They're **watching** you

The three social networks admissions officers use the most in their recruiting efforts



Facebook



Twitter



YouTube

SHOULD YOU BE WORRIED?
(NOT REALLY)

62% of admissions officers say that students' social media profiles have generally helped them get accepted not hurt them.



However... 38% of colleges admit that students' profiles have generally hurt their admissions chances.

- **High schoolers are increasingly aware that those embarrassing Facebook posts or tweets could cost them a shot at getting into their dream college.**
- **The test prep company Kaplan found that only 16 percent of the 403 colleges surveyed found anything troubling in the social media posts they viewed -- a drop from 50 percent a year ago.**
- **That decline comes as the survey found more colleges are factoring social media into the application process: 35 percent in the latest survey compared to only 9 percent six years ago.**
- **Kaplan found that 58 percent of students describe their social networking pages as "fair game" for admissions officers.**



A person wearing a light purple dress shirt and a black necktie is holding a white sign in front of their face. The sign has the words "JOB WANTED!" written on it in a bold, black, hand-drawn font. The person is standing in front of a large whiteboard with horizontal lines. The entire scene is framed by a thick black border.

**JOB
WANTED!**

Job seekers getting asked for Facebook passwords

March 20, 2012 SEATTLE (AP) –

Since the rise of social networking, it has become common for managers to review publically available Facebook profiles, Twitter accounts and other sites to learn more about job candidates. But many users, especially on Facebook, have their profiles set to private, making them available only to selected people or certain networks.

Asking for a candidate's password is more prevalent among public agencies, especially those seeking to fill law enforcement positions such as police officers or 911 dispatchers.

Disruptions: For a Restful Night, Make Your Smartphone Sleep on the Couch

By NICK BILTON FEBRUARY 9, 2014 11:00 AM 79 Comments



To avoid constantly checking email and Twitter in the middle of the night, a traditional alarm clock may be a better choice for the bedroom than a smartphone. Nick Bilton/The New York Times



About one in ten of generation Z'ers (ages 13-14) say that they are awakened after they go to bed every night or almost every night by a phone call, text message or email.

About one in five of generation Z'ers (18%) say this happens at least a few nights a week.

Can contribute to “getting less sleep at night leaving millions of Americans functioning poorly the next day,” says Russell Rosenberg, PhD, Vice Chairman of the National Sleep Foundation.



Report from NBC News Doctors Warn Teens away from Unchecked Texting

Keeping screens away from children also means keeping things like mobile phones out of their rooms at night. Keep the recharging cord in the kitchen, not your child's bedroom.

“If you don't believe a child should have a TV in his or her room, and many parents agree with that, then there shouldn't be a cellphone in there either,” says Pediatrician Dr. Swanson.

If you think about how addicted grown men and women can be when it comes to their phones, consider how much more powerful that urge can be with a child or a teenager.

Recommended Screen Guidelines

- In a public place such as the living room, kitchen or dining room.
- Treat Internet time like tv time- monitored and limited... especially while doing homework or at night.
- Consider "Checking cell phone at the door."

Parents of young iPhone users should check out the Restrictions menu in Settings (go to Settings, then General, then Restrictions). After creating a password , you will be able to control access to individual apps, control purchases made online and disable location services for any or all apps.

Android devices don't have built-in parental controls, but that's easy to fix. Free apps like Android Parental Controls and apps from online security companies like Norton and Kaspersky add filtering and blocking tools so you can limit what your young mobile user encounters

“Strings Attached”

- **When thirteen-year-old Greg Hoffman got his Christmas wish and was given a new iPhone from his parents, it came with a few strings. 18 of them to be exact.**
- **Hoffman's mom...posted her rules, or "contract", with her son about how and when the new iPhone would be used,**
- **The first rule on her list: "It is my phone. I bought it. I pay for it. I am loaning it to you. Aren't I the greatest?"**
- **"I hope that you understand it is my job to raise you into a well rounded, healthy young man that can function in the world and coexist with technology, not be ruled by it. Failure to comply with the my list will result in termination of your iPhone ownership."**

[Link to Mrs. Hoffman's list.](#)

Recommended Guidelines

- Know what apps your son/daughter is loading on their phone, and know what they do.
- Become familiar with the social media your child uses.
- Ask children to "friend" you **AND** share their username/password for each account that they own.
- Require that students put a lock code on all of their personal devices.
- Know about the privacy policy on apps and social media sources.
- Limit non-academic screen time to 2 hours per day (as per American Academy of Pediatrics).
- Each service has specific ways to remove comments, sever friend connections, and block and remove abusive language or images, but the best option is prevention.

Public Domain... you're in it while online



We feel that this video provides an extremely accurate look at the types of information that people willingly post on social media. Please BE ADVISED that the responses by many in this video are spontaneous, and as a result, censored by the producer of the video using a 7-second-delay button.

**We have reservations about the tactics used by producers in these films, but we feel strongly that the information presented in this video constitute real threats to our students.

"I CAN NEVER GET THAT
PHOTO BACK. IT'S OUT
THERE FOREVER..."