

Social Media and Digital Citizenship

Mr. White

If you Would Like to Follow Along



<http://tinyurl.com/gufrtac>

What we need to know?

- According to a Pew research center, 75% of kids 12-17 have smartphones
- Time spent on digital media on mobile devices:
 - 2.8 hours
- Number of apps downloaded in 2015:
 - 75 billion
- # of text messages sent in the US daily:
 - 6 billion
- Texting is the #2 use of cellphones #1 is checking the time
- Average teen sent 3,339 text messages per month (109 text messages a day)
- % of parents who look at the content of their child's phone:
 - 36%

What is Social Media?

- Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration.

Positives of Social Media

- Information is fast
- Socialization
- Excellent privacy setting
- News travels fast
- Worldwide connection
- Easy to use
- Games
- Fun
- Expression
- Communicate fast
- Free

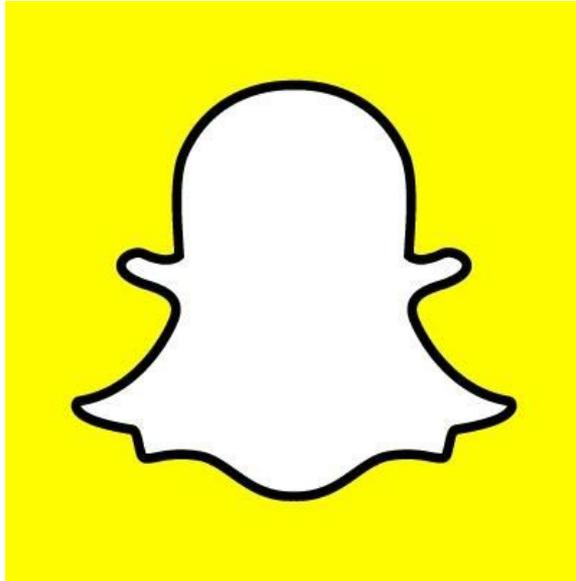
Do You Know What this App is?



Instagram

- Online photo sharing network
- Founded April 6th 2010
- Had 1 million users within one month of launch
- In April 2012, Facebook bought Instagram for 1 Billion Dollars
- 90% of all Instagram users are under the age of 35
- 400 million users
- 30 billion photos have been shared
- Must be 13 to join

Do You Know What this App is?



Snapchat

- A photo- and video-messaging app.
- Must be 13 to Join
- It launched in 2011.
- The pictures/videos “self-destruct” after a certain amount of time
- Kids love the spontaneity of the app.
- The number #2 app in the United States, behind Facebook
- Snapchat has expanded to news coverage and Cable networks
- Snapchat user as of February 2016
 - 13-17 23%
 - 18-24 37%
 - 25-34 26%
 - 35-54 12%
 - 55+ 2%
- 500 Million snapchat stories per day (158 years to watch them all)

Do You Know What this App is?



Vine

- Created in 2013
- Owned by Twitter
- Similar to Instagram, but with short videos
- Videos are 6 seconds or less
- Videos play on an endless loop
- Videos are shared with Vine users who follow each other
- Must be 13 to join
- Only post video through app
- 25% of all teens use Vine
- Entertainment to get more views/followers

Digital Citizenship

- Common Sense Media: is the leading independent nonprofit organization dedicated to helping kids thrive in a world of media and technology.
www.commonsensemedia.org
- What is Digital Citizenship: the norms of appropriate, responsible behavior with regard to technology use.
- **Digital footprint** is the word used to describe the trail, traces or "**footprints**" that people leave online.

What is Our Role as Parents and Educators?

- Don't assume the worse, but protect them from ignorance and foolishness
- Limit time spent online
- Follow your child's social media profile
- Check their friends list
- Zero tolerance- don't be afraid to take away phone and internet privileges
- EDUCATE, EDUCATE, EDUCATE!!
- PRIVACY, PRIVACY, PRIVACY