

# NET-IQUETTE

An educational and social media campaign  
to help parents and youth understand the dangers of the internet.

We FADE UP on a computer screen. The screen comes up on a search engine and we are pushing in to the screen. We see the search typed in: (1) "Social Media".....then we see the search (2) "Meeting people"....then we see the search (3)"local restaurants", "GPS tracking", "blocking email", "restraining orders", "local police".

We FLASH to open classroom with computers throughout. Kids appear in various places and disappear after we hear them. Slowly this morphs into a montage of voices by the end and we SEE the small child playing on an iPad.

STUDENTS Montage of audio and video, overlapping collage of sound and students.

I use Facebook and Google

and Instagram

Twitter

Omeagal

Vine

Origins and Steam

Meet Me

Four Square, Flickr

Classmates.

And Tumbler

We SEE a small child playing on an Ipad. He's able to navigate it and go to some funny videos on YouTube. We HEAR the start of next bite and then go SYNC Sound.

TAYLOR THOMPkins, Intel Security

Kids today are digital natives and what that means is that they've grown up with the technology from a very young age. And what that makes us on the flip side, is digital immigrants. So we can pick up the language, but we're never going to quite understand it the same way they do. And what that does is it creates a digital divide, which is what the parents are experiencing.

ELISA Montrose Roback, Social Worker

What we need to be aware of as parents and caregivers is that they are constantly two steps if not five steps ahead of us with using the technology. Oftentimes they're doing more than we realize in that world and oftentimes might actually put themselves in positions of getting in over their head.

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STUDENTS montage of audio and visual as in beginning

I use Snapchat, Kik, Instagram, Twitter, Tumblr and Pintrest.

I have like 400 friends on like Instagram

I have about like 378 followers

I think on Facebook I have 1,000, Instagram about 700, and the rest I have no idea (laugh)

I have around like 600 friends.

Snapchat, Instagram, Kik, Talklife.

I have between 6 and 700 friends on Facebook.

I have like 1400 followers on Instagram, 800 on Twitter

Talklife is another social media that you post just something that's maybe upsetting you in your life and people just comment and usually just help you.

FRANCIS KITTREDGE, Teacher

I'm a middle school teacher and between the two schools with which I've worked, about 25% of these students, and these are 7<sup>th</sup> graders, have stated they have gone and met somebody whom they first met on line.

STUDENTS

I do not know all my friends...on facebook

I don't know all my followers.

COMPUTER SEARCH as at beginning "On line school chat sites"

LOIS KINCH, Special Agent, NM Attorney General's Office

Even if a child tells the parents that they're in a math and science chat room, that they're talking with other students about particular problems and issues, they really don't know who they're talking to, who's at the other end of the computer. Where do you think predators go to find children? Where children are going to be.

Take SYNC SOUND

Peter Andrada, Intel Security

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My seven year old daughter plays something called Bakery store on an Ipad. I looked at that app. Bakery store has a message board, and my seven year old daughter has received messages from other people who play Bakery Story, do you understand?

TRANSITION and the search is for the word "Employment search"

LeANN COLLINS, HR DIRECTOR

Today's job market, especially, you know, over the last 5 years, have become very competitive and employers are looking for how a candidate outshine other candidates. You'd be very surprised what people have online or the pictures that they have online, or where their name is tagged to somebody else's Facebook on line. And that can very much affect their employment.

STUDENTS

I get online like every hour ...

every hour of the day.

three hours a day.

Like ten minutes of the hour every day

I start using social media at about 6:30 in the morning.

PETER ANDRADA, Intel Security

The average teen last year, the average teen girl, sent and received 156 texts a day. A day. And that's just an average, some are over 300.

ELISA MONTROSE-ROBACK

If this is the reality of their world, this is the world that they're growing up in, they'll be working in, it's technology everywhere, how do you advocate for them, what do you do to help them have the skills when they're confronted with problems or issues to know how to handle it?

We SEE the FULL SCREEN TITLE CARD on computer search engine:

## NETIQUETTE

We DISSOLVE TO COMPUTER SEARCH from the open and the search is for the word "Omeagle"

We SEE Peter and Taylor, WORKING over their computer as we HEAR NAT SOUND of the following conversation –MONTAGE, COLLAPSED TIME, AUDIO OVERLAP:

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Taylor: All right so Google Omeagle, Omeagle, their tagline is talk to strangers.

Peter: Yea, that...that's their opening is talk to strangers.

We HEAR the bite further down integrated in this NAT SOUND sequence which continues UP TO AND THROUGH:

Taylor: You're now chatting with a random stranger.

Peter: Stranger is typing. Oh.

Taylor: Try to turn on video again.

Peter: Yea. Interesting. Chatting with a random stranger, I'm saying hi, waiting... what's up? I'm typing do you like One Direction? Okay so they say hiya babe, 25 and female, ASL. I asked do I have to answer that? So I'm offering a fake...a fake atmosphere to this chat. I'm saying I'm shy and I'm gonna see what they say back. In a sense it's a bait.

COMPUTER SEARCH "Chat Roulette"

PETER

Chat-roulette is a website where you go on to the website and it activates your webcam and basically there's a pool of anonymous users, and your webcam comes on and everybody else's webcams are on, and you randomly are paired up with another person and you chat using text, voice and the webcam. And you don't know who you're going to get, and if you don't like who you're talking to, hit the space bar, you go to the next person. So you can continuously...you can scroll through different chatters, but it connects people around the world instantaneously on webcam, it's called Chatroulette.

TRANSITION and the search is for the word "National Center for Missing and Exploited Children"

LOIS KINCH, Special Agent, NM Attorney General Office

internet service providers are mandated by law to report any type of online solicitation that they are aware of, child pornography, child sex trafficking, incidents like that, to the National Center for Missing and Exploited Children and we call it NCMEC for short, and once those reports come in then they do some research on the cases to see which taskforce they need to go to. Does it need to go to a Michigan taskforce, a New Mexico taskforce,

STUDENTS

I have around 280 followers on Instagram, about 300 on Twitter and around 400 friends on facebook.

I probably have like 100.

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On Facebook I have like 1, 023 friends.

FRANCIS KITTREDGE

It's part of who they are, it's part of their lifestyle, it's part of how they talk and communicate with friends.

LOIS KINCH

Grooming a child is where... you would... an individual would introduce the child... there's a lot of different grooming techniques. One grooming technique would be to introduce the child to this type of sexual activity in a manner in which they don't think that there's anything wrong, like a game, like um... playing model, taking pictures. Oh, you're a superstar, you're a supermodel. That's one way to groom a child, to make the child believe that there's nothing wrong with what they're doing,

TRANSITION and the search is for the word "Child Models"

STUDENT

One day I was on Instagram. Um, I was looking for more followers, and um, this guy friended me and his Instagram was private and um, the name was like Modeline something, and it had a picture of like a model on the... for the profile picture, so I was like, oh, cool like a modeling page, and so when he requested me and um... so I was like, okay, I'll friend this guy. And so... when his page was open I looked at it and it had nothing but like child porn on it, like just a bunch of girls. The same day I got a Kick message from this guy and he was like, "Hey, baby," and I was like, "Do I know you?" And he sent some inappropriate pictures, so I blocked him after that. And I told my dad and I got a new Instagram.

KINCH

They also trade grooming techniques. There's even a pdf presentation on how to step-by-step groom a child.

STUDENTS

Of the 1,005 friends, I really know about 200 of them.

I have about 300 followers. I know none of them.

FRANCIS KITTREDGE

25% of the students I've interviewed have said that they don't see a big difference between meeting someone in person versus meeting them online

STUDENT

I have met somebody online that I did not know////I ended up meeting them in person about a year later.

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LOIS KINCH

People that are interested in children will either act as an adult or sometimes, I mean, you can be anything you want to be on the internet.

KITTREDGE

The students always feel like they're safe on line. Oftentimes they'll say they can tell when someone's lying to them. Their assumption is that no adult is going to be capable of doing that. And the truth of the matter is, is that the online predator uses that ignorance on the part of the child as a way of getting an in road into the child's personal life, and emotional life most importantly.

STUDENT

And then this chat came up and this guy with some really weird name just was like "Hey" I was like "Hey, do I know you?" He was just like "how are you doing?" "How's your brother?" and its weird cause I didn't know he knew my brother, I think he looked at my profile and found pictures of me and my family.

LOIS KINCH

A forensic exam is when we'll take digital media, whether it be a computer hard drive, a thumb drive, even floppies are still out there, uh CD's, and we'll create a forensic copy of that, then we'll use specialized software to analyze the data that's on...within the forensic copy. For our state alone we executed 219 search warrants, we conducted 1,067 exams.

FLASH TO IMAGE of young child on the internet, playing

TAYLOR AND PETER in the CLASSROOM:

You guys are starting with the lpads, right, the Itouch, those kind of devices, Droid devices, so you guys are digital natives, right? We'd like to ask you guys what it is you guys do online? You?

STUDENTS:

Go on YouTube.

Facebook

Talk to friends

Instagram

Go on Tumbler

TAYLOR:

All right Instagram. Who has Instagram? All right. So who has 100 followers?

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Peter: Keep your hands up.

Taylor: Keep your hands up. All right, who has 200 followers?

Taylor: 400? 500? 1000?  
How many followers do you have on Instagram?

Student: 1160.

Taylor: Wow [laughs]. Do you know all those people?

Student: Um no not really. [laughs]

Taylor: No okay. So when you are allowing someone to friend or follow you on Instagram, Twitter, I know Facebook's for old people, but I know some of you still have it, um you're really allowing them into your life. You're allowing them to see what you do, where you go, who you are friends with, what your house looks like, what the inside of your bedroom looks like, so you're really sharing a lot of personal information with them.

TAYLOR:

Do you know and trust 100 people? Do you know and trust 10? Maybe. Maybe. So be careful, I highly recommend that you don't allow people that you don't know to follow you. So here's the reason why. Say uh you take a picture or you take a selfie, right? You guys are really into taking pictures of yourselves, right? So you take a selfie and so you send it to four friends. And you say don't show anybody, you know nobody else can see this; I just wanna show you guys. Well they're your friends and they like you, but I mean [laugh] this is a really great picture, so you know each of them just send it to four more people and those people send it to four more, and at this point these people on this outer ring, they don't even know you anymore, so they're just sharing it because it's a great picture, right? And so they send it to a few more people, and what's this called? Going viral. How fast does this happen?

Student: Within like five minutes.

Taylor: Five minutes, five minutes, yep. If even that sometimes, right? Millions of hits on YouTube, millions of new followers on Instagram, right? Be careful. Who's in this group of people? Is it your soccer coach? Your principal? Uh future employers? College recruiters? We have presented this material with someone from our HR group and she told the kids that she routinely denies employment because of what she can find out about people on Google.

Peter: Colleges and universities are also denying applicants, right now, it's not ten years from now, it's right now.

TRANSITION COMPUTER SEARCH for the word "Employers Social Media Policy"

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LEANN COLLINS, HR

what would happen is in many cases you would interview a candidate and you would, um, narrow that down to let's say three or four candidates and then um, you go... you search their name online and you find out what pops up. In fact, one of the growing trends right now is for employers to actually pay background search firms to do that for them. It's not only what you may put on your own site or what people may put on their site about you and name you specifically in it. It's the context. And you may be part of a conversation that goes very wrong somewhere later in the conversation and people will associate you with the whole conversation or a conversation between you and your friends that you two may know what's going on but if someone from the outside looking in, it may be taken very differently. I've had job applicants who actually have given me their connection to Facebook thinking that they're gonna go out there and see great things and they don't realize that the night before their friend tagged them in something and it may not be exactly appropriate, um, to be showing the public. And they had no idea but because they didn't go check on it, now it's tagged to their name and everyone in the world can see it.

STUDENTS:

So somebody made a fake account about me and it scared me.

Vine is like instagram but it's all videos.

Snapchat, you take a picture, you can put a caption on it, or you can take videos and then send it to people.

There's people who post inappropriate things that like I don't want to see.

After 10 seconds on Snapchat it goes away and you can't watch the video or view the picture after that.

PETER

The premise for Snapchat is that you can send a picture and capture a moment, you know you can spin the dial from three to ten seconds, that's how long the picture lasts and then it's gone forever. Not true.

PETER in the CLASSROOM:

The tool we want you guys to leave with is three words: stop, think, connect, and I'm gonna go back up. What's an example of stop? That's like when you have your mouse arrow over a link, and you guys know what a TinyURL is? It's that URL where it doesn't show the domain, you don't know where that...if you click on that you don't really know where that's going, that's a TinyURL, that's sort of a redirector, and that's the kind of stop moment we want you guys to consider, okay? And then think about that. Do I know where that came from? Is this an email I received at three in the morning from a friend who never emails me at that time? Should I click on that? If it's safe to proceed, you go with your gut and what the rules are in your house that your parents have set out, then

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you connect, okay? Another example is Instagram. Somebody wants to follow you on Instagram, that's a stop moment, okay? If it's somebody here at school, I would say just wait, talk to them the next day, right? If they send you a follow request at 6:30 at night, just wait to talk until...to talk to them tomorrow, right? And so you can see them face to face and say hey did you send me a follow request? Right, it's very easy to make fake accounts and you know to misrepresent somebody. So stop, think, connect is our central message, and really that's the tool we want you guys to walk out of here with. You can always use that with your online activities.

TRANSITION and the search is for the word "Local School Information"

DOREEN WINN, Executive Director, PAPA Charter School

We use it all the time. We use it as a tool to get our messages out and to communicate with parents for information. If we send something out on Facebook, we'll get a couple hundred hits within minutes. It's pretty amazing.

THERESE PACHECO TEACHER

The good part is definitely what students can learn from technology///you know history in the making, that part of it is wonderful.

SHANA SPEICHER TEACHER

I use the internet to find resources to use in the classroom, I show them videos /// give them resources that they can use at home to find extra things on their lessons.

LISA MYRHE, PRINCIPAL, DATA Charter School

Our teachers really try to use the internet and to use social media as a tool for learning and as a tool for educating the students. That doesn't always happen when the students have access to it because they prefer to use it for personal use, for entertainment, for communication.

SARAH POUTSCH, teacher

They can use it for good things like school research, use the calculator on their phones when they get stuck on a math problems. But they can also use it to bully one another and um to do things that they shouldn't be doing and connecting with folks that they shouldn't be connecting with.

TRANSITION and the search is for the word "Geo Tagging"

TAYLOR in CLASSROOM:

So geotagging, what's geotagging?

Peter: Do you guys know?

Student:

It's when you post something and it shows your location.

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STUDENT:

It's when you post something online and it shows your location.)

Taylor: Yep, exactly. So um geotagging is exactly what you said, you post a picture, um you tag where you were, um what you might not know is that his information goes into the data of the image, so that data will stay there regardless of what media you choose to share that image through. So maybe it's Instagram, then maybe you choose to email it, any variety of ways, all anybody who has access to that image has to do is look into the data of the file, uh find the latitude, longitude, we all know how Google works, right? A simple search, now maybe your 1000 followers know where you live.

TRANSITION and the search is for the word "Attention Span"

LISA MYRHE, PRIN. DATA

I believe that students now, they're used to getting constant stimulation, they're used to things changing quickly. With a click they can go to another video, with a click they can read another post.

SARAH POUTSCH

It takes a whole lot more effort on the teacher's part to try to maintain the youngster's attention, so you're giving them, basically trying to give them information in sound bites and information like Instagram.

CARLOS ROMERO, TEACHER

It's hindered the children's ability to communicate because they're removed, they don't have the ability to have just the simple day to day interactions with people. If they see somebody at school that they like, instead of going up and trying to make a friendship with them, they go on the internet and they type it. Instead of actually having that face to face conversation, you'd rather sit there and text being like "did you get my text?" "Well, yeah, I'm sitting right next to you (laugh), Why couldn't you just tell me?"

STUDENT

People don't know how to interact with others in real life, but they do better with a screen in front of them. It removes the social aspect of it, yet it's still social.

SARAH POUTSCH

There's been a huge change. The kids are carrying around smart phones, they have access to the internet 24/7. The access to the information is great, we have resources that we never could have dreamed of just a few years ago. We've had students be email pen pals to children in Chile through our Spanish class, and that's not something they could have done without the internet. And then there's the dark side of having that access.

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TRANSITION and the search is for the word “age appropriate” then “Adult content”

ED TORREZ, TEACHER

I think most young people aren't ready for that much information to be readily at their fingertips, and some of it is just not appropriate for their age. In sixth grade and they have iPhones and you know, their readily connected to Facebook or any of the other media sites, Twitter, Tumbler, you know, all those sites are just, filled with Adult topics. Kids aren't ready for those things.

ELISE MONTROSE-ROBACK:

They are being confronted, beyond a shadow of a doubt, with pornography. I hear examples of it constantly. Just everything you could imagine, and children are seeing it oftentimes through the most innocent searches.

STUDENT:

And the creepy thing is about Snap Chat is no matter who they are, they can look up a username and find you, and just send you random pictures, which that has happened to me. Inappropriate pictures, like bad pictures. Nude. Nude Pictures.

DOREEN WINN:

When you have a bunch of emotional adolescents, and teenagers using things or technology without enough guidance and enough, I guess, boundaries and that kind of thing and that causes problems.

LISA MYRHE:

They're in a mindset that it can't happen to me. I'm too smart. I'm too savvy, uh, no one would fool me...and I think that's a mentality that teenagers have had for many, many, many years whether it's the internet or anything else.

STUDENT:

There's been like older men who have followed me on my accounts and it was pretty scary.

EFFIE LAYMAN, TEACHER

They get into the dark alleys and they get into the dark alleys fast /// our kids have a minimal level of education on ethics and on all of the really rough stuff that can happen on the, uh, internet.

SCHOOL PRESENTATION continues

Taylor: All right who can tell me what Ask.fm is? All right what about you?

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Student: Ask.fm is a website where you can ask people questions and a lot of people use it to send hate to each other.

Taylor: Yep.

Student: Ask.fm is when people ask you questions anonymously so they can ask you any question they want to, like your age and all that.

Inappropriate questions.

## TAYLOR AND PETER ON COMPUTER

Taylor: Um Ask.fm is where users can ask other users questions anonymously. A lot of bullying, an incredible amount of bullying.

Peter: Right ,so you get a 13-year-old who has a profile on Ask.fm and then um other students at their school will ask questions anonymously, so they'll go that user profile and then post a question and then the Ask.fm member will answer, but the key there is the anonymous questions, so that allows inappropriate questions, right. Inappropriate questions are...I mean are what happens when there's no consequence, anonymity means less or no consequence.

Taylor: So Ask.fm will receive the following info, your email address and birthday, I'm gonna try to skip it. Ask.fm/Taylor Tompkins.

Peter: That was fast.

Taylor: That was fast.

Peter: It's all about the instantaneous.

Taylor: And so here are some questions ...I don't know what these are, they can't be on my profile because I just created it, but for example ...why are you such a slut?

Peter: That's question number two, that's like a stock question maybe?

## SCHOOL PRESENTATION continues

Peter: Do you guys know what the fm stands for? It's Federated States of Micronesia, so that website is sourced, it's held; those web servers are in a country that has no rules. So that content, anything that goes on Ask.fm, wide open to whoever admins those servers.

TRANSITION and the search is for the word "anonymous bullying"

## SARAH POUTSCH

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They have that feeling of anonymity, you know even though that information's out there for thousands of folks to see, because they're sitting in their bedroom typing things into a device, I think they have this misconception that they're anonymous.

DOREEN WINN

Whatever you post is there forever and it goes to everybody, and even if you want it to go away, you can take it off your site, but it's already on everyone else's. I've seen instances where a kid will leave a school because of something that was posted and they can't get out from under it.

ELISE MONTROSE ROBACK

I've had kids come in very upset, very depressed, very distraught because something they posted, or something that got posted about them, has spread in a way that is not contained. They've lost control of that image, that information.

SARAH POUTSCH

The speed with which that information gets out that's pretty frightening.

ELISE

When we look at the issue of cyber bullying the biggest factor we need to be aware of as the adults right now, is the complete lack of containment around this behavior. And the reason we see sadly, tragic outcomes, with children taking their own lives or children just struggling with this issue is because they have a sense of, there's no way to contain this. Once it's out there and it's spreading, I have no control.

SARAH POUTSCH

In the past somebody may have called somebody a bad name in passing and then they were able to work it out. Now that information is getting out and it's going viral on the Web. They're sharing things with you know, thousands of people within a five minute time span and it's much harder to reel that back in and to resolve those issues.

ED TORREZ, TEACHER

If you want to say something to somebody, it always should be in person. If you can't say it in person, don't say it on line.

TRANSITION and the search is for the word "Good Study Habits"

DOREEN WINN

It's also the time spent. I was having a conversation, trying to figure out why this child wasn't finishing his homework or wasn't doing his homework, so we starting talking

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about it and I figured it out. He spent over 25 hours a week, and that's after school, on social media sites. He spent less than 2 hours on homework.

## STUDENTS

So during passing period at school I take out my phone and check my messages. When I go to sleep I always check for more, when I wake up I see, I ...first thing I do is see if there's any new messages.

Throughout the day, I get on social media about um, three hours a day.

From the time I wake up around 6:45 to the time I go to bed, around 10:30

Scroll through in the mornings and during the day when I'm bored, just to see what everybody is doing.

TRANSITION and the search is for the word "digital immigrants"

## LISA MYRHE PRINCIPAL DATA

They can hide their Facebook pages, they can hide any source that they're on. And I think the, the parents really need to monitor the use of that and how often that occurs. There are students that stay up to 3 or 4 in the morning on Facebook. And that's detrimental to, to their health and to their education.

## TAYLOR

Parents don't really know what's going on. They don't really understand the technology that their kids are using, so it's hard for them to really grasp what's going on.

## ED TORREZ TEACHER

I have two children of my own and when they got old enough to enter the world of social media we said "okay, but we have to have your password. We have to be able to get on your site any time that we want."

## EFFIE LAYMAN TEACHER

Our kids are changing with the culture and as professionals, we have to change as well. Kids are always three steps ahead. And educators, as hard as they try, will never be up with the kids and the kids speeds.

## SARAH POUTSCH

I don't think that parents fully understand how dangerous it is, and how easily folks who don't have any business knowing about what their children are doing, how easily they can access that information.

## ELISA

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I think sometimes parents want to very understandably protect their children and say, well, I'm gonna do everything in my power to shield you from it. I think all bets are off with that at this point. Kids are accessing technology in all these different ways. They're going to see it. So I think you approach it as a parent from the standpoint of, again, not if, but when you see these things how can I be a support? If you see something that's extremely concerning or upsetting you, are you comfortable enough coming to me? If not me, who? Who can you talk to in the family? What adult would you be comfortable speaking to about these things?

## THERESE PACHECO TEACHER

It's important for the adults in the students lives to know more about technology to help guide them. Not just parents, but teachers as well, and any other adults that they come into contact with, just to help guide them along the way, help them to make good, safe decisions.

## ELISA

Things look very different in their world as they grow into adults, because it's a completely different form of communication. To kind of pull them back to the way things used to be and have them do it the way we're all used to, is unrealistic. We need to meet them where they're at and if this is the form of communication that they're using, then we need to figure out how to build those skills in with that as a factor in it. We can't take away something that's already become an established means of communication, or part of their reality.

TRANSITION COMPUTER SEARCH the search is for the word "world wide web"

## PETER

The information super highway is a place where you can go to amazing vistas and look over, you know, human time, the human history, you can look at the many creations, art, technology; but also you can take the wrong turn off the Information Superhighway and go into the wrong place, a dark place.

## STUDENTS

Sometimes you find out too much

I have seen things that I really didn't want to see.

Sometimes things can get very dark on the internet.

We SEE the 18 month old and the Ipad as we

## FADE TO BLACK