

S.A.F.E. Kids
By
Fortalice

Open Communication Offline...
is the key to being safe Online

Who Are We?

A team of cybercrime fighters who vigilantly watch over governments, businesses and consumers – protecting them from internet predators.

We design, develop and deploy affordable customized services and strategies that fend off the bad guys.

Over the last twenty years our team of experts has helped the United States Government, some of the country's largest banks and thousands of consumers safeguard their information.

Division of Consumer & Kid Safety:

Education: Awareness & Training for Children, Parents & Consumers

Protecting your identity, information and cyber reputation – from laptops to handheld devices

Safeguarding digital music, photos, financial records, calendars

Generating effective passwords

Observing proper social networking etiquette

Gaming online safely

Cyberparenting

Recognizing, preventing and responding to cyber bullying and stalking

Education: Curriculum for K-12 Internet safety



What is the principal behind S.A.F.E?

It is our belief that kids will be safe when they are:

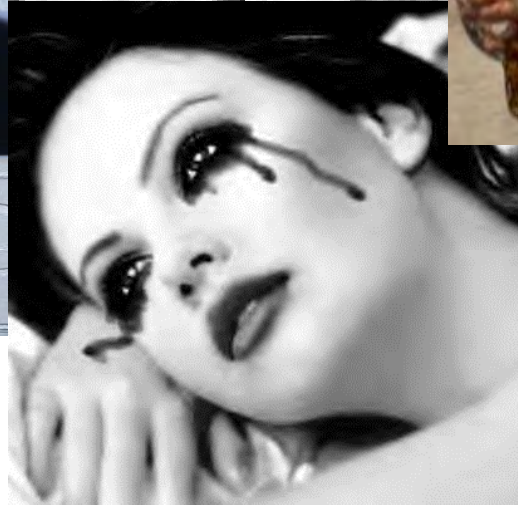
Smart about safety and security

Aware of their online persona – their personal billboard

Faithful to the Golden Rule and their family's religious beliefs

Explore all the good and safe offerings available

Every Post Leaves Digital Footprints to Your Personal Billboard



Headlines

- 70% of Parents said they do not know what their kids look at or read while they are online.
- MSNBC reported 29,000 registered sex offenders were on MySpace “friending” kids
- Over ½ of young people have been cyber bullied online or know someone that has
- One of the people picked up for causing trouble for Ebay and PayPal in sympathy for Wikileaks was only 16 years old

Headlines

- Over 50% of kids have admitted to friending someone they did not know.
- Roughly 20% of young people using Facebook are considering “un-friending” their parents or leaving Facebook and using another social networking site.
- Many kids know how to use privacy and security settings...to block their parents!

Headlines



“I’m not a big fan of young kids having Facebook.”
First Lady on NBC’s Today Show.

While speaking to students in a Virginia high school, the First Lady warned the kids about Facebook, instructing them to be “careful about what (they) post on Facebook” as it will be “pulled up again later somewhere in (their) life”.

Key Take Aways

- Digital is Forever
- Never Post in Extreme Anger or Sadness
- Look at every post and use the “Grandmom” rule
- Look at every post and use the “Bad Guy” rule
- Take time to house clean your online presence a few times a year

Volunteers: Anne, Steve, Carter & Mason Schmitt



Social Venture Partners Charlotte

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Partners

Steve and Joanne Beam	Pete and Kelli Lash
Scott and Marinn Bengel	Reid and Anne Leggett
Stewart Boswell	Al and Ellie Lindemann
Ric and Ann Hayes Browning	Jack and Clarice Locke
Bruce and Debbie Dillon Darden	Harrison and Margaret Marshall
Mike and Minna Elliott	Will and Missy Miller
Eric and Martha Eubank	Bob and Sally Miller
Tom and Kathy Ewing	Jim Murphy and Susan Roberts
Mike and Catherine Fischer	Chris and Denise Pineno
John and Cassell Fitzhugh	Glen and Sharon Portwood
Michael and Andrea Hall	Frank and Connie Reed
Blanton and Susan Hamilton	Martin and Carol Robinson
Mike and Jane Harrell	Steve and Anne Schmitt



Less than 3 minutes:

1. Typing in “Anne and Steve Schmitt, Charlotte, NC”
2. Typing in “Anne Schmitt and Christ Church, Charlotte, NC” found her email address
3. Type in her email address, shows Myers Park PTA

Volunteers: Anne, Steve, Carter & Mason Schmitt

The image shows a screenshot of a Facebook page. At the top left is the 'facebook' logo. A search bar is visible. The main profile shown is for Steve Schmitt, with a profile picture of a man in sunglasses. Below his name is an 'Add as Friend' button and information that he lives in Charlotte, North Carolina. Underneath, there are sections for 'Arts and Entertainment' and 'Music'. Below Steve's profile is the profile for Anne Griffin Schmitt, with a profile picture of two women running. Her profile includes an 'Add as Friend' button and information that she has worked at Merriman Schmitt Architects, studied at the University of South Carolina, and is married to Steve Schmitt. At the bottom of the page, there is a 'Wall' section with a grid of photos.

In another 3 minutes:

1. Facebook “Steve Schmitt, Charlotte, NC”
2. Married to Anne Griffin Schmitt...and go to next page...

Volunteers: Anne, Steve, Carter & Mason Schmitt

My Gallery

Albums



zany photos
28 photos



Horseshow
12 photos



beautiful girls
48 photos

Still in that next 3 minutes:

1. I linked over to her mobile me gallery hosted by Apple – there names and captions with many of the photos
2. Anne was recently not feeling well.
3. She had a comment about the founder of Facebook posted 2/5
4. Saw a Mason Schmitt but she had her profile locked down but provided a picture.
5. We have a mutual friend, Marty Viser
6. Saw all of Steve's friends but could not see posts on his wall

In 6 Minutes...What Did I learn?

Posting In Anger or Venting

One budding basketball star, Taylor Cummings, was not seeing eye to eye with his basketball coaches so he typed out his frustrations online, “I’m a bust this (#!@\$%^ expletive removed) up from the inside like nobody’s ever done before.” School officials took him at his word and they expelled the teen. With an expulsion on the record, this could make a sports career very challenging to have as part of his digital persona.

Posting In Anger or Venting

In another case in Seattle, a middle school principal facing cyber and physical bullying of a student, identified 28 students that were involved and suspended all of them.

Suspensions do not sit well with college admissions, especially at institutions that have a heightened awareness and sensitivity to cyberbullying.

Posting In Anger or Venting

Closer to home...

In another story, a UNC-Charlotte college student was frustrated after a long hard day at work. One couple hung out at a table for 3 hours and left her a \$5 tip. She has about 100 friends on Facebook and very tight privacy settings. She needed to vent, so she did what many digital natives do, a quick and short Facebook post: "Thanks for eating at [restaurant], you cheap piece of ---- camper." Her employer was alerted to her post, worried about the restaurant's reputation, they fired her. She admits she used bad judgment and had no idea it would cost her a job.

Cyber Bullying...

Why shouldn't you cyber-bully anyone, ever?

“Because God is always watching what you do”

This moment of wisdom is brought to by a 1st grade student at St. Patricks.

Who Is Watching?

In another sad story, three teenage girls were at a party, visited a chat room online, and flashed their breasts in the chat room. The party ended and the girls went home. Within a week, one of the girls started getting threatening emails. ...

Police and Federal authorities became involved and found the cybercreep.

The 19 year old man was charged with sexual exploitation. This practice has a new term, “sextortion”.

Who Is Watching?

How many of you use Skype?

How about other chat services such as TinyChat or BlogTV or ChatRoulette?

Three reoccurring themes across the sites that need to be passed along to all parents:

1. Almost every young person online was in their bedroom
2. More than 50% of the kids were sitting on their bed conducting video chats
3. I did not see any parents in the background as a monitor

Who Is Watching?

Employers

- 70% of job recruiters surveyed indicated they have rejected candidates due to information they found about the candidate after searching online.
- 27% of the recruiters go to Online Gaming sites as one of their sources for checking out an applicant.
- 63% go to social networking sites.
- 59% go to photo and video sharing sites.

These are the places kids like to hang out online so it is important that they know somebody's watching, other than their parents.

Who Is Watching?

College Admissions

Recent studies indicate that at least 25% of college institutions are using search engines and social media to review the applications of prospective students.

If you have a child in middle school or high school, just assume that by the time they apply for school, that this will mature and become a natural part of the admissions process.

Who Is Watching?

Any other guesses?

How to Relax and Have Fun

Having Fun Building a Positive Persona
Dream Big!

Create a plan for mapping out the person YOU want to grow into and how YOU can portray that on the internet.

How to Relax and Have Fun

Some personal maintenance steps you might want to take:

1. Search: Sit down with your kids and use search engines such as, Google and Bing, with your kids. Browse the search engine results. Make note of any information you would like to make more private.

How to Relax and Have Fun

Some personal maintenance steps you might want to take:

2. Privacy and Safety Housekeeping: Make a list of all the sites your kids visit. Go to each site and review privacy settings. Change features to lock down privacy settings. Make a note to check privacy settings once a month, especially on Facebook which sets many privacy settings to the greatest level sharing possible when new features come out..

How to Relax and Have Fun

Some personal maintenance steps you might want to take:

3. Keeping Up With Connections: How many connections does your kid have online? Do they have a Facebook profile with over 100 friends? Discuss with your kid the consequences of having too broad a network and discuss ways to protect your child's information and reputation with friends in their network that might not be in your kid's inner circle of trusted friends.

How to Relax and Have Fun

Some personal maintenance steps you might want to take:

4. Your Good Name: Buy your kid's name in a domain name. As your child reaches high school and college age, post appropriate information that would be helpful in establishing an online reputation. This could also include requesting references, and permission to post them, from teachers and part time jobs posted on the website.

How to Relax and Have Fun

Some personal maintenance steps you might want to take:

5. Search Results: Sites such as Twitter, LinkedIn, and Facebook all rank high in search engine results so be sure to keep these profiles current and positive for children who are old enough to use these sites.

Sites to Consider

- [YourSphere.com](#): designed for 17 and under, the site offers social networking and interests for kids from sending messages to gaming. There is a portion of the site dedicated to giving parents tips and the latest information on kids and internet safety.
- [Togetherville.com](#): parents can use their Facebook account to create a profile for their kids on this site. The target age group is 10 and under. Parents can view and post messages to their kid's wall. Every members has a code of conduct.
- [Skid-ekid.com](#): Parents set up the account via Facebook validation of their identity. The site is moderated by security software and any comments flagged for attention are sent to staff for review.
- [giantHello.com](#): A Facebook like experience for kids. However, they cannot connect with kids they don't know. They need an email address to send an invitation or they have to print out a hardcopy invitation with a code to link to friends.

Questions?

- Theresa M. Payton, Former CIO at the Executive Office of the President, White House

Theresa Payton, Chief Advisor and CEO, Fortalice LLC

Please follow or join in the security conversation:

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TV: WBTV.com “On Your Side”, “Protecting Your Cyberturf”

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