



# CUSD School Counselors



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# Social Media and Supporting Families Overview

- How do traffickers target their victims?
- What's happening with OUR kids on Social Media?
- A look at prevention
- Serving students on a multi-tiered systems of Support at each grade level.
- Resources and Supports for you and your kids.



# How do Traffickers Target Kids?



- Traffickers use Social Media
  - Instagram, Snapchat, Twitter, TikTok, Facebook
- Target the Victim
  - Study the victim's posts across all media outlets
- Gain Trust
  - They spend time earning their trust
- Meet Their Needs
  - They pretend to understand and care about them
  - They make them feel loved, beautiful, cared for

“There is something special about you.”

“I think you're beautiful”

“I'll protect you.”

Traffickers

(Fight the New Drug, 2021)

# Who Do Traffickers Target?

## Vulnerable Youth

- Kids whose posts express:
  - Fear
  - Emptiness
  - Disappointment
- Indicators of:
  - Substance Abuse
  - Runaway Activity
  - Home Instability

“I need to get out of here.”

“My life sucks!”

“Nobody gets me.”



# A word from our kids...

Video



# What's Happening with OUR kids? We asked them!

## School Survey



# What's Happening with Our Kids? We Asked Them!

- 14% of students said they have been a victim of “catfishing” someone lying about who they are.
- 21% of students told us that they met up with someone in person after meeting them online.
- 56% of students told us that someone they don't know IRL has commented on their post. What were some of those comments?

## What was the most inappropriate thing that has happened to you on social media?

- I have been reached out to by random accounts to "model" for their brand in return for free clothing or other products from the brand, but I always block the account when it happens.
- Older people adding you and doing weird stuff on their live.
- Got sent a dick pick by a grown man.
- An old man was wanting me to send him pictures for money (he is blocked now though).
- I have had multiple "sugar daddies," "sugar mommas," and other older figures contact me through my DMs/chats on both Instagram and Snapchat. Normally, they start by calling me "cute" or telling me that I'm "pretty," and they offer me money/nude pictures.



# What's Happening with Our Kids? We Asked Them!

- 35% stated that they don't know about default settings publicly sharing their location.
- 24.2% Said they never even thought of this.

# Prevention

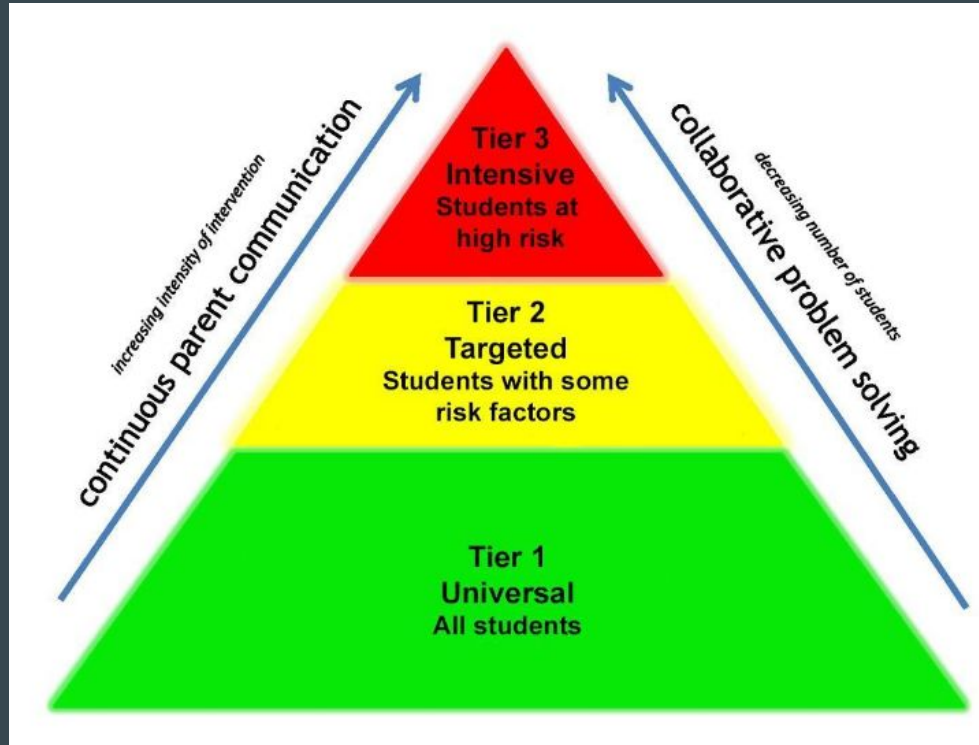
## Increasing the Well-Being of the Whole Child

Three Pronged Approach to increasing the well-being of the child

Comprehensive School Counseling Program



# MTSS Focus: Appropriate Use of Social Media



# Prevention

## School Counselors addressing The Whole Child (Tier one)

**Social and Emotional Domain - manage emotions, positive relationships, responsible decisions**

1. Social Media Safety
2. Signs of Suicide
3. Stress and Anxiety Prevention/Management
4. Social and Emotional Learning

**Academic Domain - knowledge, skills, and attitudes to be successful**

1. Academic Planning
2. Academic Intervention Services

**College and Career Readiness-strength based all students have ability to be successful**

1. Classroom College and Career lessons
2. Post-Secondary Planning

# Research shows that these populations are at higher risk

- Runaway Youth.
- Homeless youth - Mckenny-Vento.
- Children in Foster Care/ child welfare system.
- Young people who have been in the juvenile justice system.
- Students who drop out of school.
- Student with developmental and intellectual disabilities
- LGBTQ+ Community

# How do schools help those students who are more “at-risk”? (Tier 2 and 3)

- Our School Resource Officer intervenes in crisis situations.
- Our Bilingual Community Liaison works closely with our McKenny-Vento (homeless) and other at-risk populations.
- Our School Counselors:
  1. Re-entry meetings for students in the Juvenile justice system
  2. Work directly with social workers to help foster youth.
  3. Have strict protocol for handling student crises. For example: suspected sexual or physical abuse, criminal activity and suicidal ideations etc.

## CUSD Family Resource Center

**HOURS: 8:00 AM- 4:30 PM DISTRICT OFFICE HOURS**

Language support is provided in English and Spanish

Language support is provided in Farsi upon prior request.

Please contact the Family Resource Center Liaison, Sonia Moser, for more information via email at [somoser@capousd.org](mailto:somoser@capousd.org) or phone (949)234-5597.

# Parent webinars (CUSD Counselors, 2021)

## Social Media and Internet Safety

Presented by CUSD Counselors  
January 21, 2021



# Practical Tips - Take a Handout



## SOCIAL MEDIA TIPS FOR PARENTS

CUSD School Counselors

**EDUCATE YOURSELF ABOUT SOCIAL MEDIA.**

# Getting to a Place of Online Safety and Staying There.

Digital Citizenship and Cyber Safety (Common Sense Media, 2021)

## Kindergarten

### Media Balance Is Important

How do we find a happy balance between our online and offline activities?

INTRODUCTORY SONG



### Pause for People

How do you say goodbye to technology when you don't want to?

MEDIA BALANCE & WELL-BEING

### Safety in My Online Neighborhood

How do you go places safely online?

PRIVACY & SECURITY

## 1st Grade

### Pause & Think Online

How can we be safe, responsible, and respectful online?

INTRODUCTORY SONG



### How Technology Makes You Feel

Why is it important to listen to your feelings when using technology?

MEDIA BALANCE & WELL-BEING

### Internet Traffic Light

PRIVACY & SECURITY

# Getting to a Place of Online Safety and Staying There.

## Digital Citizenship and Cyber Safety (Common Sense Media, 2021)

### 12th Grade

#### The Health Effects of Screen Time

MEDIA BALANCE & WELL-BEING

Can screen time be bad for us?

#### Debating the Privacy Line

PRIVACY & SECURITY

Should the government have access to all your social media and cellphone data?

#### The Change You Want to See

DIGITAL FOOTPRINT & IDENTITY

How can you create a digital footprint that showcases your purpose?

#### We Are Civil Communicators

RELATIONSHIPS & COMMUNICATION

How can we communicate with civility online?

#### The Consequences of Online Hate Speech

CYBERBULLYING, DIGITAL DRAMA & HATE SPEECH

What should the consequences for online hate speech be?

#### Filter Bubble Trouble

NEWS & MEDIA LITERACY

College and Career Readiness



**futureology**  
CUSD COLLEGE AND CAREER COUNSELING

Futureology

## In closing

- Pick up the practical tips on social media safety for parents handout.
- Check out all of the resources CUSD has to offer and visit the Family Resource Center in person or online.
- Know that Prevention comes from fostering facets of the whole child.
- School and parents team up to support them socio-emotionally and with their academics and college and career choices.

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