

# Technology/Social Media

The :}, The :{ and The !@#%

Illinois Imagines  
2013

Gametime ...

**BOS**

**POS**

# The World be a Changing

- Texts, E-mail, Chats, Skype, Blogs, iPhone, YouTube, Web Sites, 24/7
  - Under 30 don't ...
    - Remember phone cords so long you could talk on the other side of the house
    - Remember life before e-mail
    - Know computers can't fit in your hand
    - Know what white-out is?



**NOPE... IT CAN'T BE DONE ONLINE...  
YOU ACTUALLY HAVE TO TAKE THE RAKE OUTSIDE**

# A Wired World

- E-mailaggedon?
  - E-mail accounts?
  - Ways to get online?
- Facebook: A billion users??
- Tweet, Tweet: 500 million on Twitter
  - (+200 million).
- Not going away – Something else is coming

# A Wired, Wired World

- Top 10 Visited Websites in the World (alexa)
  - Facebook (28 minutes a day)
  - Google (45%)
  - Youtube
  - Yahoo
  - Baidu
  - Wikipedia
  - Windows Live
  - Amazon
  - QQ.com
  - Twitter (7-8%)
    - (Ebay 17, ESPN 22; Pinterest 35; Craigslist 47)

# Can You Hear/See Me Now??

- Hand Helds changed everything.
  - And I mean everything
- Social Anchor
  - More than half of teenage owners say they are the key to social life.



# What is Social Media?

- Interactive digital tools that connect people
- Help us communicate, collaborate, and create media content
- Also known as Information Communication Technologies



# Social Media explained ...

- Twitter – I'm eating a #donut
- Facebook – I like donuts
- Instagram – Here's a vantage point of my donut
- YouTube – Here I am eating a donut
- LinkedIn – My skills include donut eating
- Craigslist – I'll sell you a half-eaten donut
- Reddit – I want to “chat” about eating donuts
  - Like ICASA on Facebook/Follow us on Twitter
  - Like Illinois Imagines sites on Facebook

# Impact and Accessibility

- The Good
  - Reaching out: New Groups/Underserved Groups
  - New Horizons: New Things/Ideas
  - Information: Easier to find
  - Friends: You aren't alone
- The Bad
  - Bullying: Reach you easier
  - Manipulation: Take it from you
  - Victimization

# Where the Information Is

- Encyclopedia Be Gone
  - 80% of youth use the Internet to find Health Information.
    - Rape, Sexual Health, Healthy relationships, etc.
  - Find ones you like and trust to send out
    - [www.illinoisimagines.org](http://www.illinoisimagines.org) (Illinois Imagines)
    - [www.icasa.org](http://www.icasa.org) (Illinois Coalition Against Sexual Assault)
    - [www.plannedparenthood.org](http://www.plannedparenthood.org) (Planned Parenthood)
    - [www.nsvrc.org](http://www.nsvrc.org) (National Sexual Violence Resource Ctr.)

# Where the Information Is

- Don't Believe Everything Online
  - This is one thing we have to teach
    - Jon Bon Jovi is dead
    - And Morgan Freeman is writing editorials
    - Movie – “Trust”



# Can we Get to Information?

- Accessibility Issues
  - Screen Readers
  - Mobile better than laptop?
  - Audio book readers
  - Bobby ... Illinois Assistive Technology Project
- Social Media Help
  - Facely HD
  - Accessible YouTube ... Easy YouTube
  - Easy Chirp
  - Fleksy (touchscreen typing)
- Forever Changing
  - March 14 – eye phone??? (Samsung)

*Gametime ...*

**HOAS**

**FOFL**

# Making Use of the Internet

- Things to Consider
  - What is Your Goal?
    - Raise awareness,
    - Hold an event,
    - Engage people to take action,
    - Create a web presence
  - Who is Your Audience? What is Your Message?
  - What is Your Strategy? What medium will be the best means to your end?

# Making Use of the Internet

- What Will it Cost?
- Do You Have the Capacity?
- Are There Any Safety or Privacy Implications for Survivors?
- Rolling with Pigs



# Making Use of the Internet

- Social Media for Social Good
  - Support Survivors
  - Share Information
  - Create Collaborations
  - Improve Advocacy and Awareness
  - Drive Fundraising
  - Inspire Action
  - Influence Change
  - Enhance Education

# Making Use of the Internet

- Website – Base of Operations
  - It's where you start
  - Know what you want out of it
  - It's not where you end technologically
  - Drive folks back home
  - Informational portal

# Making Use of the Internet

- Start Simple
  - What do you already do offline?  
Newsletters, outreach posters, brochures, PSAs, dinner video, fundraising events.
  - What do you do online? Communicating with members via email, website, Facebook page, Twitter.
  - Connect your worlds

# Making Use of the Internet

- Stages of Social Media Use
  - Excitement
    - Woo Hoo, a new project!!
  - Uh-Oh
    - What's Tweeter?
  - We Got This, Don't We?
    - We're There. You can't find us?
  - Stupid AI Gore
    - Don't you know I have to counsel/advocate/educate. This isn't my job.

# Making Use of the Internet

- Tips for Success
  - Know your audience, sculpt your message.
  - Maintain timely, relevant messages.
  - Keep messages short and simple.
  - Participate with networks and cultivate relationships.
  - Ensure accessibility
  - Publish shareable information
  - Post content that is relevant, timely, and personal.
  - Include website link in all posts.

*Game*time ...

**RUMORF**

# %@!\$# Technology

- Cyberbullying and Social Media
  - 70% of teens feel this is a problem
  - 65% of teens have been asked to engage in sexual acts via e-mail/texts/cells that they didn't want to engage in.
  - 68% of teens believe the sharing of embarrassing private photos is a serious problem
  - 32% of teens have been bullied on-line via threatening messages or posting of personal material

# %@!\$# Technology

- Sexting
  - Photos (+talk)
    - **2007 - 4%** of cell-owning teens ages 12-17 have sent sexually suggestive nude or nearly nude images or videos of themselves to someone else via text (LC)
    - **2009 - 15%** say they have received such images of someone they know via text message. (PIR)
    - **2010 - 30%** say they have received such images of someone they know via text message. (MTV)



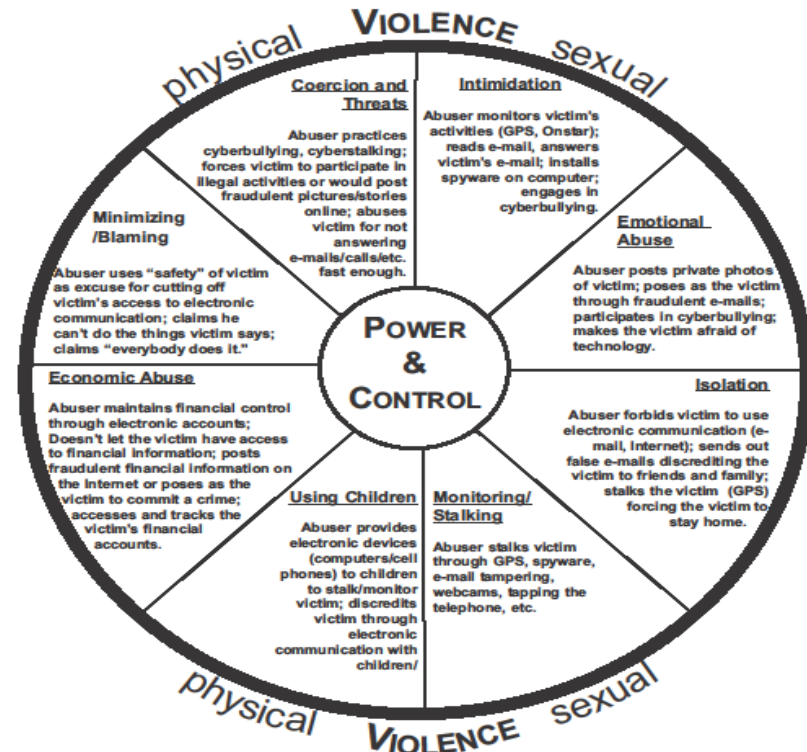
# %@!\$# Technology

- Stalking and Cyberstalking Laws
  - Ever changing.
- Power and Control Wheel

---

## TECHNOLOGY POWER AND CONTROL WHEEL

---



■ Developed at 2006 Safety Net Technology Conference.  
 ■ Adapted from National Center on Domestic and Sexual Violence; Safety Net, Domestic Abuse Intervention Project; Duluth, MN.

---

# %@!\$# Technology

- Victims of technology abuse in dating relationship are (urban institute 2013):
  - 2 times as likely to be physically abused
  - 2.5 times as likely psychologically abused
  - 5 times as likely to be sexually abused
- 4% only experience technology abuse

# Good Fences Make Good Neighbors

- Social Media
  - Boundaries, Boundaries, Boundaries
    - Don't post things that could reflect bad on your agency, project, etc.
      - No Nude images. No pictures doing drugs
    - Be careful who you friend.



# Tips for Survivors

- Trust your Instincts
  - Gut knows best
- Talk about Safety with Advocates and Supporters
  - Let others know you're worried and make a plan
- Save Everything, Document Everything
- Resources ... SafetyNet [www.nnedv.org/safetynet](http://www.nnedv.org/safetynet) ...  
[www.icasa.org](http://www.icasa.org)

Game time ...

**BFN**

# Contact Information

Sean Black

[www.icasa.org](http://www.icasa.org)

[sblack@icasa.org](mailto:sblack@icasa.org)

866-648-2272