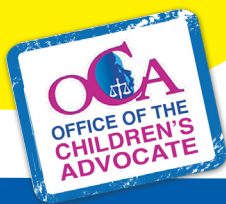


#BESOCIALBESMART



SOCIAL MEDIA GUIDE FOR TEENS





MESSAGE FROM THE CHILDREN'S ADVOCATE

The Office of the Children's Advocate (OCA) has done it yet again! Through this Be Social Be Smart Guide created especially with our Jamaican teenagers in mind, our aim is not just to be innovative and to be the first organization to share these useful tips with you, we are also hoping to help you connect the dots between the online/social media virtual world and the real world in which you still have to live. We recognize

that social media is here to stay and as such, it makes no sense for us to bury our heads in the sand and hope that it will simply disappear and that things will go back to how they used to be. That's wishful thinking!

This booklet will guide you on how to use the internet for assignments and research; how to deal with difficult or uncomfortable "social" situations; and how to manage your 'online' self in a responsible way so that you do not unwittingly invite any of the many cyber dangers that do exist, unto yourselves, your family or your friends. In creating these tips for you, we have used the information of what we know to be things that are happening in Jamaica with teenagers. In 2016, the OCA went to a number of schools all across Jamaica and interviewed Jamaican teenagers about how they and their friends used social media, what were some of the experiences that they had and what social media platforms were the most popular with them. These tips are therefore real and practical and will give you useful material and expose you to things that you sometimes never even thought of. The end game is to make you not only tech savvy (which you probably already are), but also smart, safe and appropriate in your dealings while in cyber space.

This Guide is all yours – read it, use it, rely upon it and reach out to us if there's ever anything that you may need guidance on or you simply just want to talk. That's why we are here!!

Diahann Gordon Harrison

Children's Advocate of Jamaica



Published by the Office of the Children's Advocate

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SOCIAL MEDIA GUIDE FOR TEENS

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MESSAGE FROM THE #BESOCIALBESMART RESEARCHER

Safety of our children in the online domain has increasingly become a cause for concern, as our physical boundaries have diminished with the use of technology. This means that globalization has brought distant places and people literally into our personal space by way of the virtual realities we create and exist in online. Indeed, the internet and social media

have revolutionized the way we live our lives, making communication, relationship forming, and sharing of information as easy as the click of a button or tap of a finger on a screen.

Manoeuvring cyber space with its varying complexities often presents a challenge for adults let alone children. It is therefore imperative that organizations such as the OCA, provide extensive guidance to children in light of the inevitable dangers which lurk on the 'net'.

Given this, The OCA's Adolescent Internet (Social Media) and Smart Phone Application Usage Survey sought to provide an empirical grounding; assessing the behaviours of children and their varying interactions online through their own pronouncements. A survey was conducted using questionnaires, distributed in 23 high schools across the island (October 2015 to April 2016) with a total of 514 students participating.

Many of the findings uncovered substantiated the OCA's cause for concern. In particular, there was evidence to support concerns related to keeping things private and privacy settings, inappropriate interactions between adults and children as well as the enacting of cyber bullying by children on other children. As a consequence of these findings, this practical and useful guide was designed to help you better navigate the cyber sphere. Please therefore see this as your social media safety handbook. Read it. Do our quiz, assess where you are and use the tips provided to make adjustments where needed. Remember the hash tag #BeSocialBeSmart!

Danielle S. Jones
Head of Unit: Research



AN INTRODUCTION TO SAFER SOCIAL MEDIA

@SamSocialJM

Social media is like oxygen to teens.
It's part of their daily lives.

@OCAJamaica1



I agree, Sam. Social media opens lots of doors; some good, some bad. Teens need to know how to stay safe.

@SamSocialJM

That's what this Guide is all about.
Helping teens to know what to do and what not to do.

@OCAJamaica1



And helping parents and teachers too. We've got a separate Guide for adults. But all adults need to understand social media from the POV of the children in their care.

@SamSocialJM

We've got it covered. Everyone should #BeSocialBeSmart.

@SallySocialJM

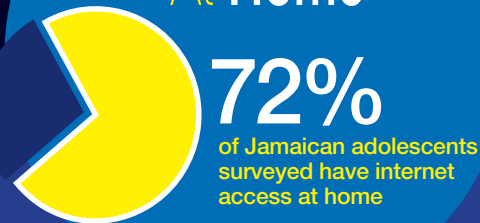
Yes...but #Smartsocial too!



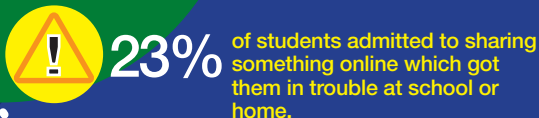
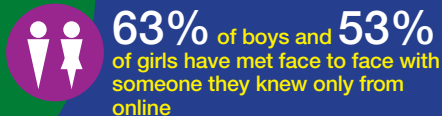
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HOW DO JAMAICAN ADOLESCENTS USE SOCIAL MEDIA?

Internet Access At Home



What Jamaican adolescents do online.



88% share photos and videos



52% of adolescents have an Instagram profile



75% of students have a Facebook profile



What Jamaican adolescents post.

53% of students post what places they visit frequently



43% of students have posted which school they attend



30% have posted their telephone numbers



43% of adolescents in Jamaica post the places which they frequently visit

20% of students have had an experience online which made them feel bad about themselves



20% of students say they feel pressured to post content which is sexually explicit



43% of students have received messages from strangers which they deemed as inappropriate for their age



64% of Jamaican students have been contacted by a stranger online in a way which made them feel uncomfortable or scared.



What Jamaican adolescents are experiencing online.

TOP SOCIAL MEDIA SITES FOR JAMAICAN TEENS

*as reported in 2016

#1



WhatsApp is an instant messenger app and the most popular platform for Jamaican teens.

92% of students use this smartphone app.

#2

You Tube

YouTube is a website which allows the free sharing and viewing of videos. Users can create and easily upload video content to be viewed on customizable channels.

79% of students use YouTube.

#3



Facebook is a free social networking site which allows the sharing of photos, videos and messages through user created profiles.

75% of students use Facebook.

#4



Facebook Chat is a messenger app which allows users to communicate with their Facebook friends and view which of their friends are online.

71% of students use this smartphone app.

#5



Instagram's photo and video-sharing service can be used via its app or other services like Facebook, Twitter, Tumblr, and Flickr.

52% of students use this smartphone app.

#6



Facetime is a video calling application on Apple iOS supported devices.

50% of students use this iOS app.

#7



Skype allows users to chat online, exchange images and to make video and voice calls. Users can also make conference calls.

40% of students use Skype.

#8



Snapchat's messaging and image-sharing service is best known for its short-term, self-deleting posts.

28% of students stated they use snapchat as at the time of the survey; this number would be significantly higher now.



HOW-TO GUIDE FOR SMART SOCIAL MEDIA USE

All social media platforms carry some amount of risk. The kind of meanness you sometimes see in the classroom can be amplified online. People may make mean comments about your posts or about you in general. There's also the risk of being exposed to inappropriate photos or videos, or that photos and videos that you share may end up in the wrong hands.

Then there's the risk of your online contact hurting you in the real world. You could be contacted by someone you don't know, who may encourage you to meet in person and cause you physical or emotional harm.

You can learn how to manage these risks and stay safe on social media.



COMMENTS FROM A TV PERSONALITY/PRODUCER AND MOM

"I meet teens daily and to get to know them more, I scan their social media spaces.

I am very concerned about the interaction I see many of our young girls engaging in and the comments coming from older men on their revealing posts. I have also started making note of the older men

commenting inappropriately on teens' pages.

I always tell the youth to be careful what they are posting because it will affect them when they are to go looking for a job or scholarships. For example, I remember a young man working with us on Talk Up Yout and some of his posts were very disrespectful to women and some just not age appropriate. It went against the values we promote and I had to ask him to delete them or he could not be on the road with us leading the advocacy campaigns. He understood because we took the time out to explain how it looked."

Emprezz Golding

Host and Executive Producer, "Talk Up Yout"



HOW TO: STAY SAFE ON THE MOST POPULAR SITES

Most popular social media apps allow you to adjust your privacy settings. Restricting access to your posts can enhance your safety. Take five (5) minutes to change the settings on your social media apps.



WhatsApp

WhatsApp allows you to control who sees your posts, block specific users and report troublesome users to the site. For more details, visit:

<https://www.whatsapp.com/faq/en/general/21197244> or
<https://web.whatsapp.com/>



Facebook and Facebook Chat

Facebook has advanced privacy settings which allow you to detail who sees what you do and who can send you messages. Becoming very familiar with privacy shortcuts and general settings can help you feel more comfortable about how and what you share and who can get onto your profile and page. You can also use the "Privacy Check-up" to make modifications to your privacy settings. For details, visit:

<https://www.facebook.com/help/122006714548814>



YouTube

Like Facebook, YouTube has also improved its privacy and safety settings, by way of its safety centre which can be found through the safety tab on the website. There are several links provided on the safety tab which provide guidance on how to stay safe while using YouTube, namely "Teen Safety", "Privacy", "Privacy and Safety Settings", "Parent Resources", "Harassment and Cyber-bullying", and "Restricted Mode". Schools and parents can use these tools to filter out possible mature content not suited for children of varying ages.



Skype

Skype allows you to hide your profile – you can find your friends but strangers can't find you. You can also block who can call you, send you text, images or videos and who can share their screens with you.



FaceTime

While FaceTime and Apple's messenger service, (iMessage) are encrypted, both apps can upload personal content onto public servers. That can include your location, contact details, photos and sounds recorded. You can limit this by changing the restrictions under the privacy settings in the app. Be sure to change restrictions for location services, contacts, calendars, photos and microphone.



Instagram

Like most other platforms, Instagram allows you to restrict access by making your account private. Your bio will still be public, so make sure you're not giving away too many details. You can use Instagram Direct to share and comment on photos and videos with a select group of friends. You can also block and ignore senders who you aren't following. Further ensure your safety by being careful when and where you use the "add photo to map" feature and turning it off when you don't want to share your location.



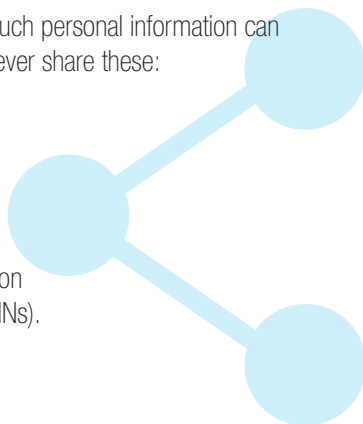
Snapchat

Think you're safe because your Snapchat posts disappear? Think again. Users can screenshot your posts or capture them with another phone or camera. Your best bet is to limit who can see your snaps by choosing that option in the privacy settings. You can also choose how long your snaps last. Be sure to block any users that harass you, report abuse and flag any underage users.

HOW TO: DECIDE WHAT TO SHARE

The point of being online is to share, but sharing too much personal information can expose you to identity theft and even physical harm. Never share these:

- Your date of birth
- Telephone number and home address
- Your school
- Your TRN
- Bank account, debit card or credit card information
- Passwords and personal information numbers (PINs).
- Sexual photos or videos of yourself



Before you post, ask yourself Who? What? Where?

- Who will see your post?
- Are you comfortable with what you're saying being public and permanent?
- Are you giving away information that could jeopardize your physical safety?
- Even if you're just sending a photo to a friend, what happens if your phone or your friend's phone ends up in the wrong hands? What happens if you stop being friends?

HOW TO: LIMIT WHO CAN SEE YOUR POSTS

It takes less than a second to send a Snap or a quick IG post. In that short window, it's easy to forget who you're sharing that photo, video or silly thought with.

Set your privacy setting to keep your default network as small as possible. You can always change the setting for posts you want to share with the whole world.



HOW TO: HANDLE A POST THAT BOTHERS YOU

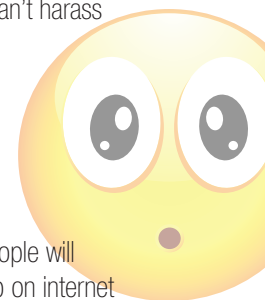
Things can bother you online as much as they do in the real world. Don't suffer in silence. Take the same action you'd take if someone bothered you off-line:

- If you know them, try to talk to them online or face-to-face to tell them how you feel.
- You wouldn't stay real-life friends with someone who wasn't nice to you. Don't be afraid to stop being friends online. You can unfriend the person and even block them so they can't contact you anymore and you can't see their posts.
- If the post is offensive, you can also report the sender so they can't harass other people.

HOW TO: RECOGNIZE A SCAM

If it looks too good to be true, it probably is. Remember that many people will pretend to be someone else online. Be very careful when following up on internet opportunities:

- Use your smarts. Job offers and lottery winnings are rarely announced by social media messages. And if you didn't apply for a job or enter a contest, it's unlikely you'd be contacted.
- Check the source. Look up company names or websites used in internet offers to see if they belong to reputable services. Ask for a telephone number you can call for more information.
- Ask an adult to help you verify. Before you send any money or agree to meet in person, have an adult you trust call ahead to check things out.
- Never go alone to follow up on an internet opportunity. Ask a trusted adult to go with you and follow the rules below for accepting requests to meet.
- Human Trafficking is a real threat in Jamaica. As of June 2017, approximately 86 victims of human trafficking were rescued by the TIP Unit of the Jamaica Constabulary Force right here in Jamaica. Do not put yourself at risk. Teenagers are a prime target group for traffickers.
- Watch UNICEF/OCA "Unspoken – a #KeepChildrenSafe film" on YouTube.



HOW TO: RESPOND TO A REQUEST TO MEET

Meeting people we've made friends with online can be fun and exciting — if they are who they say they are and if they mean us well. On the chance that the person you're meeting doesn't turn out to be who you thought, make sure you've followed these precautions:

- Always pick a public place that you're very familiar with. Select a day and time when you know there will be a lot of people.
- Never go alone to meet someone you've met online. Ask a trusted adult to go with you.
- Have a plan for how you will get away quickly. Arrange for a ride; make a plan with a trusted taxi driver, or choose a place near to public transportation or for your parent(s) to pick you up.
- Make sure someone else knows where you are going and who you are meeting and why.

HOW TO: DEAL WITH BULLIES

Social media allows us to connect with new people and have conversations we sometimes couldn't have in the real world. Unfortunately, some people use that opportunity to say mean things. Words can hurt, especially when they're repeated often. Online bullying can take lots of forms: posting unflattering or embarrassing pictures of you, saying negative things about you in public posts, sending you messages encouraging you to harm yourself. If someone is treating you in this way, take action quickly:

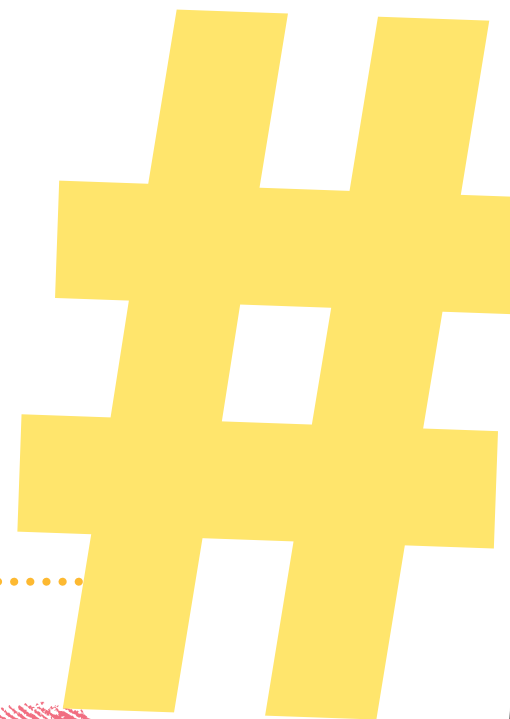
- Talk to someone: a family member, guidance counsellor or other trusted adult. Explain to them what the person is doing and how it makes you feel.
- Don't try to out-bully the bully. Sending mean things back will only provoke the bully to continue. Block and report the person if it becomes necessary.
- If you are younger than 18 years old, report any cases of cyber-bullying to the Office of the Children's Advocate at 1(888)948-1134 or via email at info@oca.gov.jm or visit our website at www.oca.gov.jm to find out more about internet safety

HOW TO: USE THE INTERNET FOR SCHOOL

Websites and social media platforms can be valuable learning tools. You can research projects, interview experts and collaborate with students all over the island and around the world. But with so much information out there, how do you know what and whom to trust?

- Check the source. Search engines are a great place to start, but how high a site ranks in a search doesn't necessarily relate to the accuracy of its content. Look at the website address and try to find out to whom the site belongs.
- Keep a list of all sites used in your research and include the list with your project.
- Where possible, try to talk to or email an expert in the field you are researching and ask him or her to recommend websites, reports and other sources.
- Try to find the most up-to-date information you can and try to find at least two sources to back up any facts or numbers you find online.

#LMIRL





COMMENTS FROM A YOUNG 'TECH' ENTREPRENEUR

Being an entrepreneur in the digital marketing space has given me a unique vantage point to the influence of social media on our lives and its potential pitfalls. Social media is an exciting space for connecting with friends, finding customers and opportunities and sharing your voice with the world. I encourage you to make your voice meaningful and to act with maturity on these platforms. So often young persons are told

to be silent in discussions which affect their lives. This medium does the opposite, it begs for your insights and opinions. However, while the impulse is to jump and say anything, we must remember that our actions online, have off offline implications that will follow us throughout our lives. As parents, we must help our children navigate this space because the world will become no less connected. I encourage you to maintain the values of integrity, self-responsibility, and honesty. Social media is a powerful tool for ushering in the world that you would like to see. It can raise awareness for social issues as we demonstrated with the Aria's Story campaign; it can provide employment, but can also lead to the loss of the same if used improperly. Above all, social media allows your voice to contribute to global calls for change, but only if you commit to 'be smart, while being social.

Kemal Brown

Founder & CEO, Digita Global Marketing Ltd.



COMMENTS FROM A REGGAE SINGER - QUEEN IFRICA

"First thing that boys and girls need to remember when using social media is, you have to ask the question, how much do I love myself. Do you love yourself enough to not put yourself out there in the public domain where people from anywhere in the world can click on a picture of you and decide whether or not they like it or if they like what they see. Please remember once you put a picture on a social site it is going to be there forever. Can you live with the idea that one post, which is just so inappropriate, could destroy your future? It's not worth it young people, to ruin your life just for the sake of 1000 likes in a day. Respect yourself and value yourself enough to not allow anyone to dictate to you what their version of beautiful is."

Queen Ifrica

Award-Winning Recording Reggae Singer



COMMENTS FROM A COMEDIAN AND VLOGGER

"Teenagers oftentimes forget social media exists in the real world. They sometimes think everyone they come into contact with online is a friend and give them full access to their information. We like to think the world is good. It's just social media. But In the real world, that can be a challenge.

In the same way an advertiser can target ads to us based on our posts, people who might not want the best for us will target us. When we give out detailed personal information to people we don't know, we're inviting them into our world and into a situation where they could harm us.

My father is a policeman. He taught me not to post my whereabouts, not to brag about what I have, not to reveal too much information. I make sure I send private messages to my real friends instead of public posts that everyone can see."

Roshane "Dutty Berry" Berry

Vlogger



ARE YOU A SMART SOCIAL MEDIA USER?

Test your skills and challenge your friends with our social media quiz.

SOCIAL MEDIA QUIZ

- 1 I use privacy settings to:
 - a. Restrict who sees sensitive posts
 - b. Restrict who follows me
 - c. I don't use privacy settings
- 2 If five years from now, my employers search my social media history, they'll find:
 - a. Pictures of my friends and family
 - b. Racy photos and crude language
 - c. Nothing at all
- 3 If someone takes a screenshot of my post and shares it with people I didn't intend to see it, I'll feel:
 - a. Embarrassed
 - b. Fine. I don't post anything I wouldn't want made public
 - c. Happy. I post positive things that I want to reach a wider audience
- 4 When I'm really angry or upset, I post about:
 - a. The thing that upset me. I use social media to get back at people who hurt me
 - b. Something positive. I try to change my mood.
 - c. I stay off social media until I calm down.
- 5 My biggest priority on social media is:
 - a. Getting likes and followers
 - b. Safely expressing myself
 - c. Getting updates on other people's business
- 6 If someone looked at my friends and followers they would:
 - a. Get a real reflection of who I am
 - b. Find offensive posts that they might think I support
 - c. Be confused: I follow anyone and everyone
- 7 I see my digital life and my real life as:
 - a. Completely separate! My online life is just for fun.
 - b. Completely integrated. My online life is an extension of who I am.
 - c. Overlapping. I do some things online that I wouldn't do in the real world.
- 8 My online tone of voice is:
 - a. Friendly and positive
 - b. Mean and bullying
 - c. Neutral
- 9 I purge my social media accounts:
 - a. Once a year. I clear out people I don't really know or no longer talk to.
 - b. Never! The more followers I have the better
 - c. Regularly. I run my social media accounts like my home. Only people I trust are invited.
- 10 In my world, real life _____ social media:
 - a. Is more important than. I connect with others online but focus on my offline life.
 - b. Is less important than. Social media is where I go for attention and affection.
 - c. Is the same as.

ANSWER KEY		Scoring	
1.	a(2) b(1) c(0)	15 - 20	Congratulations! You're a smart social media user. Keep practising your skills.
2.	a(2) b(0) c(1)		
3.	a(0) b (1) c(2)		
4.	a(0) b(2) c(1)	10 - 15	You're on your way to being a smart social media user. Use this guide and practise positive social media habits.
5.	a(0) b(2) c(1)		
6.	a(2) b(0) c(1)		
7.	a(0) b(2) c(1)		
8.	a(2) b(0) c(1)	0 - 10	<p>"Red Alert your social media practices can expose you to danger"</p> <p>Spend time talking to a trusted Teacher, Guidance Counsellor, friend or family member about how you are using social media.</p>
9.	a(1) b(0) c(2)		
10.	a(2) b(0) c(1)		

WHO TO CALL FOR HELP

Contact the services below if you or anyone you know is threatened.

- If you know someone is being abused, call the Office of the Children's Advocate at 1(888)-948-1134 or via email at info@oca.gov.jm or visit our website at www.oca.gov.jm to find out how to contact us.
- In case of an emergency, call the police at 119.
- If you have information about a child who is being abused you can also contact the Office of the Children's Registry at 1(888)-PROTECT.
- If someone sends you content that shows a child being abused or exploited, call the Centre for the Investigation of Sexual Offences and Child Abuse at (876)926-4079; (876)-906-5325 or (876)-754-8217.

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