

Navigating the Digital Threat Landscape: The Future of School Safety in Virginia and the Nation

Steven MacDonald, Director of Training & Development



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A LITTLE ABOUT US...



BACKGROUND

Senior leadership team comprises of over 100 collective years in school safety leadership and behavioral threat assessment/management.



TRAININGS

Digital Threat Assessment® Training
Behavioral & Digital Threat Assessment®
Social Media & School Safety Presentations



SERVICES

24/7 Threat Assessment Support/Consultation
Comprehensive Worrisome Online Behavior™
(WOB) Reports



PSSTWORLD

Award Winning Online Anonymous
Reporting Tool for students

RESOURCES

bit.ly/SSTConferenceResources

OR

What's included:

- Reverse Image Search Walkthrough
- Reverse Image Search Warrant Language Template
- Guide to Interpreting & Translating Emojis
- Raising Digitally Responsible Youth: A Parent's Guide
- Ultimate School Admin Guide to Social Media
- DMCA Language



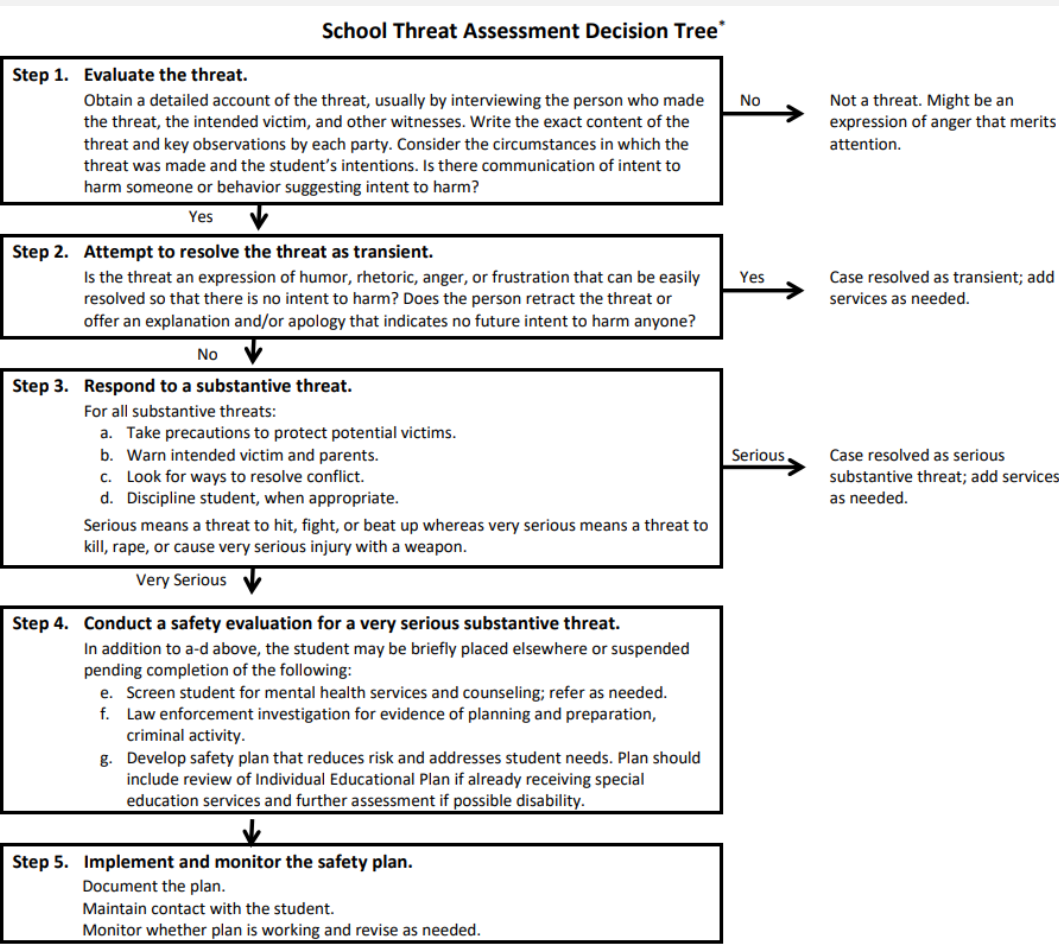
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International Center for
Digital Threat Assessment

Digital Threat Assessment[®]

The Missing Link



The Gift of Digital Threat Assessment® (DTA)



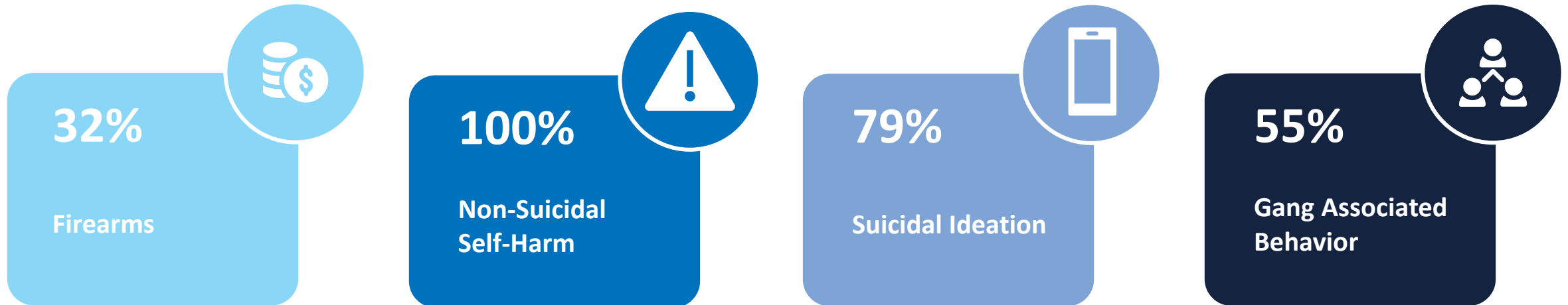
The more we know about an individual, the more likely we are to accurately assess an individuals' potential for violence.

Today, an overall assessment of risk should not be made without looking at an individual's digital behavioral baseline.

Case Consultation Data Increases

Based on a Sample Size of Over 700,000 Students

2023/2024 (Sept – June) vs 2024/2025 (Sept – June) School Year

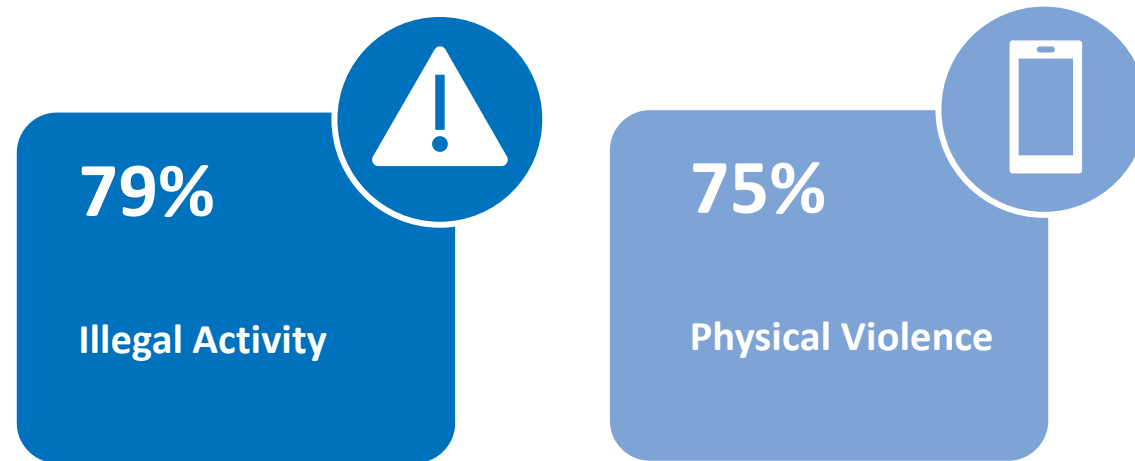


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WOB Data Increases

Based on a Sample Size of Over 700,000 Students
2023/2024 (Sept – June) vs 2024/2025 (Sept – June) School Year



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Timeline of Recent Tragic Events

Nov 30, 2021

OXFORD, MI

15-year-old boy shoots and kills 4 students and injures 7 others.

Instagram - Access to the means and rehearsal behavior

May 14, 2022

BUFFALO, NY

Opened fire on a supermarket.
Racially motivated attack.

Discord – Evidence of planning

MAY 22, 2022

UVALDE, TX

18-year-old enters Robb Elementary and fatally shoots 19 students and 2 teachers.

Instagram and **Yubo** - Concerning comments and weapons

Jul 4, 2022

HIGHLAND
PARK, IL

Killer opens fire on an Independence Day parade.

YouTube - depicted mass shootings and rehearsal behavior.

Aug 28, 2022

BEND, OR

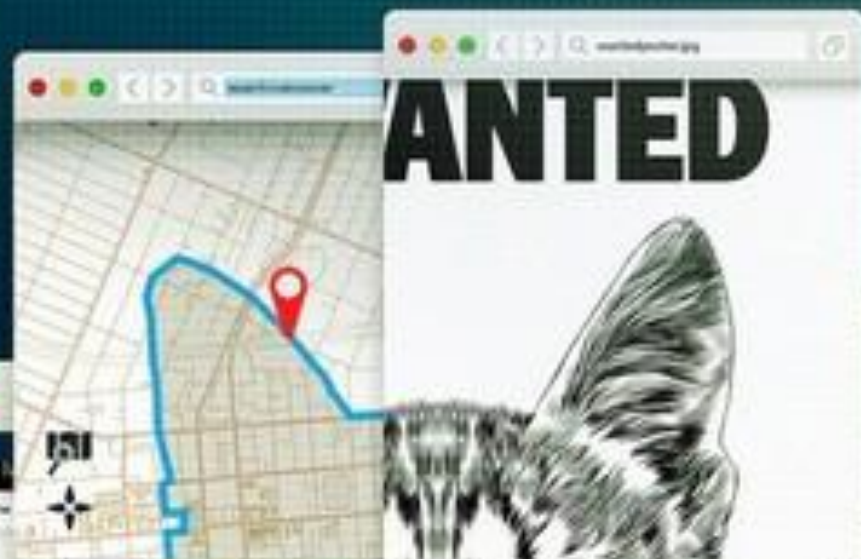
A killer opened fire at a Safeway grocery store in Bend, Oregon.

Wattpad – Manifesto written showed access to the means, site/target selection.

The Pathway to Violence



DON'T FK WITH CATS**
HUNTING AN INTERNET KILLER



Yellow Vacuum.jpg





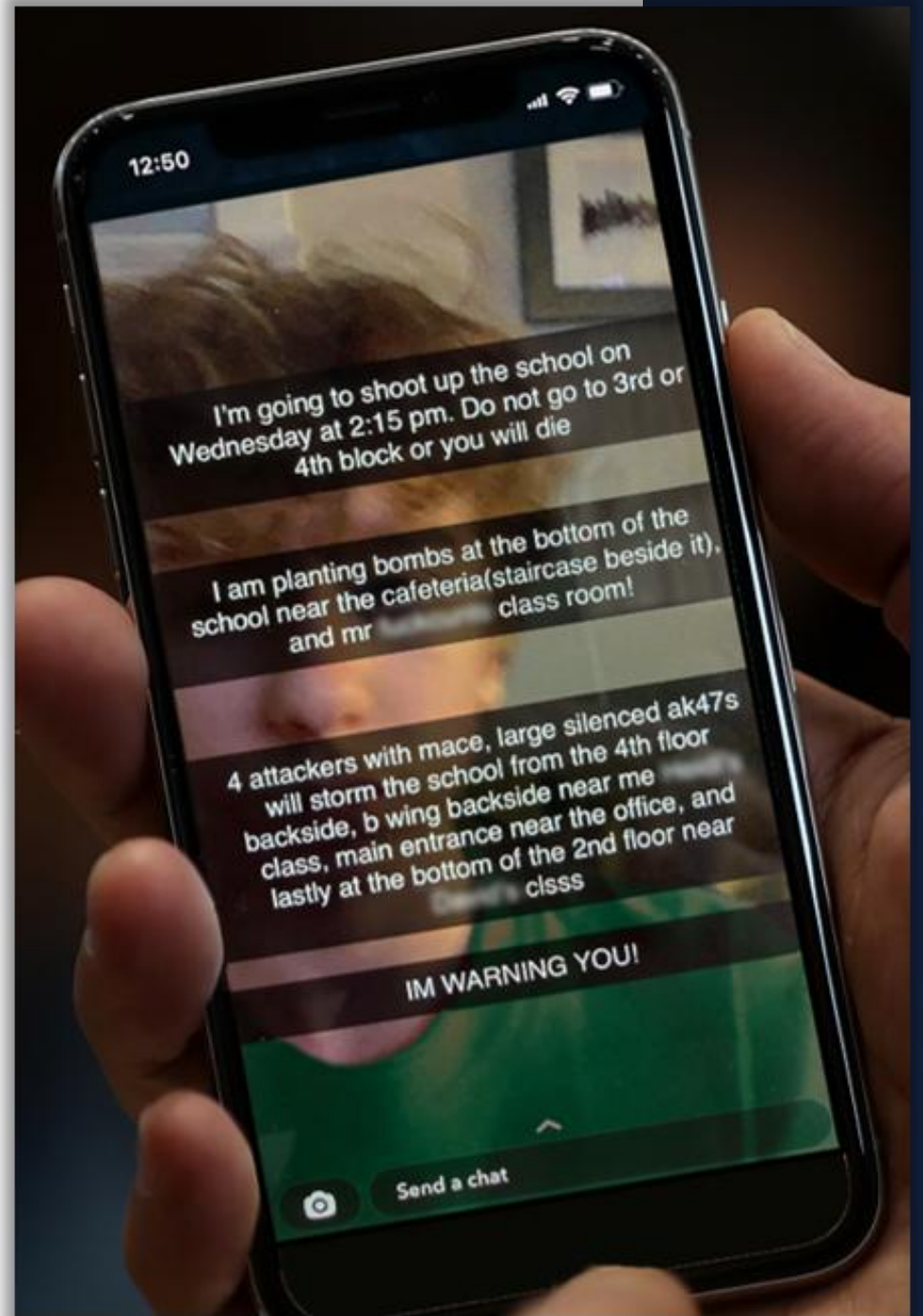
What are They Filling Themselves up With?

Leakage Evolution

- Leakage has been present in over 90% of mass killings.
- Evidence of planning has evolved (digital leakage).
- Behavioral and Digital leakage is why Behavioral and Digital Threat Assessment[®] exists.



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“Leakage in the context of threat assessment is the communication to a third party of an intent to do harm to a target. Third parties are usually other people, but the means of communication vary...”
– Meloy & O'Toole.



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Suspected School Shooter Told Friends He'd Do 'Something Stupid'



This screenshot of a YouTube video is believed to show suspected school shooter Caleb Sharpe.
([YouTube](#))



• Follow

██████████ New hat. Still just as
douchey

██████████████████████ nope not
even close

██████████ anyone else notice the guns in
the background and then shoots up the
school today?? 🤔🤔

██████████████████████? omfg

██████████ in My stomach just
dropped

██████████ Sick ██████████

██████████ This guys aim is trash.

██████████ Storm trooper

██████████ You peice of ██████████

██████████ I hope you get life
in prison and if not you got a ██████████
bounty over your head



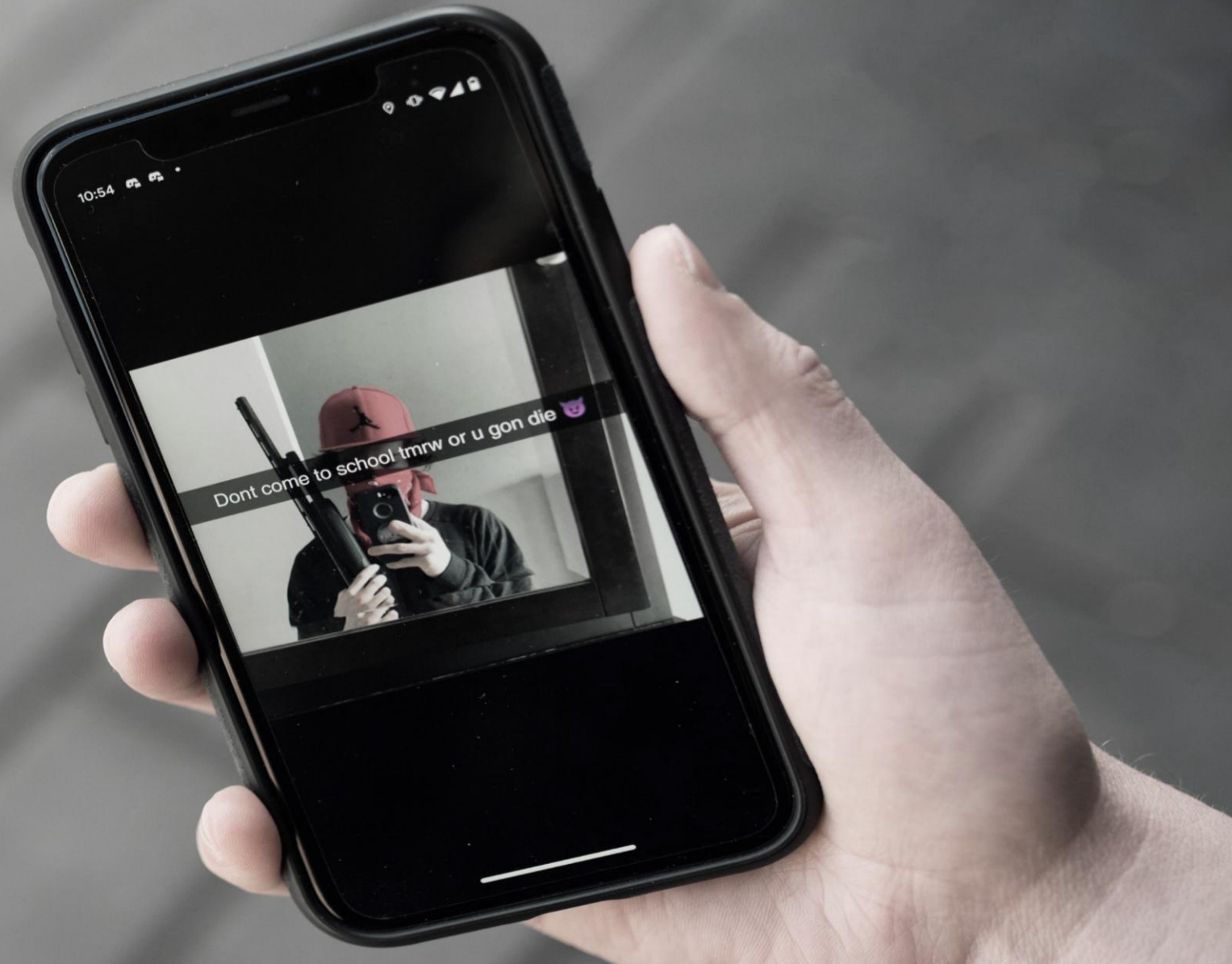
20 likes

DECEMBER 7, 2018

Add a comment...



ASSESSING ONLINE THREATS



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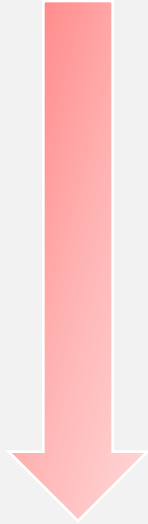


“A Lot of Individuals Make Threats, But It Is One Thing To Make A Threat And Another To Pose A Risk”

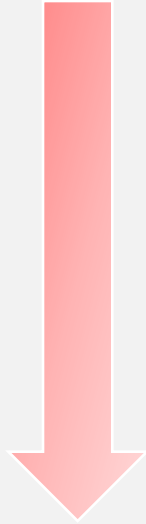
- Plausibility
- Specificity
- Baseline
- Attack Related Behaviors/Attempt to Access



The Lower the Data



The Lower the Risk



Language Analysis

Terms of Commitment vs Terms Lacking Commitment

General vs Inordinate Knowledge

Hard Language vs. Soft Language



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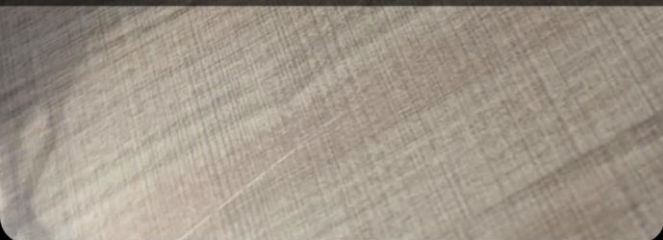


21:02

76



Better not come to fucking campus tomorrow if you want to see your loved ones again 🤝🤝



Send a chat

everyone tell teachers bruh this shit ain't funny



Time to have fun at **Shorecrest**



2

Oh no real ab to happen

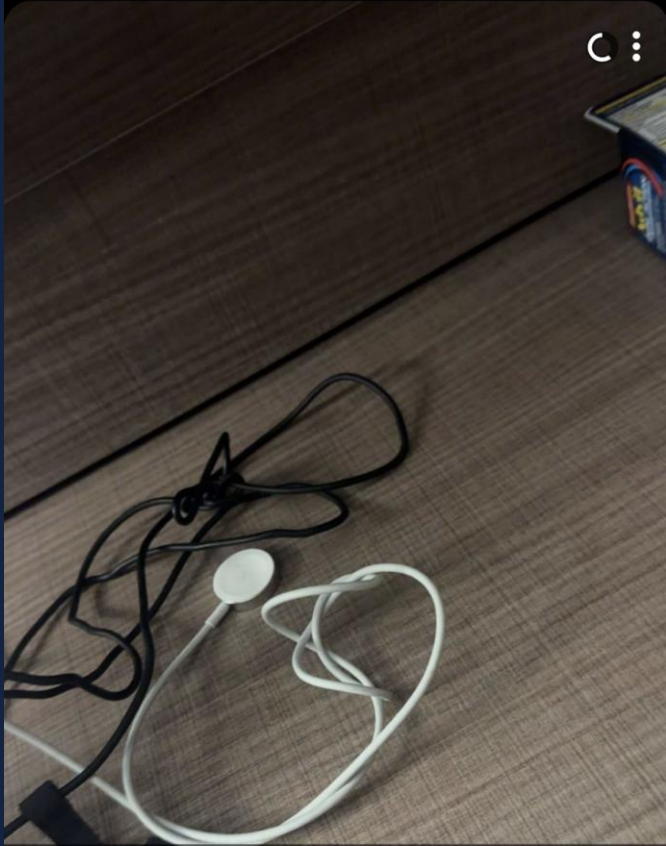


Don't go to school tomorrow (markmorris)



21:02

76



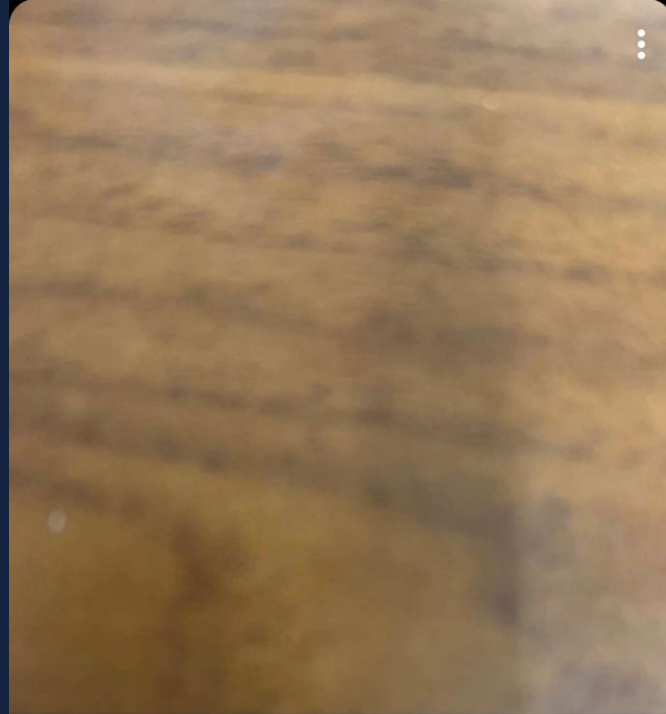
Better not come to fucking campus tomorrow if
you want to see your loved ones again 🖊🖊



Send a chat

12:50

92



I'm going to shoot up this f***** school 🖊
watch out this week!!! 💀



Send a chat



Virtual Pairing?



4chan



Discord



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Coded Language



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Ava Mayy
@aammm99555



Weekends hitting different these days [#ana](#) [#mia](#) [#deb](#)



7:38 AM · Jul 8, 2025 · 5 Views



INTELLIGENCE TREND BRIEFING

***THE ONLINE INFLUENCE ON INDIVIDUALS ON THE
PATHWAY TO VIOLENCE***



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WHO IS THE 764 TERROR NETWORK?

764 is a violent extremist network operating online to radicalize, exploit, and harm youth. The U.S. Department of Justice has classified them as a terrorist organization, and the [FBI has designated them](#) as a [Tier 1 terrorist threat](#). This group's ultimate goal is to destroy civilized society and foment civil unrest. They frequently share accelerationist rhetoric, advocating widespread violence and societal destabilization. They do this by normalizing and weaponizing the production and distribution of violent and exploitative content, targeting vulnerable individuals, especially minors.



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HOW THEY OPERATE

Online Extremism & Grooming: They use social media, gaming, and encrypted messaging platforms (e.g., TikTok, Discord, Telegram, Instagram, Roblox, and Minecraft) to manipulate, coerce, and control victims.

Weaponizing Fear & Violence: Members extort youth into self-harm and live-streamed abuse, seeking to terrorize victims, create viral content, and elevate their status within the group.

Targeting Vulnerable Individuals: They exploit mental health struggles and coerce victims into extreme acts, sometimes with the goal of forcing them to commit suicide on livestream.

Creating Online Spaces for Criminal Activity: 764 facilitates the exchange of graphic content, including child sexual abuse material (CSAM), violent imagery, and hate propaganda.

Evading Law Enforcement: The group frequently rebrands and migrates across platforms, making it challenging to remove their presence.

WARNING SIGNS TO WATCH FOR

- Obsession with extreme violence: Frequent exposure to gore, cruelty, or mass casualty content
- Engagement with 764 symbols, phrases, or references
- Secretive online activity: Use of encrypted messaging apps like Signal and Telegram and hidden accounts
- Sudden behavioral shifts: Isolation, aggression, or fixation on extremist ideologies
- Participation in harmful online challenges or self-harm encouragement groups



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by Anonymous on Thursday, February 27, 04:21 PM

Submission Date:

February 27, 2025

Is this an urgent request?:

Yes

Name of Caller / Position Title:

[REDACTED] Vice Principal

School District:

School district [REDACTED]

Email Address:

[REDACTED]

Phone Number:

[REDACTED]

Provide details of the incident / situation that

Peers of the student told another school administ

This student now attends our school so I have be
friends and she has not been here at all.

If a threat or threat-related behavior has occu

screenshots are available please include.:

none

Date of incident?:

end of day Feb 25

Submission Date:

5/5/2025

Is this an urgent request?:

Yes

Name of Caller / Position Title:

[REDACTED] Principal

School District:

[REDACTED] Schools

Please provide us with your contact information to receive a timely response.

Email Address:

[REDACTED]

Phone Number:

[REDACTED]

Provide details of the incident / situation that has occurred.:

At home and during school on 5/1/25 and 5/2/25, [REDACTED] was searching information on the Columbine HS shooting, Sandy Hook shooting, Toy Box Killer, Jeffrey Dahmer, and then maps of our school and district.



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Have you contacted law enforcement?:

Yes, our school resource officer is involved

How did this come to your attention? (If screenshots are included, who originally provided them?):

A teacher found SOC on the Sandy Hook Promise website and then a few minutes later found him searching " [REDACTED] Schools Layout"

Are you aware of any changes in the Subjects of Concern (SOCs) frequency and/or intensity of their social media posts (changes in digital behavioral baseline)?:

Unaware of social media activity. Would like this to be something that is searched for.

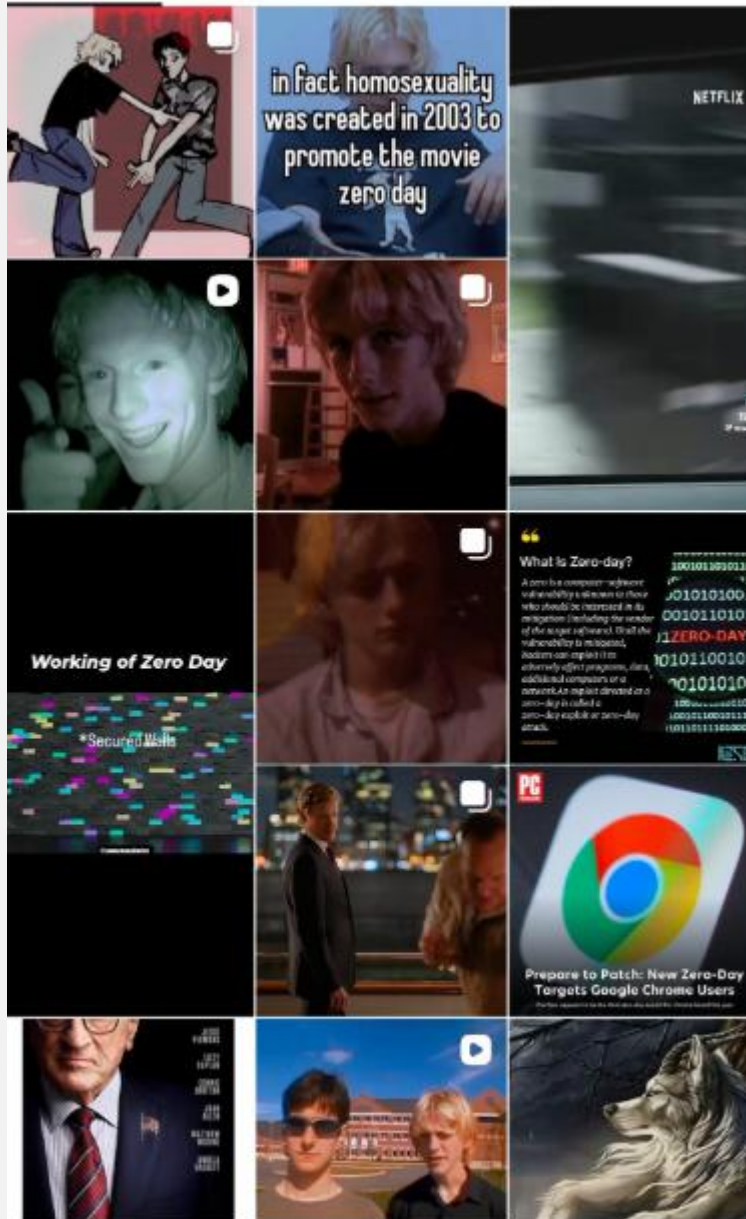


TCC



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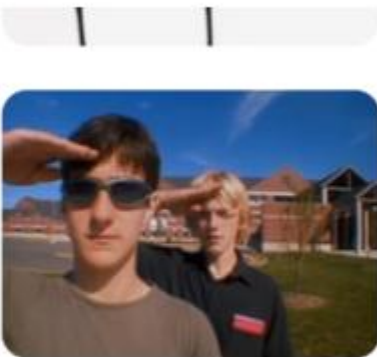


Algorithm Based Platforms

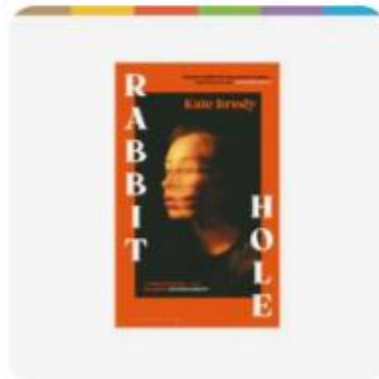




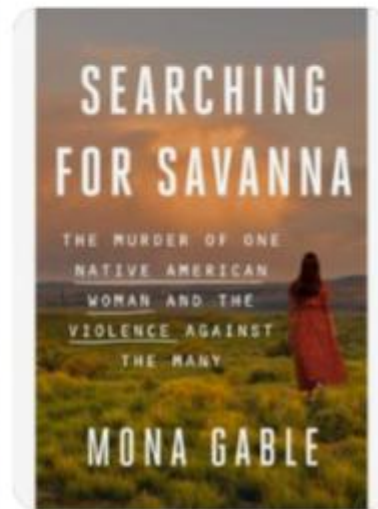
Who's Slightly Obsessed With True...



andre and cal

Bloomsbury Rabbit Hole (English),
Sonstige Literatur**Cosmopolitan, The 20 best books
to look forward to in 2024** 'I fell...

andre and cal zero day

The Quarry Girls: A Thriller
Killers hiding in plain sight. Small-
town secrets. A girl who knows too...

Searching for Savanna - Paperback

A gripping and illuminating
investigation into the disappearanc...

caldre

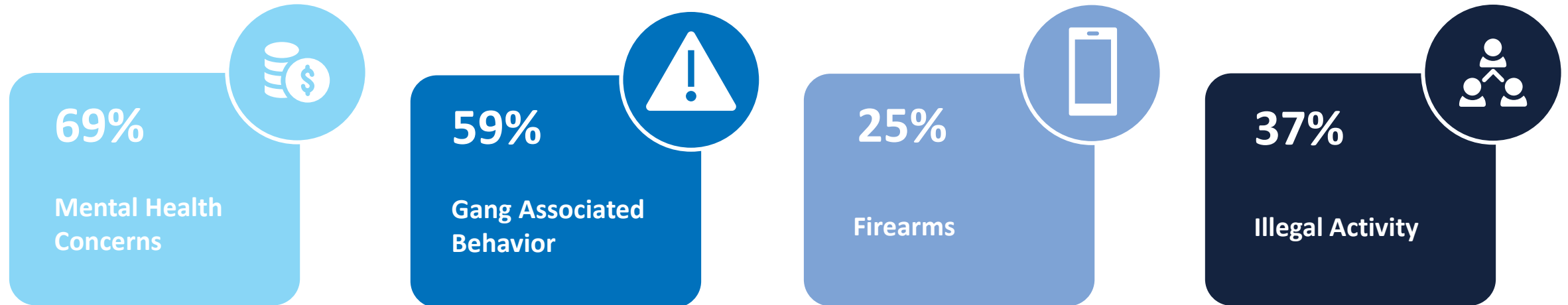


elephant

PSSTWorld Data Increases

Based on a Sample Size of Over 700,000 Students

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[World](#) | [Africa](#) | [Asia](#) | [Australia](#) | [Europe](#) | [Latin America](#) | [Middle East](#)

Death toll in Austria school shooting rises to 11 after victim dies in hospital

 10 June 2025



÷ @Postalbrained · 3h



215

251



÷ @Postalbrained · 3h

docs.google.com/file/d/1tXOwyV...

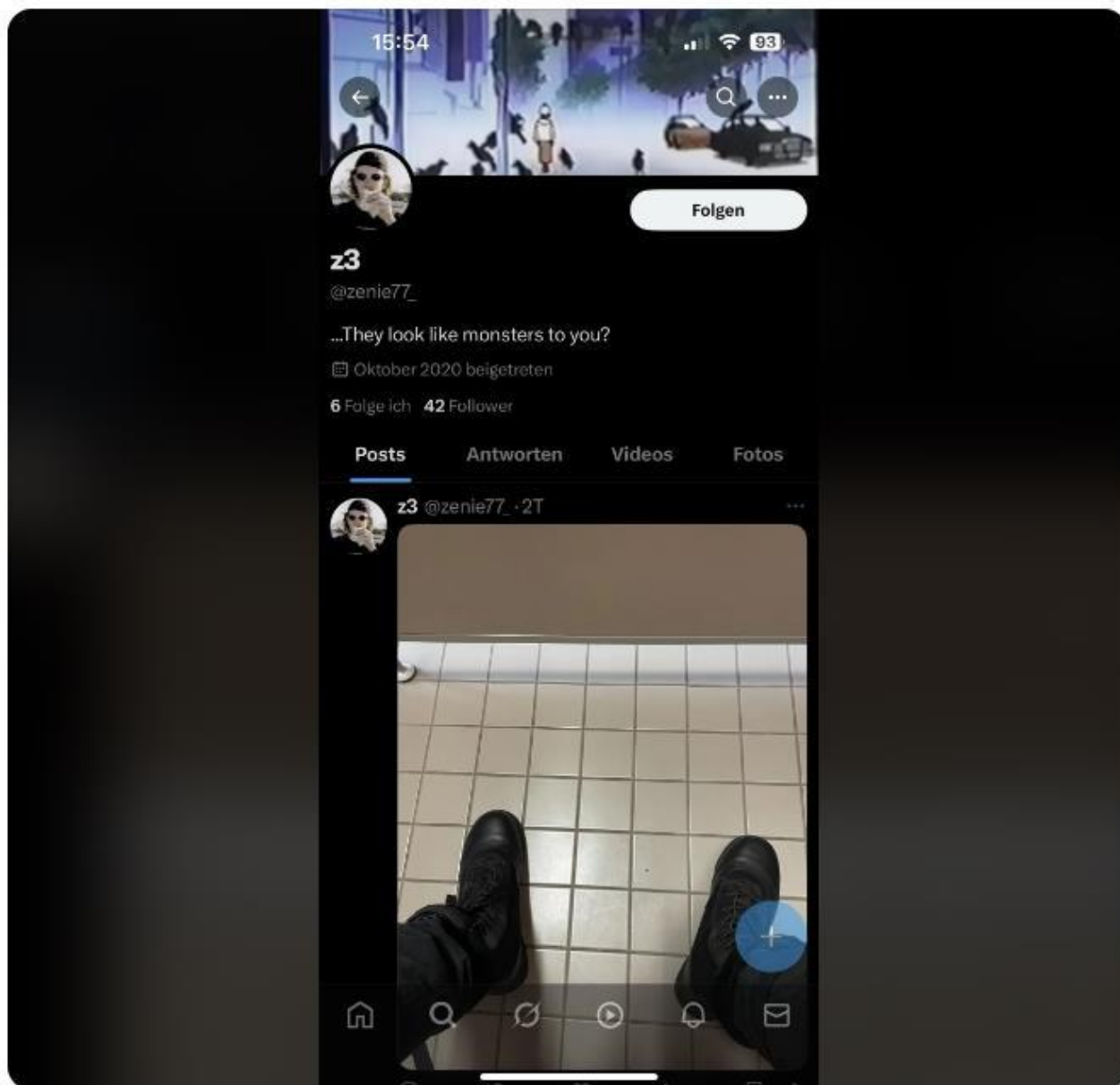
140

134



r/masskillers · 10 hr. ago
Tricky-Addition-6860

I just found the Twitter (X) of the **Graz school shooter** (Arthur Achleitner)



Note the SOC appears to be in
es a firearm.

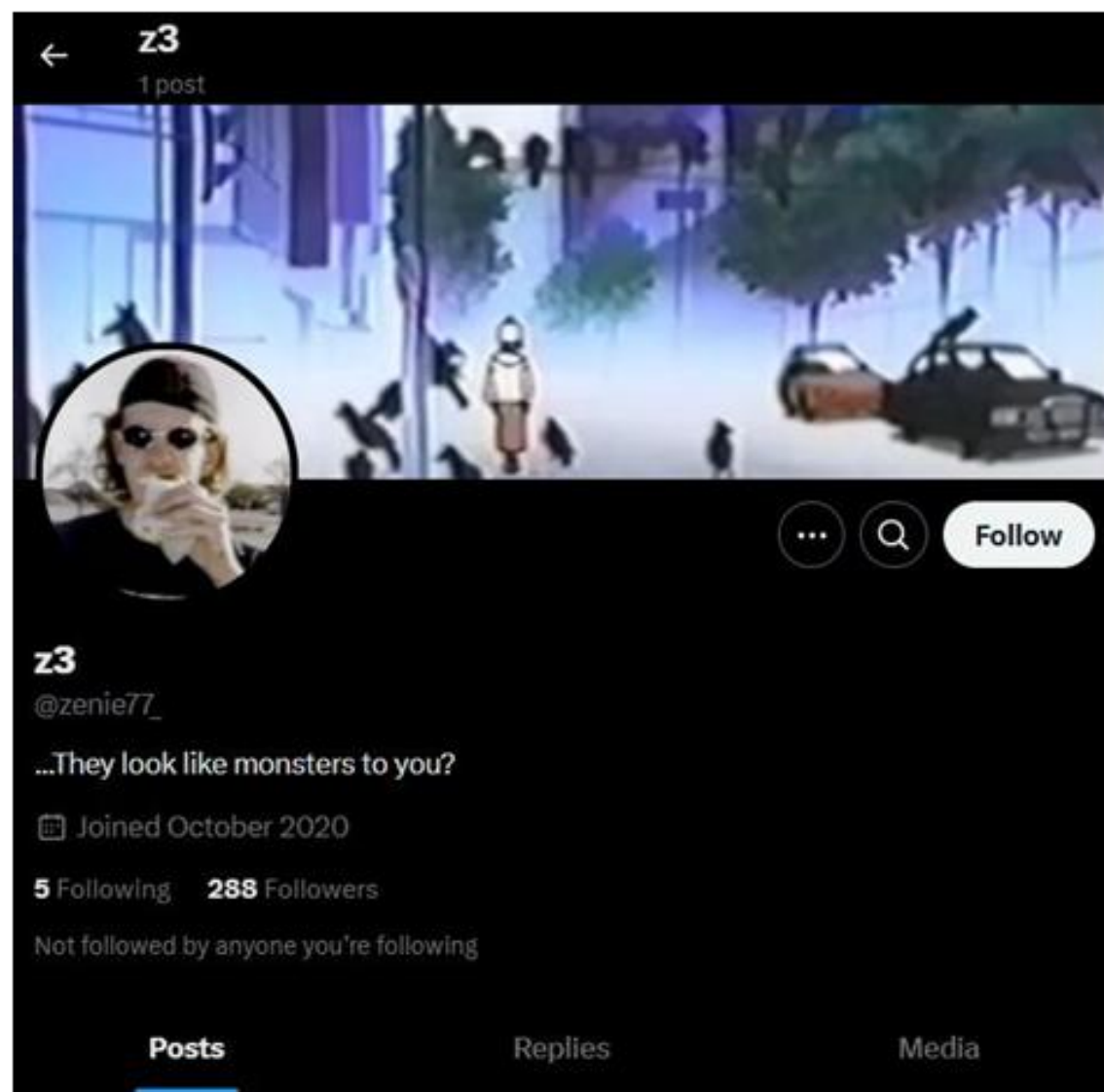


433K





Note that the SOC's profile image appears to feature Dylan Klebold, one of the perpetrators of the Columbine High School shooting incident.





280x280

Pinterest



brainzeverywhere - TikTok

720x720

TikTok



Gallery - Juke Joint Jezebel!

540x406

Neocities



r/CrimeConclave - Reddit

9 months ago · 640x488

Reddit



Last picture taken of Dylan Klebold alive before the shooting, he is ...

3 years ago · 900x690

Reddit



ненавидеть | Spotify

300x300

Spotify - Web Player: Music for everyone

Reverse Image Search Sites

<https://images.google.com/>



Search any image with Google Lens



Drag an image here or [upload a file](#)

OR

Paste image link

Search



TinEye

Reverse Image Search

Search over 73.8 billion images and find where images appear online.
Using TinEye is private and we do not save your search images.



Paste, drag, or upload an image here

or

Search by image url



Install the **TinEye browser extension**, then right-click
on any image to search for it instantly.



Firefox



Chrome



Edge



Opera





"they look like monsters to you"



All

Images

Videos

Short videos

Forums

News

Web

More ▾

Tools ▾



GameFAQs

<https://gamefaqs.gamespot.com> › ... › Survival

They look like monsters to you? - Silent Hill 3

3 Aug 2008 — Vincent's infamous "monsters" line sure has sparked many discussions whether or not

Heather is killing monsters or humans. mass murderer to

Brutal_Water ▾ 16 years ago

#1

INTRODUCTION

Vincent's infamous "monsters" line sure has sparked many discussions whether or not Heather is killing monsters or humans. This topic tries to clarify things a little bit by comparing the pros and cons and by questioning the plausibility.

look like monsters to you? Upvote 13

What if a **serial killer** went to silent hill? : r/silenthill ... 30 posts 14 Oct 2024

Do **you** believe every **mass killer** is "evil" or "a ... 104 posts 9 Aug 2022

More results from www.reddit.com



Silent Hill Forum

<https://silenthillforum.com> › ... › Silent Hill 3

They look like monsters to you? - Page 2

9 Oct 2009 — I guess Vincent is a **monster** too, only difference is that the other **monsters** are visibly what **they look like**, Vincent is one of those people ...

tumblr.

https://www.tumblr.com/z3nie

Search Tumblr

There's nothing here.

Whatever you were looking for doesn't currently exist at this address. Unless you were looking for this error page, in which case: Congrats! You totally found it.



[Install
Edge extension](#)

My url is alive and I want to archive its content

save

Archive.today is a time capsule for web pages!

It takes a 'snapshot' of a webpage that will always be online even if the original page disappears.

It saves a text and a graphical copy of the page for better accuracy

and provides a short and reliable link to an unalterable record of any web page

including those from Web 2.0 sites:

- <https://archive.ph/2020.04.21/rt.live/>
- <https://archive.ph/2014.06.26/google.com/maps/...>

This can be useful if you want to take a 'snapshot' of a page which could change soon: price list, job offer, real estate listing, drunk blog post, ...
Saved pages will have no active elements and no scripts, so they keep you safe as they cannot have any popups or malware!

I want to search the archive for saved snapshots

search

0%



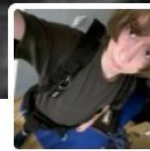
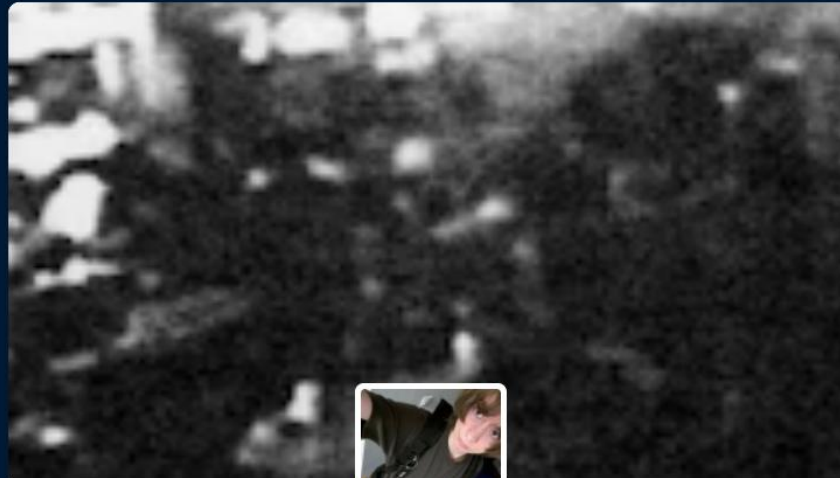
Explore



Communities



Change
palette



Unbetitelt

@z3nie

Ask me anything

Follow



Posts

Likes

Following





z3nie



Veeeeerrry early birthday present for myself

9 notes





z3nie



Reblogged



necoarcchaos05-deactivated20250



He tried three time- 💀 (Credits from Gurt)

301 notes



Liked section for the SOC's Tumblr account. Post below contains images of the "Dnepropetrovsk maniacs," Ukrainian serial killers responsible for the "3 Guys, 1 Hammer" gore video. Note that the post's caption lists the hashtag "TCC" which is a common abbreviation for "True Crime Community," which is often a self-identified community for individuals on multiple social media platforms who share pictures, stories, and facts about killers, with a focus on mass shooters.



1999-88dsr

May 22

Follow



These MFs posting up after torturing and bludgeoning multiple people to death 🤡 #bruh

#it's kinda funny tho #tccblr #tcc tumblr

#dnepropetrovsk maniacs #3 guys 1 hammer #viktor sayenko

#igor suprunyuk





zzzzzzzzzzzz ▼



god forbid they know I'm human

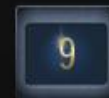
Level 52



Community Leader
500 XP

Currently Offline

Badges 40



Games 105

Inventory

Reviews 1

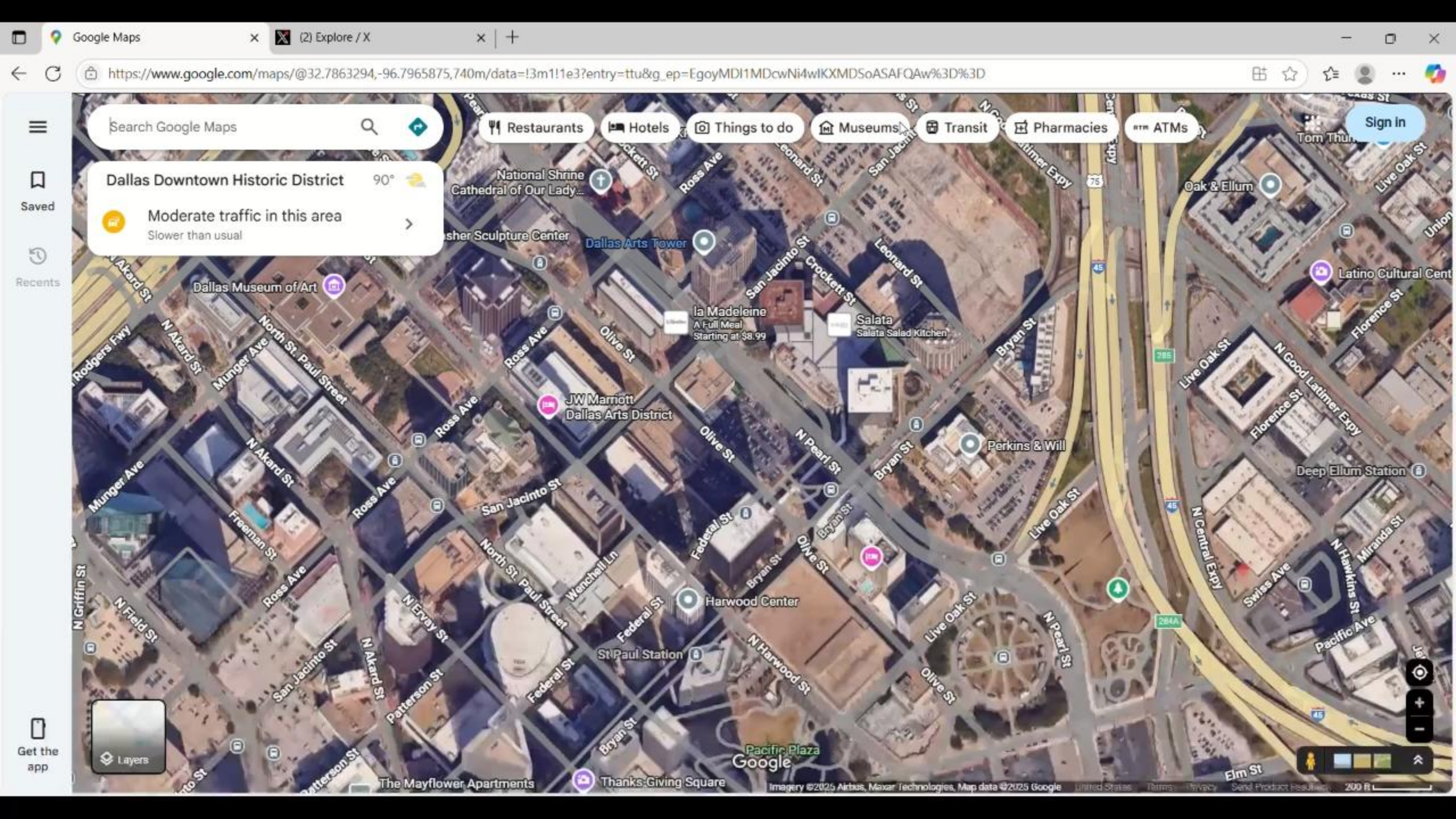
TWITTER (X) GEOCODING



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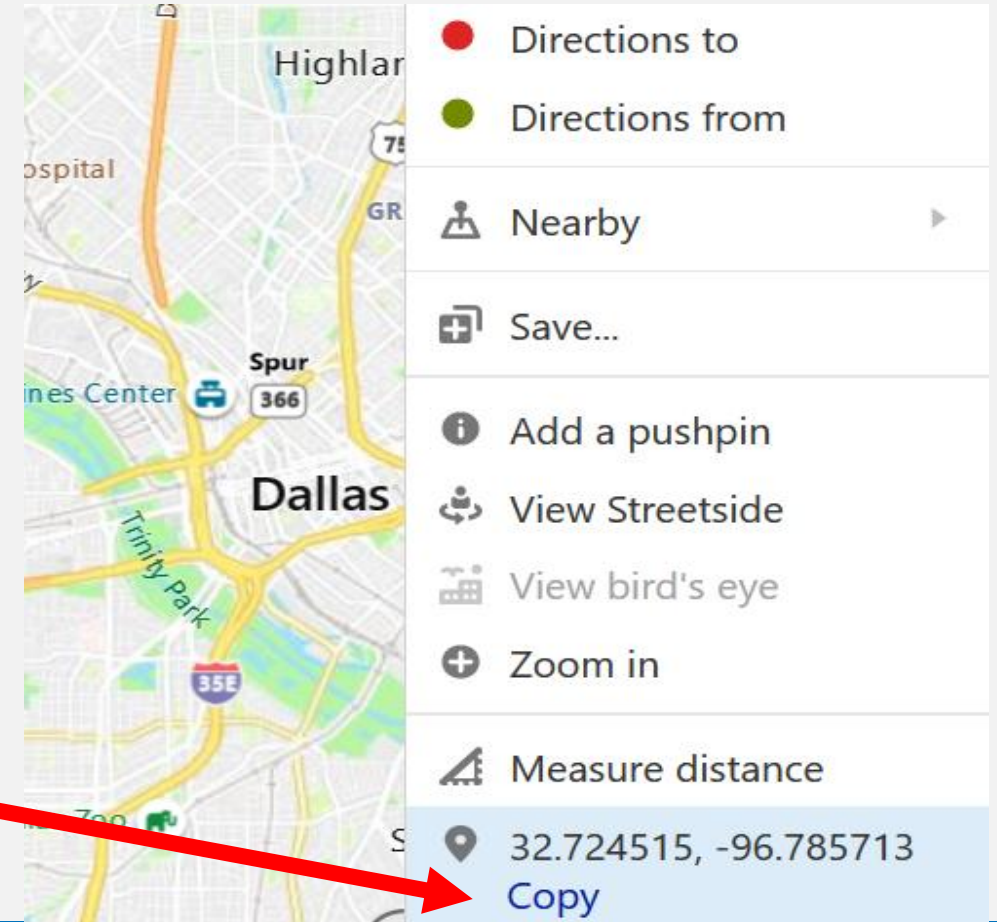


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X Geocode Exercise

- Open your browser (Google Chrome, Firefox, Edge, etc)
- Go to “Bing.com/maps” OR “www.google.com/maps
- Search your own site (school, campus, hospital..)
- Right click near the area
- Look for coordinates, click copy



Then...

- Go to- **X.com**
- Type- **geocode**: then paste the coordinates from clipboard
 - Be sure to **delete** the space between the comma and the subtraction symbol in the middle of the coordinates
 - Type the radius you want to search (2mi, 5mi, 10mi... etc)
- Final result should look like:

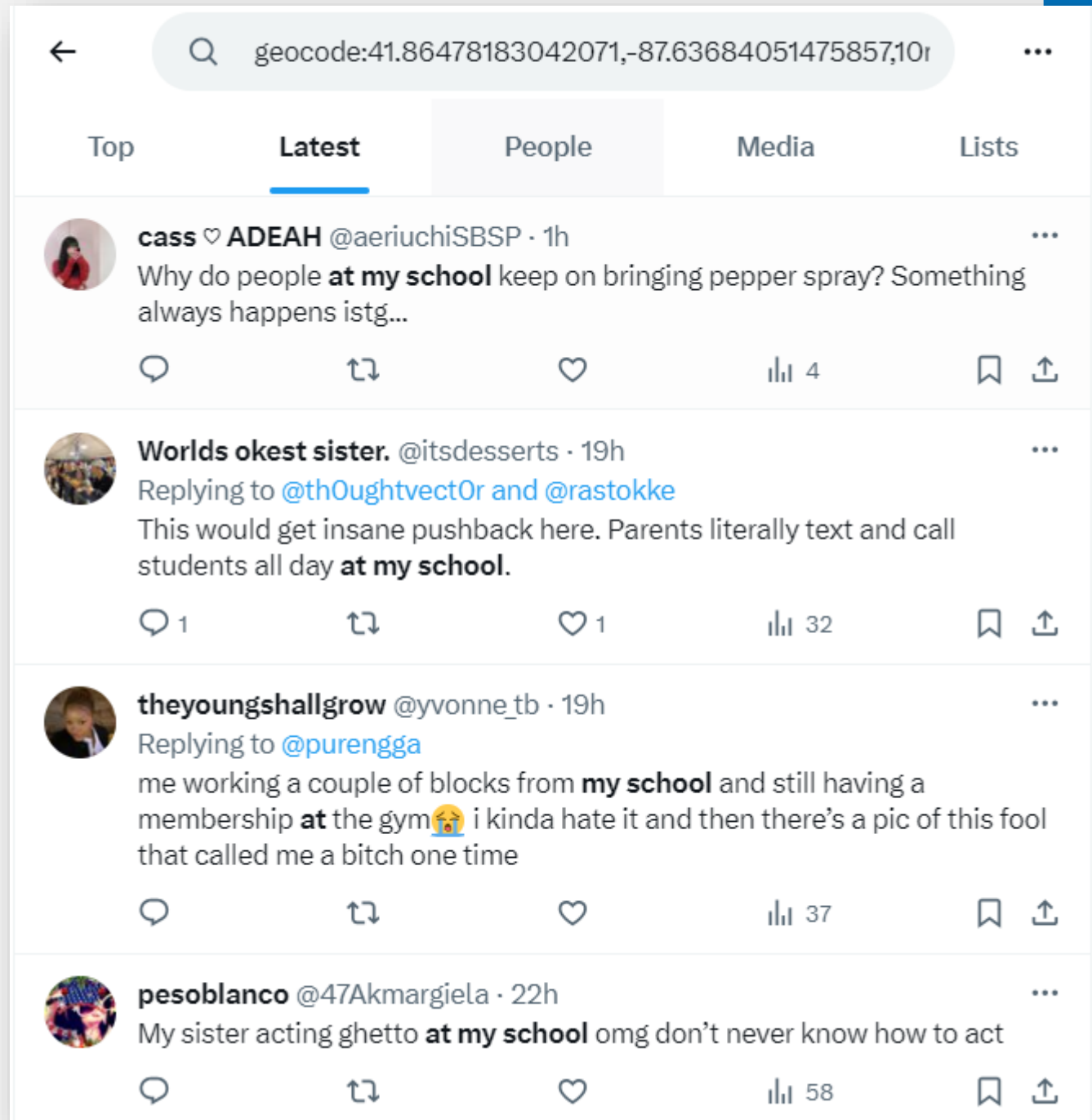
geocode:36.098122,-115.057603,5mi



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Add keywords separated by
“OR”
This is what you should see:



OR | (pipe symbol)

- Connect two or more similar concepts (synonyms)
- Broaden your results, telling the database that ANY of your search terms can be present in the resulting records
- example: school OR threats OR social media

**geocode:36.098122,-115.057603,5mi gun OR drugs OR
fight OR kill OR hmu OR threat**



Aevyn @aevyndzn_ · Dec 17

Shooting threat at my **school** tmrw?? Umm..



98



cass ♥ ADEAH @aeriuchiSBSP · 59m

Why do people **at my school** keep on bringing pepper spray? Something always happens istg...



4



hikki !? @hikkiwaaaa · 1h

can ppl **at my school** PLEASE stop throwing things directly **at** me thanks



5



Murda Savage @VspKrooked · Dec 17

Replying to @FightMate

Fight **at my school**



Vatis || CEO of Tamamo Cat #SlickGokuGar @WhyTheImpGu · Dec 15

Some dude **at my school** just got stabbed !!



415



Gumby And Mokey @epikgaminggamer · Dec 18

// so there was a school shooting threat **at my school**



Edie :3

@EdieezNutz

we got another school shooting threat at my school ffs cant we just have peace for once 🥺🥺

5:59 AM · Dec 12, 2023 · 17 Views



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Bulletin Launched!

Behavioral Data Bulletin

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monthly data dashboard.



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LAST CHANCE TO WIN FREE NIKE AIR FORCE 1S



RESOURCES

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What's included:

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- Reverse Image Search Warrant Language Template
- Guide to Interpreting & Translating Emojis
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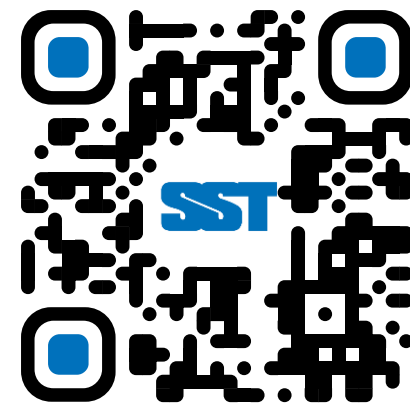
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LEARN MORE >>

SST | IODTA®



THANK YOU!

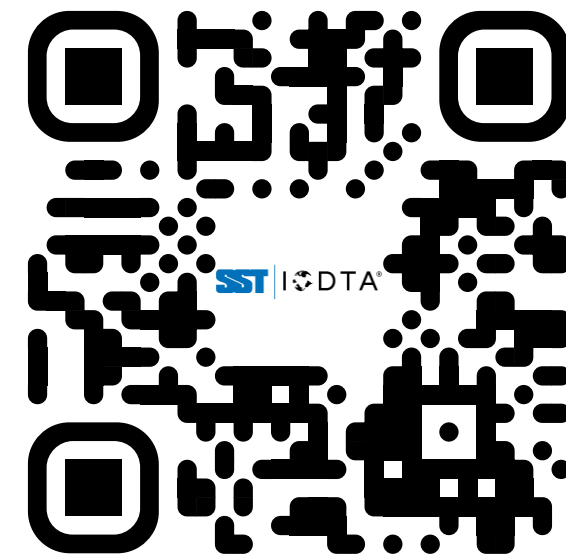
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[INFO@SAFERSCHOOLSTOGETHER.COM](mailto:info@saferchoolstogether.com)



SCAN ME