

Social Media for Crime Prevention



2022

School & Public Safety Training Solutions, LLC





Who am I?

Dr. Jess C. Smith

Adjunct Professor, VCU

- Criminal Justice, MSW, BSW Programs
- Statistics, Theory, etc

Education

- PhD Public Policy, VCU
 - School Safety
- M.S. Criminal Justice, VCU
- B.A. Political Science, NC State

Experience

- Research Associate, VCU
- 2012-2017 - VCSCS @ DCJS
- 2008-2012 - VA OAG

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<https://tinyurl.com/yxa4mbqv>

TODAY'S AGENDA



Social Media 101
Trends Today
Crime Prevention
Practice Makes Perfect
Wrap-Up & Questions

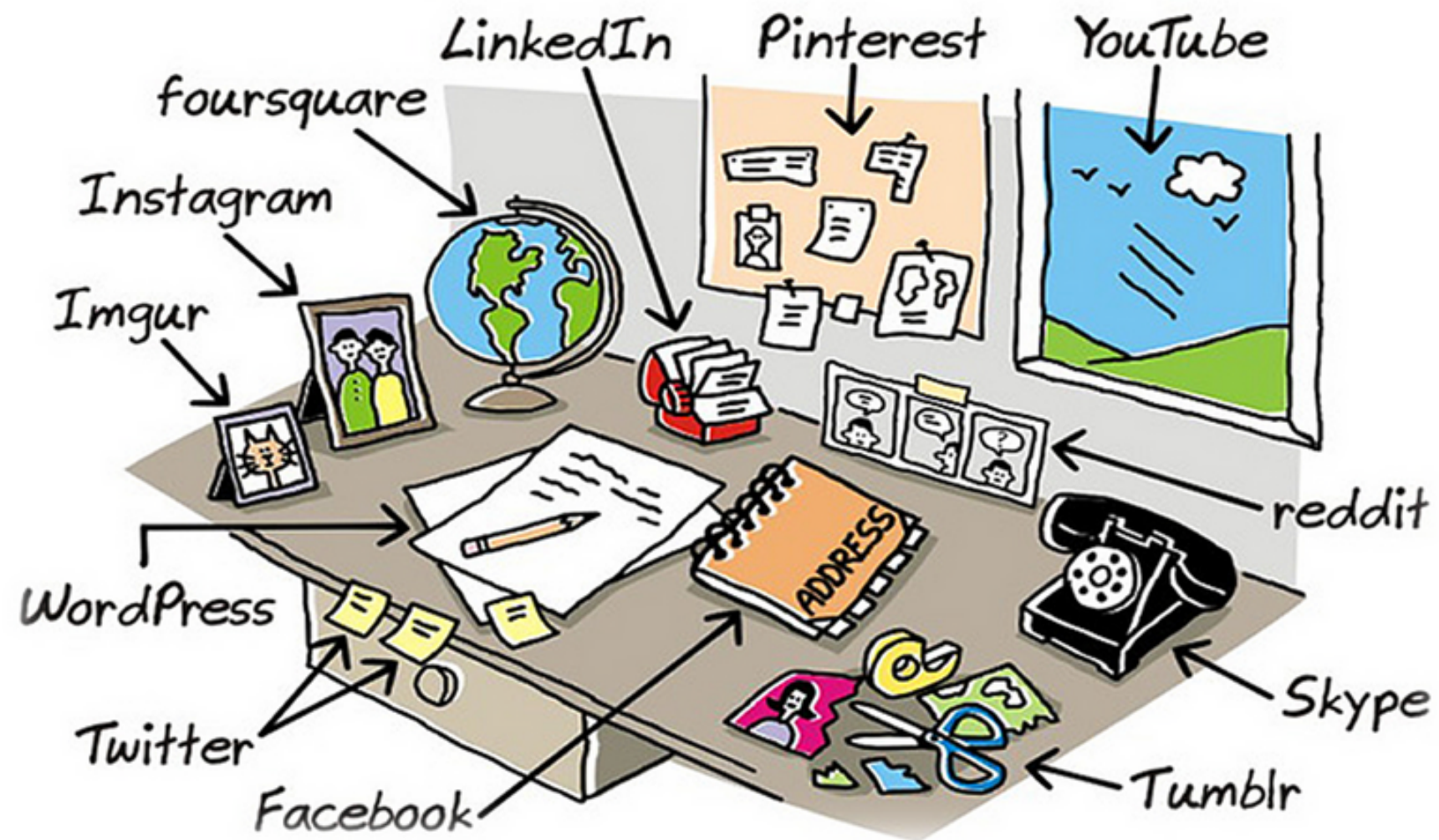
What is Social Media?

- Online Social Networks ~ Early 2000's
- Sites that provide anyone with a virtual environment to share stories, pictures, videos, and experiences with friends and acquaintances.
- Allows anyone to choose their audience: a limited community or the world at large
- Provided a captive audience for direct advertisement

SOCIAL MEDIA 101



vintage social networking



- Creating and distributing info to a broad audience
- Increased engagement and communication
- Information dissemination- like a TV channel
- Two-way talk, discussions, and direct communication
- The ability to ask, influence, and persuade

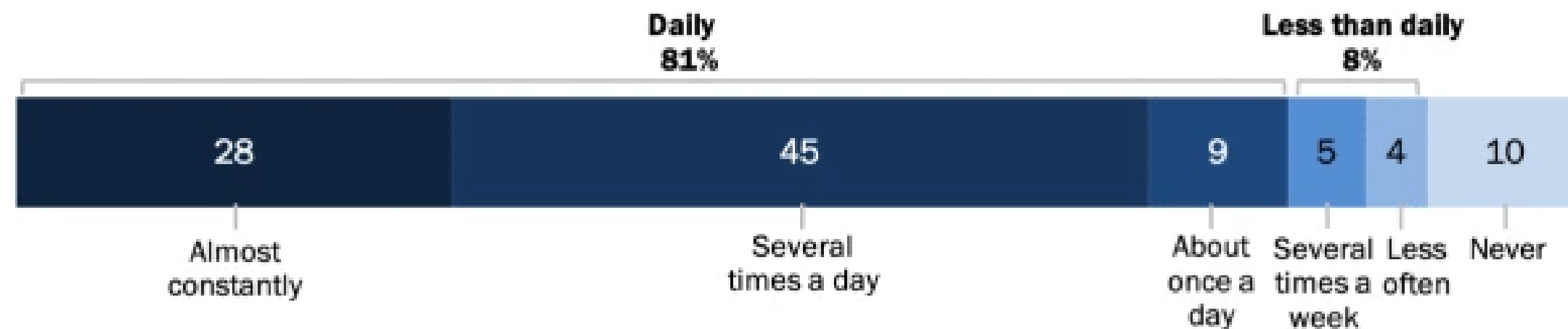
Increased Human Connection?

Internet Use

- Has grown over the last decade
- Growth in all demographics
- ~ 1/3 of teens reporting a positive effect of social media
 - Connecting with friends/family
 - Easier to find news/info
 - Self expression
 - Meet like-minded people
- ~1/4 of teens report a negative effect of social media
 - Bullying
 - Harm to relationships
 - Unrealistic portrayals of life
 - Addition/Distraction
 - Peer Pressure

Roughly eight-in-ten U.S. adults go online at least daily

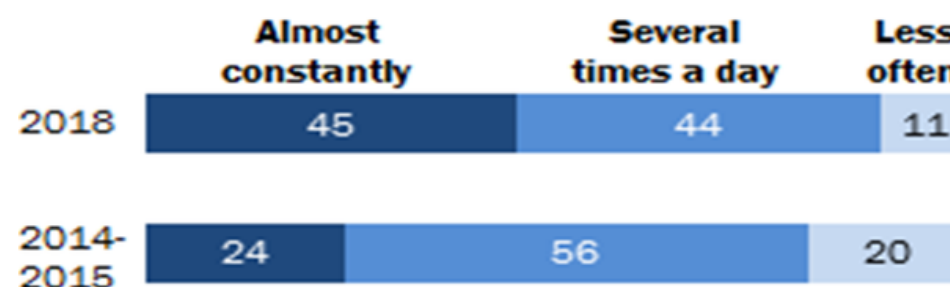
% of U.S. adults who say they go online ...



Note: Figures may not add up to 100% due to rounding.

5% of teens say they're online almost constantly

% of U.S. teens who say they use the internet, either on a computer or a cellphone ...



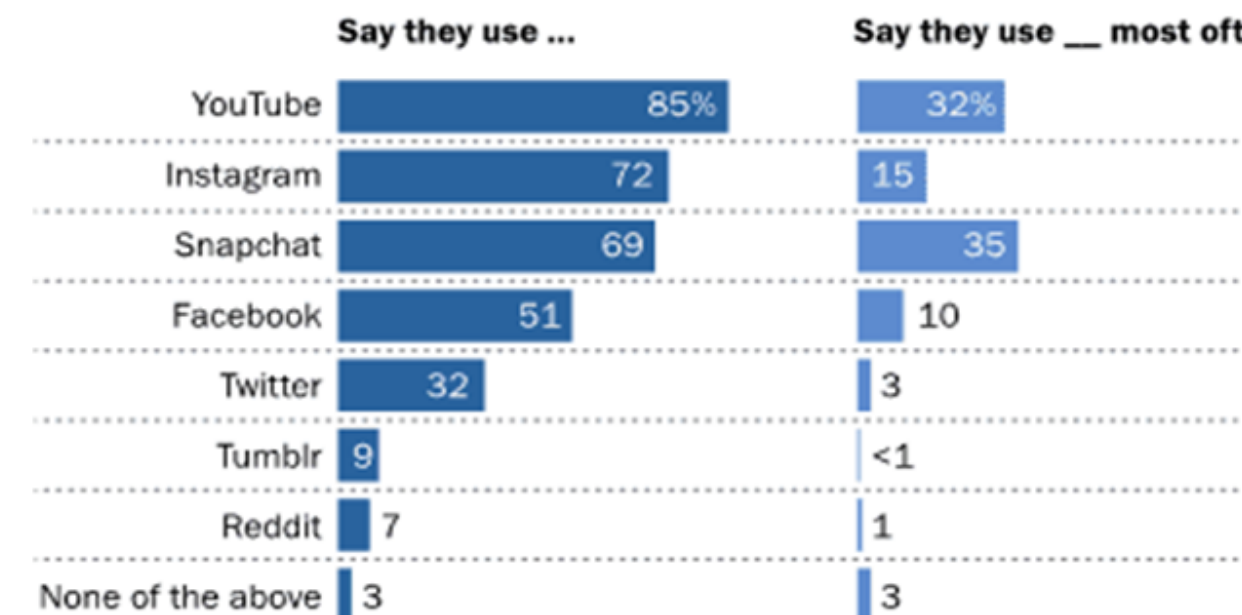
Note: "Less often" category includes teens who say they use the internet "about once a day," "several times a week" and "less often."

Source: Survey conducted March 7-April 10, 2018. Trend data from previous Pew Research Center survey conducted 2014-2015. "Teens, Social Media & Technology 2018"

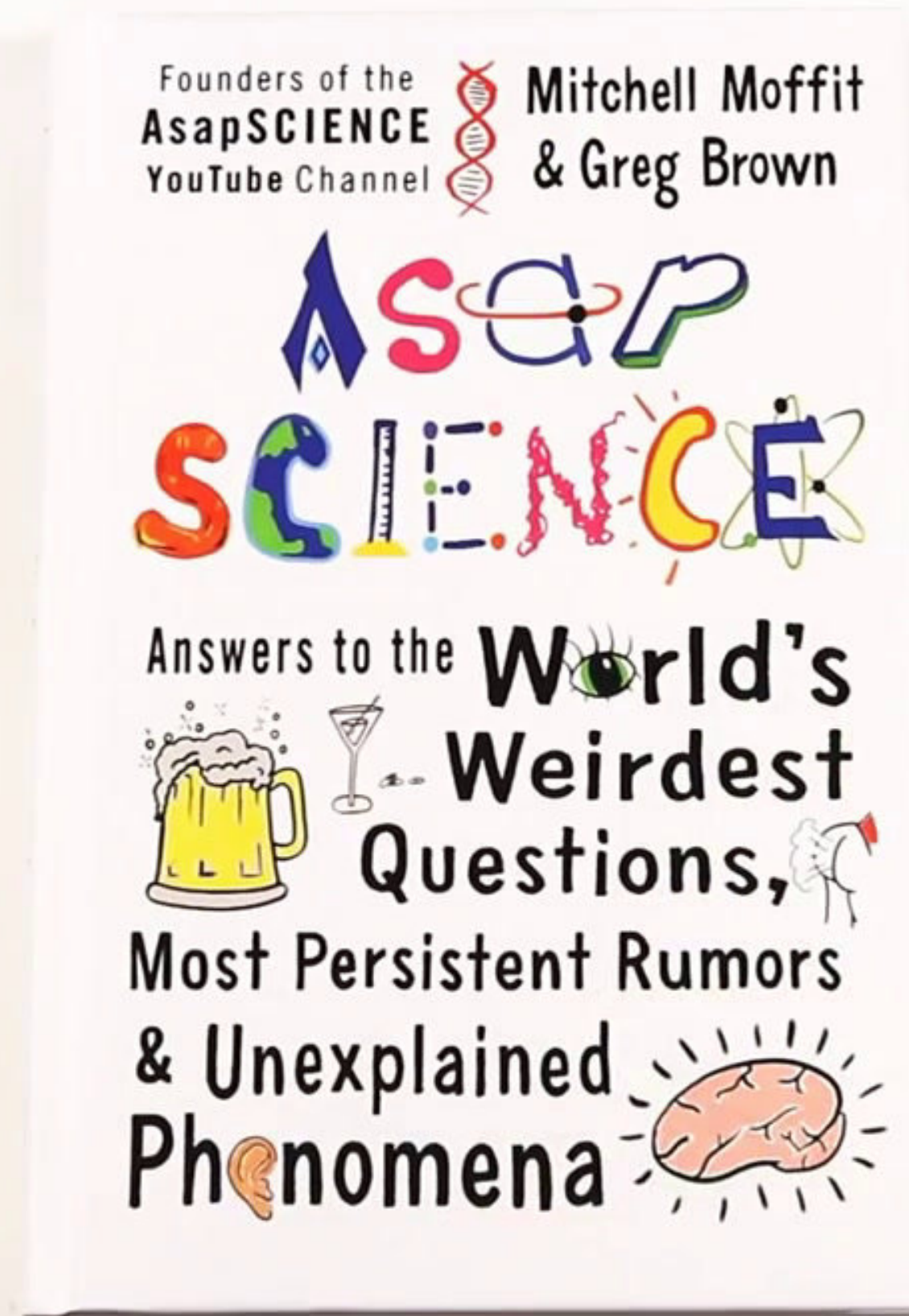
PEW RESEARCH CENTER

YouTube, Instagram and Snapchat are the most popular online platforms among teens

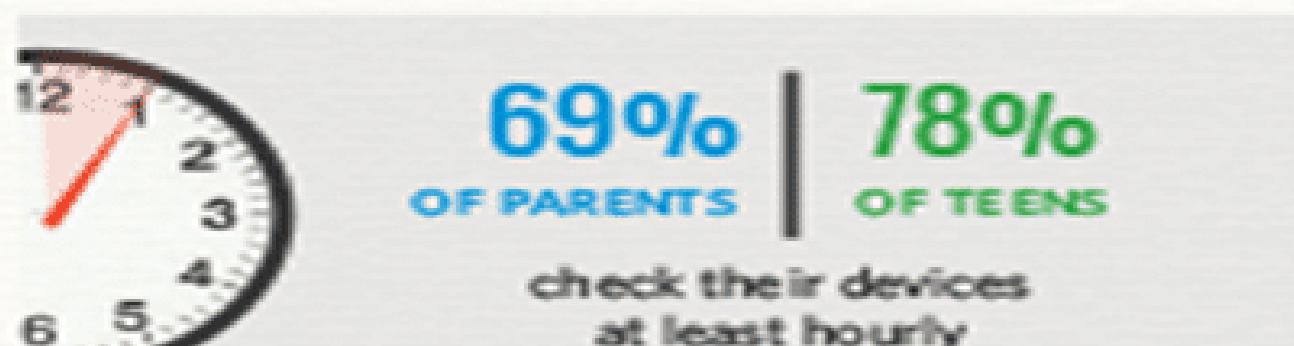
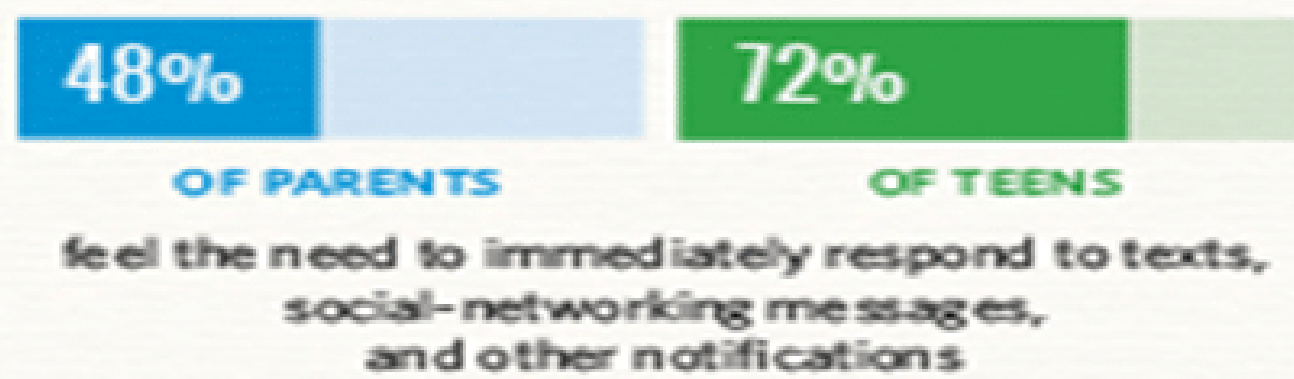
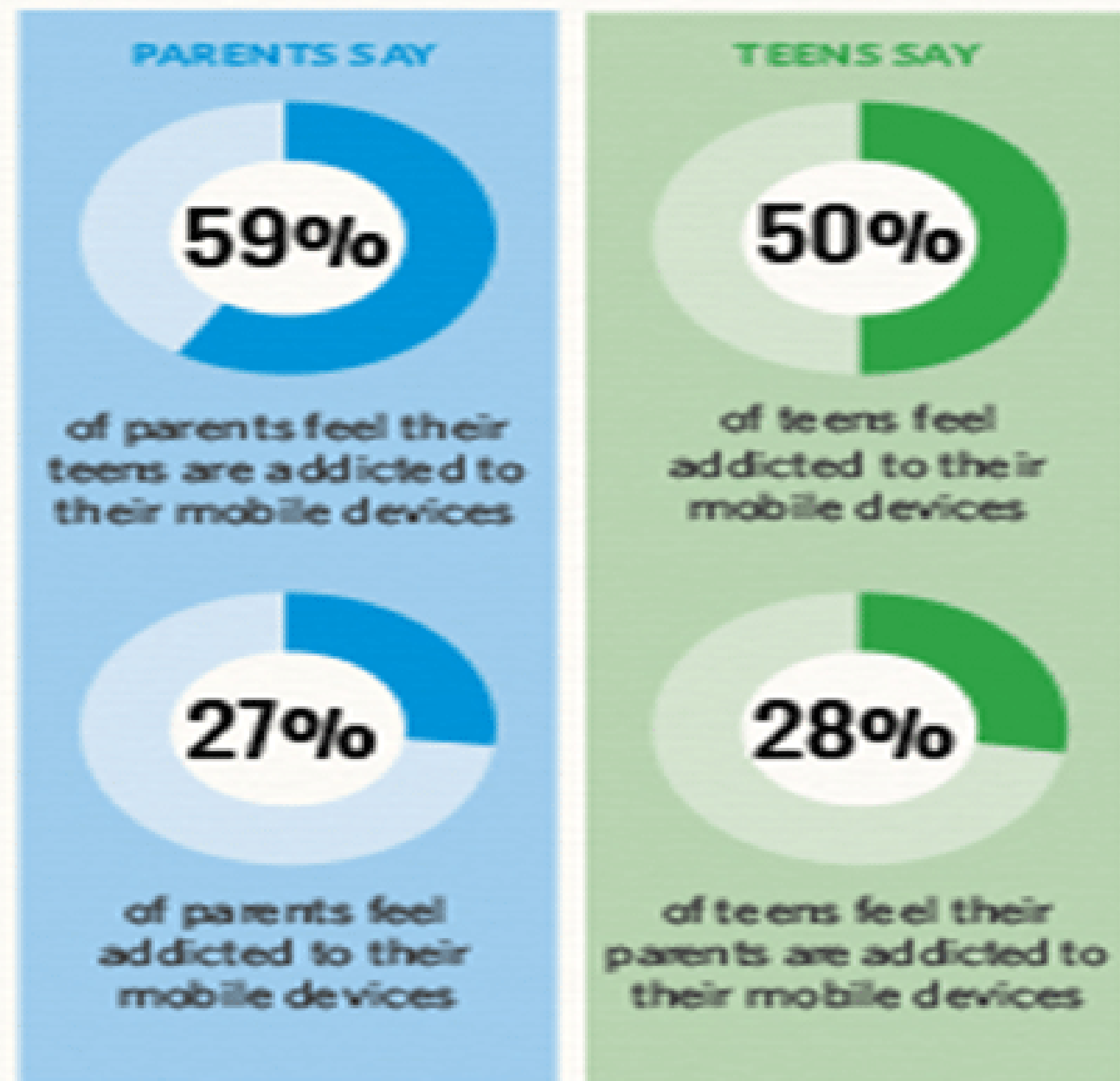
% of U.S. teens who ...



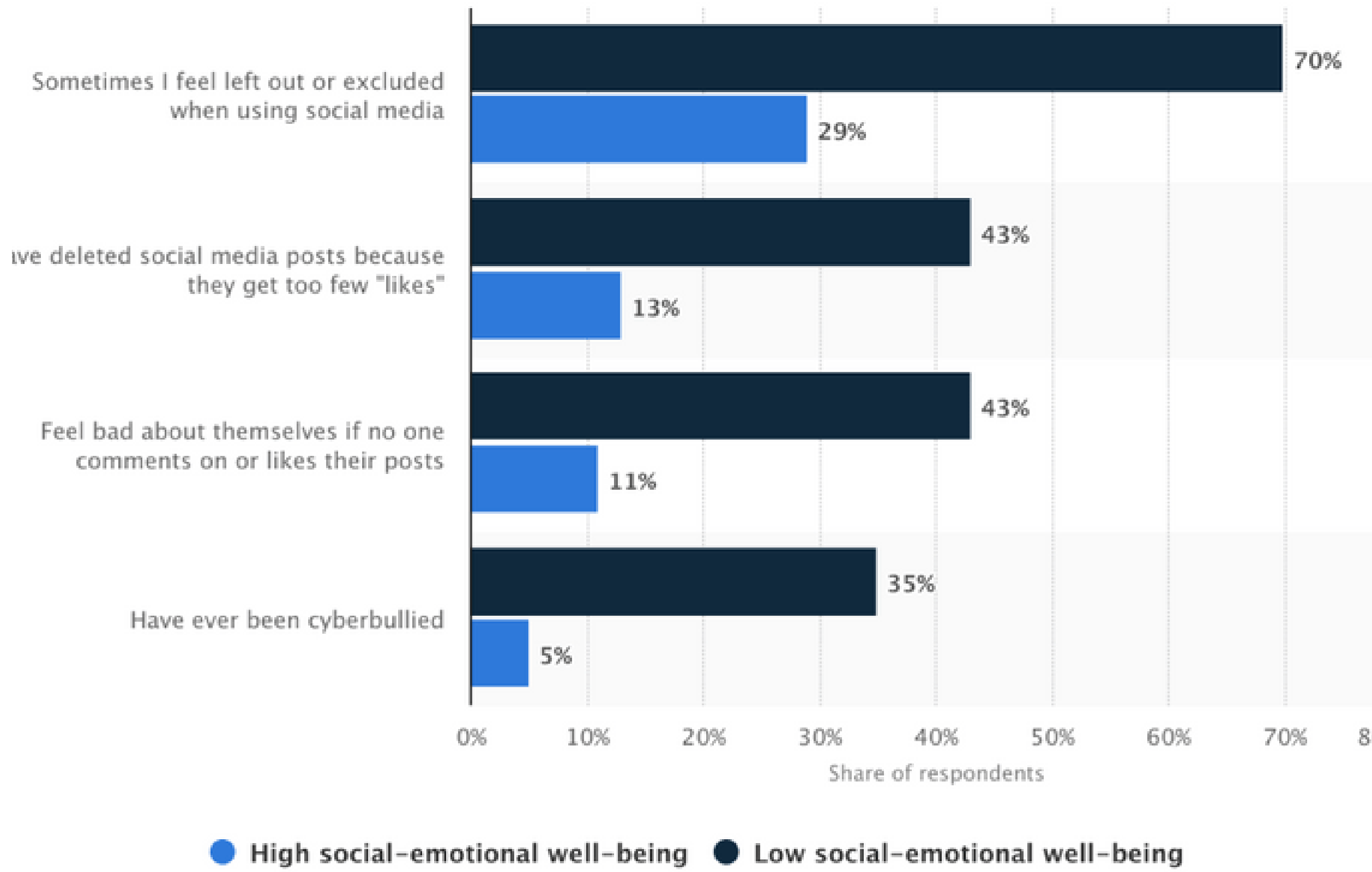
Has Social Media Changed Us?



Are We Addicted?



Social Media 101



% of users who are happy with the amount of time they spend on each app

Daily minutes spent on app

● Happy users

● Sad users

| All users

0 10 20 30 40 50 60 70

Instagram 37

Tinder 40

Facebook 41

Reddit 43

Snapchat 57

YouTube 57

Twitter 59

Pinterest 64

Tumblr 66

WhatsApp 69

LinkedIn 70

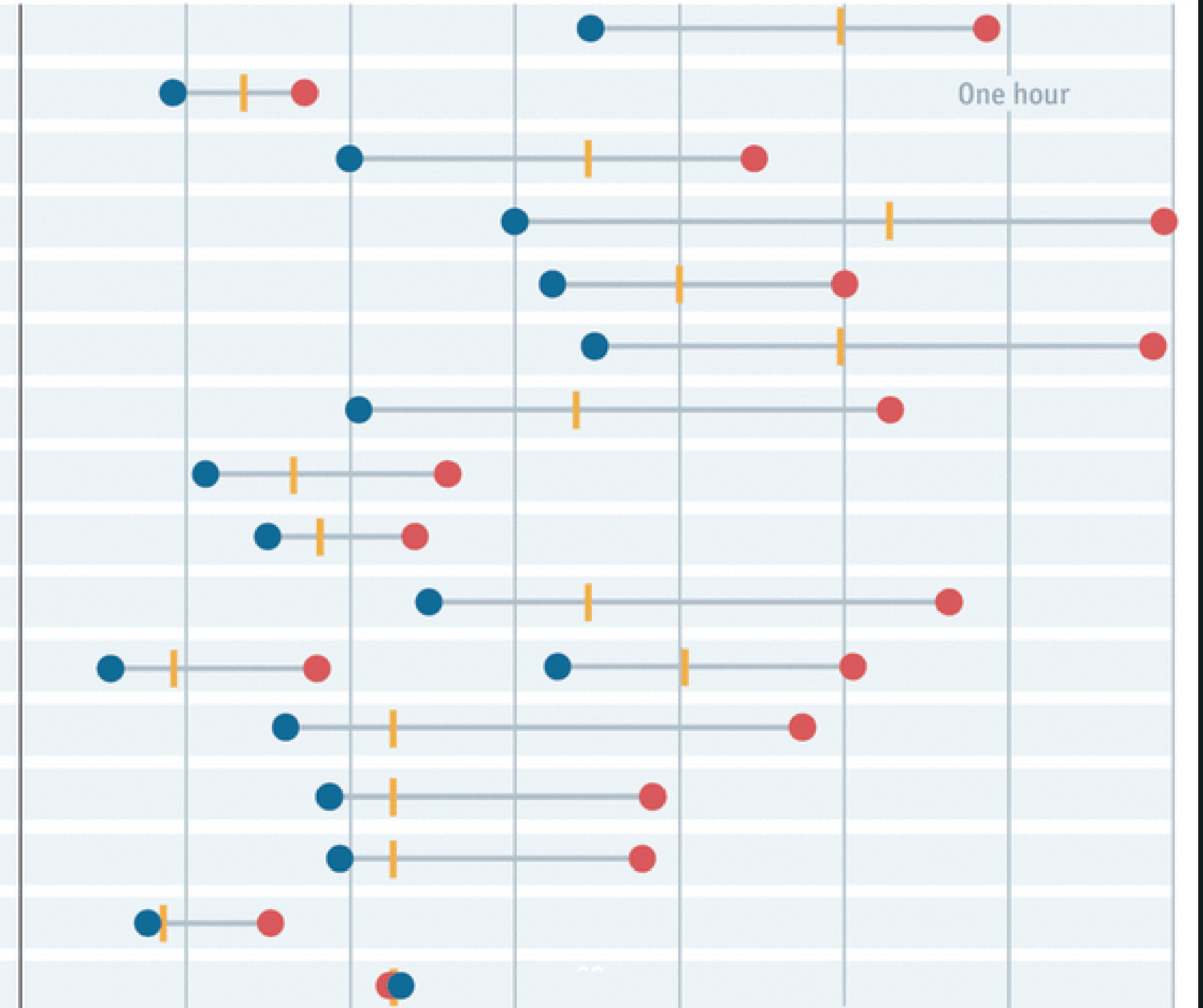
Messenger 80

Messages 83

Phone 84

Mail 89

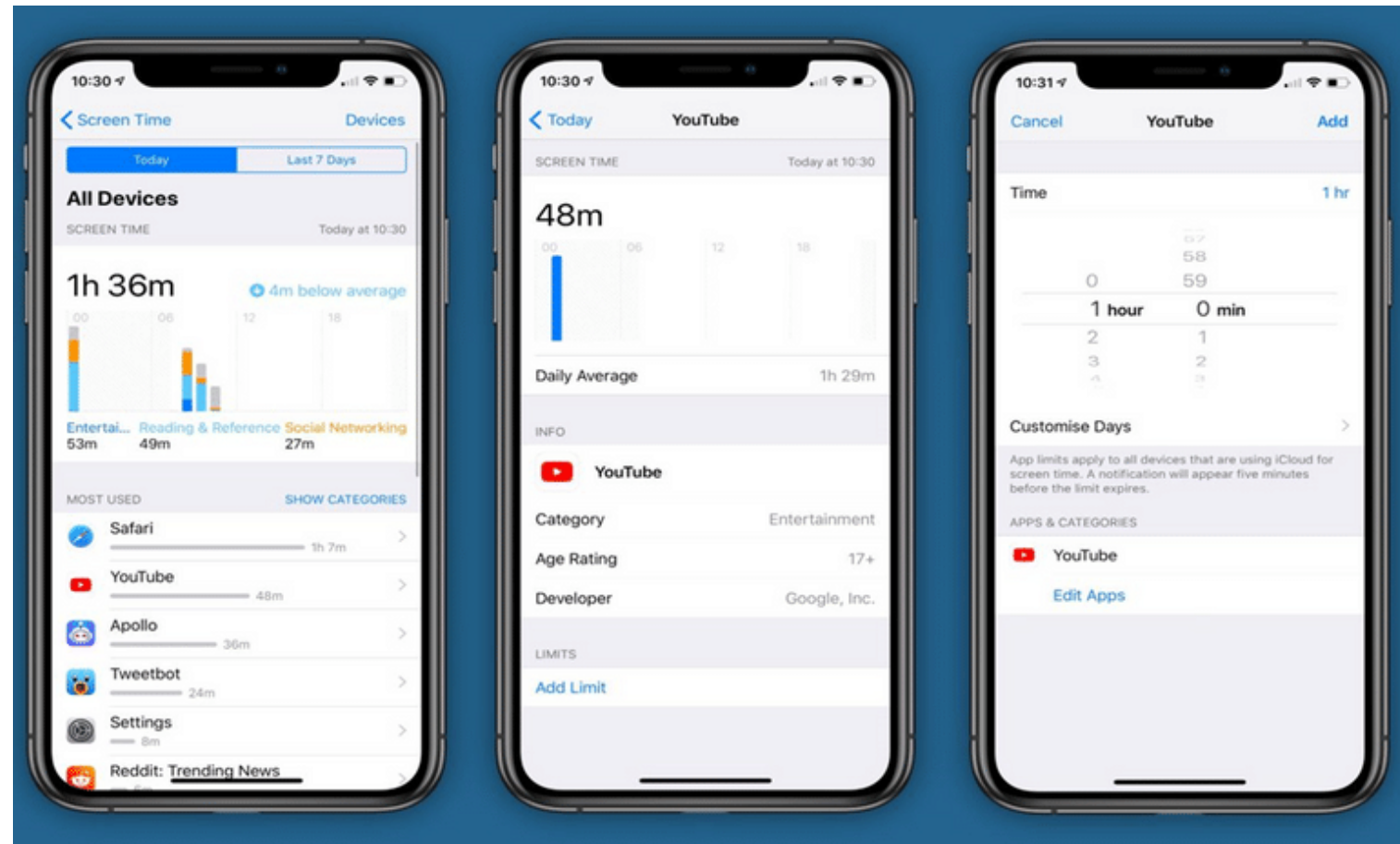
FaceTime 91








	Instagram	Snapchat	Facebook	Twitter	
Sleep	Dark Red	Dark Red	Dark Red	Dark Red	Sleep
Fear of missing out (FoMO)	Dark Red	Dark Red	Dark Red	Orange	Fear of missing out (FoMO)
Bullying	Orange	Orange	Dark Red	Orange	Bullying
Body image	Dark Red	Orange	Orange	Orange	Body image
Anxiety	Orange	Orange	Orange	Orange	Anxiety
Depression	Orange	Orange	Orange	Orange	Depression
Loneliness	Light Orange	Light Orange	Light Orange	Light Orange	Loneliness
Access to health advice	Light Blue	Light Orange	Light Green	Light Green	Access to health advice
Real-world relationships	Light Green	Light Blue	Light Green	Light Orange	Real-world relationships
Awareness of people's health	Light Blue	Light Green	Light Blue	Light Blue	Awareness of people's health
Community building	Light Blue	Light Green	Light Blue	Light Blue	Community building
Emotional support	Light Blue	Light Blue	Dark Blue	Light Blue	Emotional support
Self-identity	Light Blue	Light Blue	Light Blue	Light Blue	Self-identity
Self-expression	Dark Blue	Light Blue	Light Blue	Dark Blue	Self-expression


What Can We Do?!



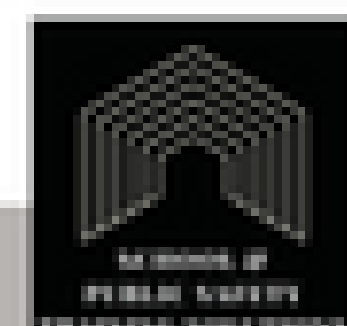
-  Mi Services
-  Digital Wellbeing & parental controls
Screen time, app timers, bedtime schedules
-  Google
Services & preferences

SOCIAL MEDIA RESOURCES

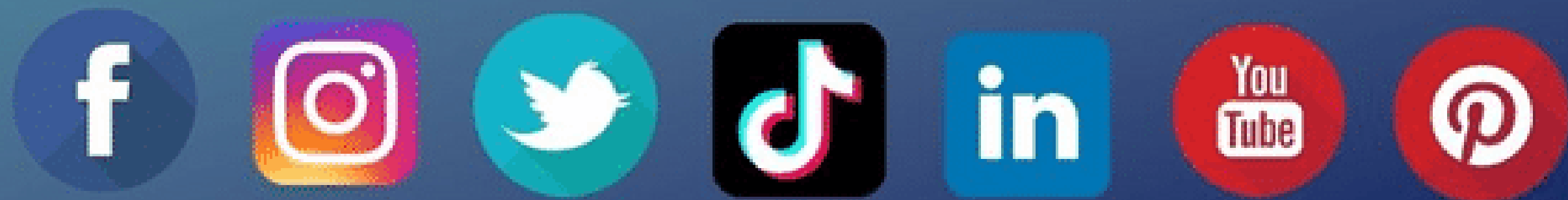
SELF REGULATION



PARENTAL MONITORING



SOCIAL MEDIA TRENDS 2021

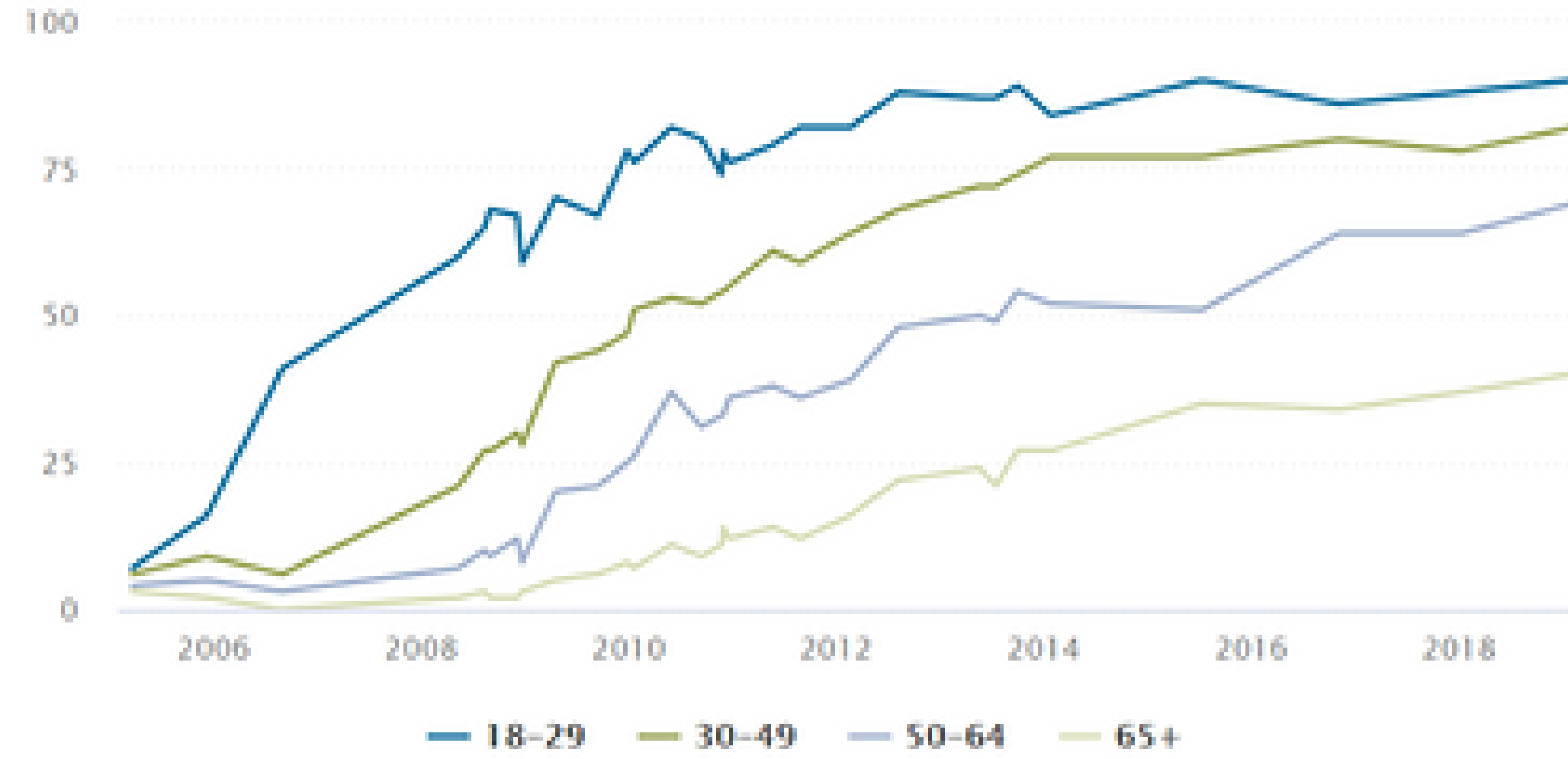


Changing Demographics



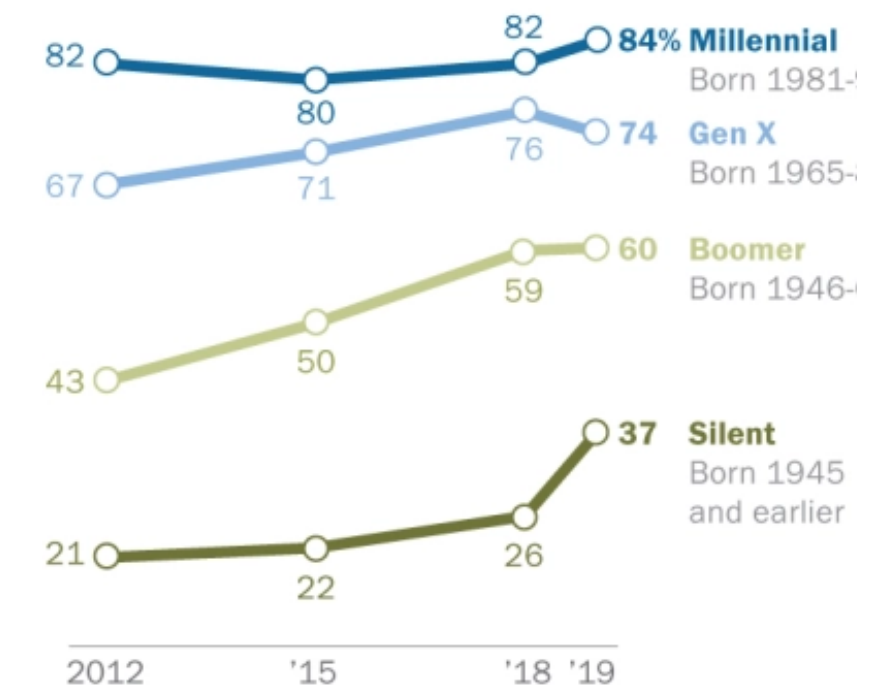
Trends

% of U.S. adults who use at least one social media site, by age



Since 2012, use of Facebook has grown fastest among older generatio

% of U.S. adults in each generation who say th use Facebook

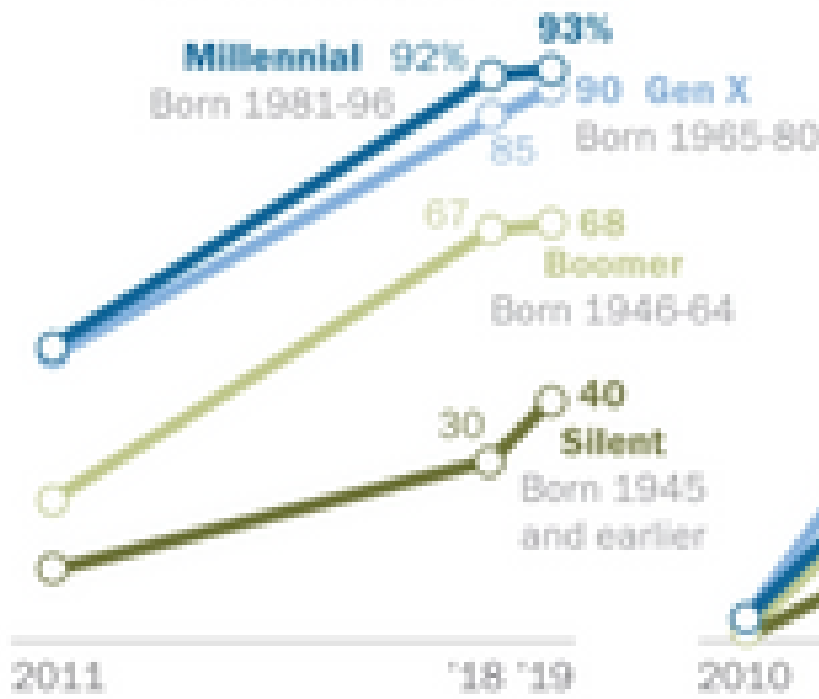


PHONES!!!

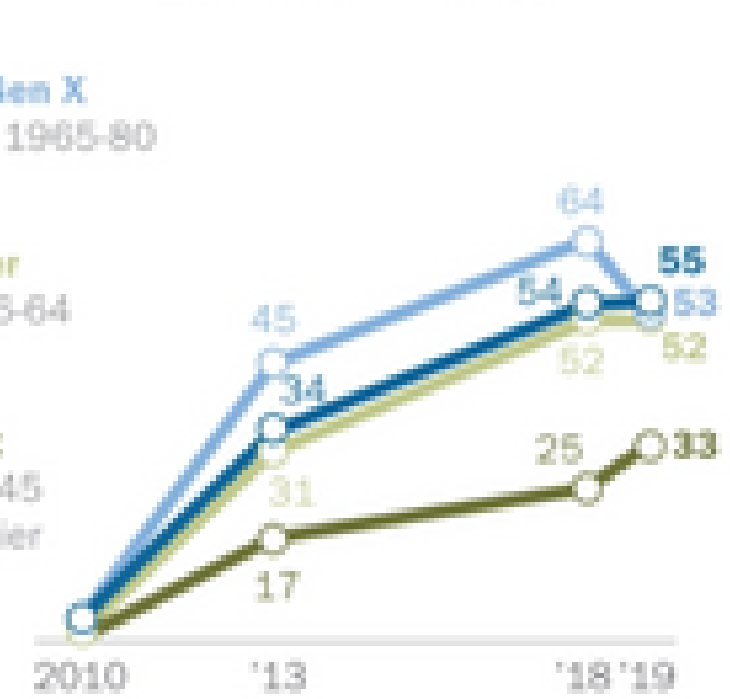
Millennials lead on some technology adoption measures, but Boomers and Gen Xers are also heavy adopters

% of U.S. adults in each generation who say they ...

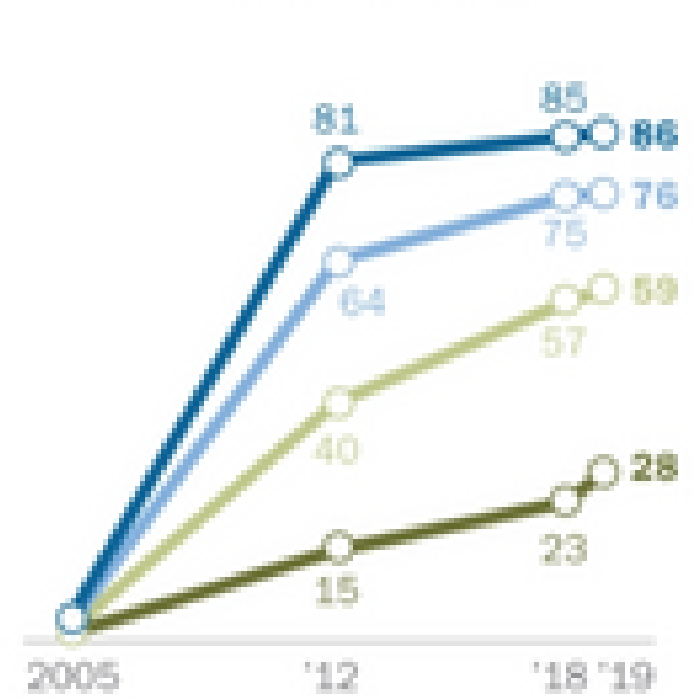
Own a smartphone



Own a tablet computer



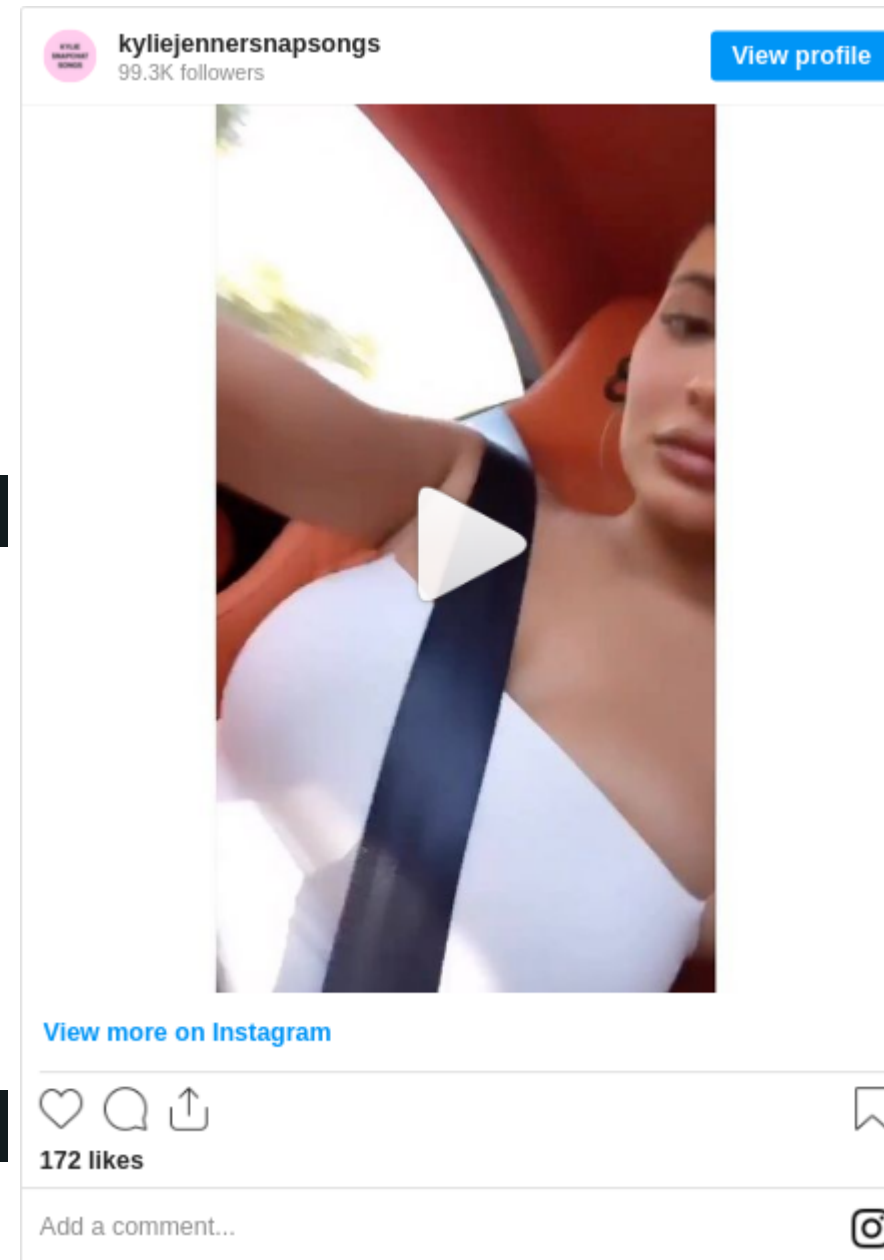
Use social media



Trends

DISTRACTED DRIVING

- 81% say using phone while driving is “very serious threat” to safety
- 40% use phone while driving
- 33% send texts or email regularly
- 75% of teens use apps while driving
- Most distracting to teens:
 - DUI- 29%
 - Texting- 25%
 - Social Media- 6%



Distracted Driving

THE THREE TYPES OF DISTRACTED DRIVING AND HOW TO AVOID THEM



VISUAL



Keep your eyes on the road.

Pull over to read directions.

Put your phone in "Do Not Disturb" mode.



MANUAL



Keep your phone out of reach.

Make all adjustments before driving.

Don't reach for items while driving.



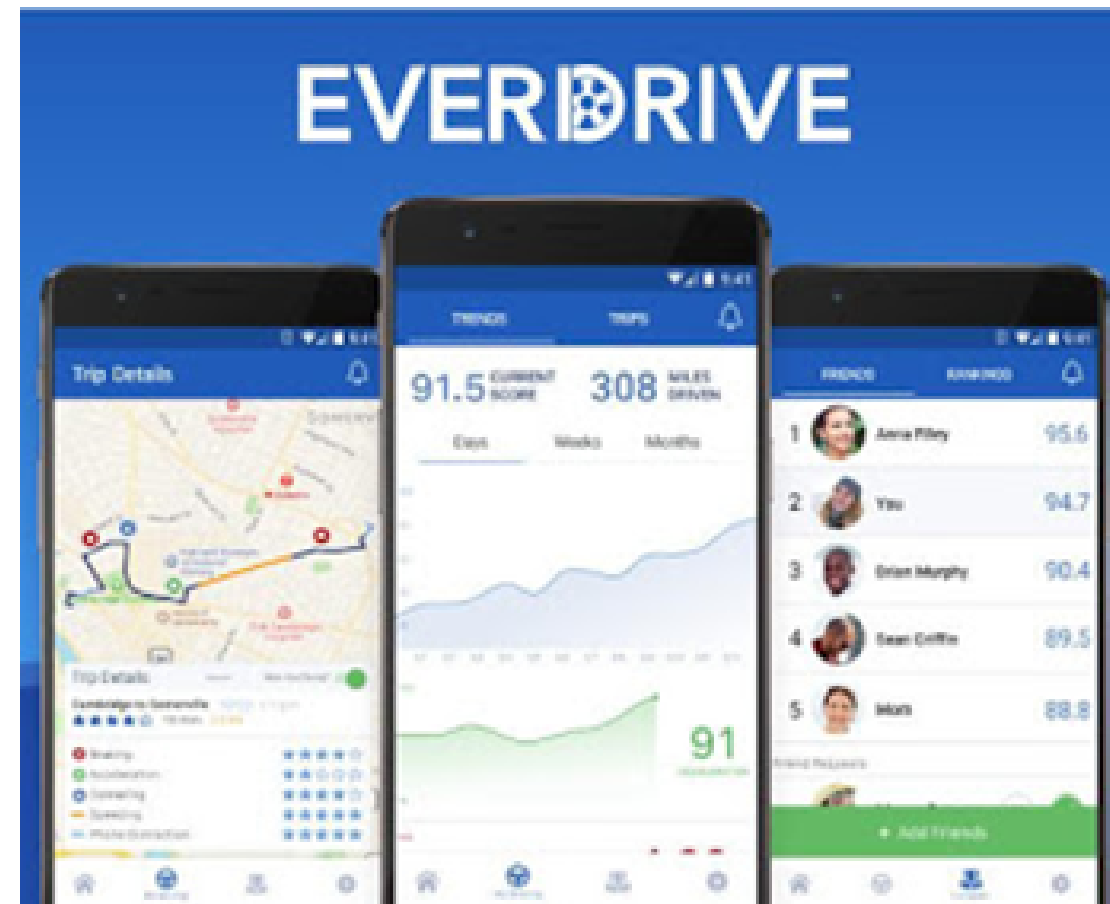
COGNITIVE



Avoid phone calls, even hands-free.

Stay focused on the road.

Keep your emotions in check.

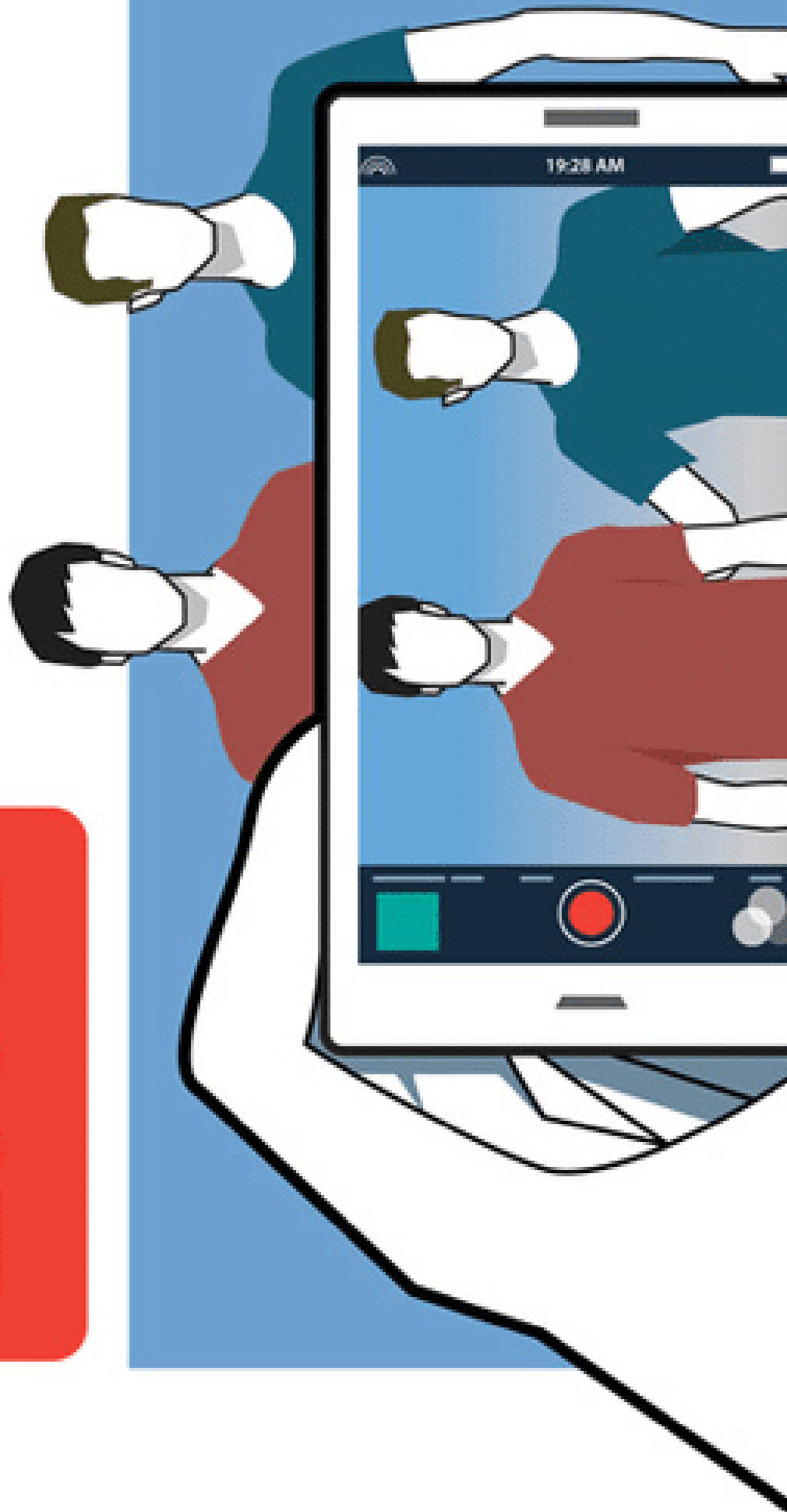


56% of parents admit they check their mobile devices while driving

51% of teens see their parents checking/using their mobile devices while driving

	LifeSaver	AT&T DriveMode	TrueMotion	Drive Beehive
Sends Parent Notifications	✓		✓	✓
Blocks Text Messages	✓	✓	✓	
Blocks Calls	✓	✓	✓	
Tracks Safe Miles Driven	✓		✓	✓
Rewards Safe Driving	✓			✓
Location Sharing	✓		✓	

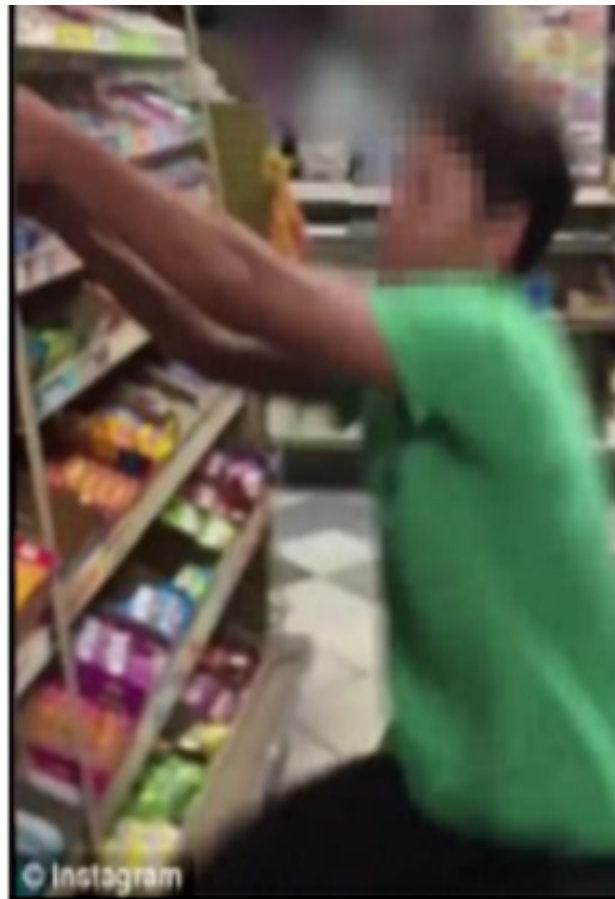
LIVE



Livestreaming

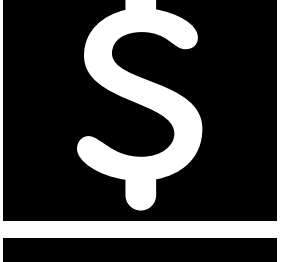
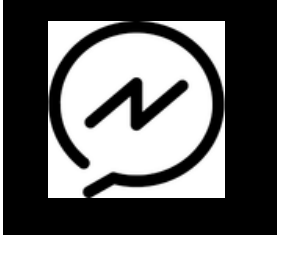
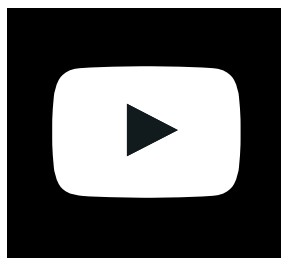
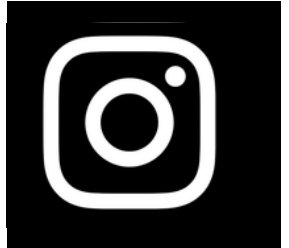
- LS VIDEOS WATCHED 3X MORE THAN OTHER VIDEOS
- RECEIVE 10X MORE COMMENTS
- INTEGRATED INTO MORE AND MORE APPS- INSTAGRAM, TWITTER, YOUTUBE, ETC.

Crimes in your areas?



Trends

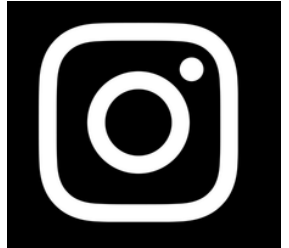
24/7
Apps
Apps
Apps



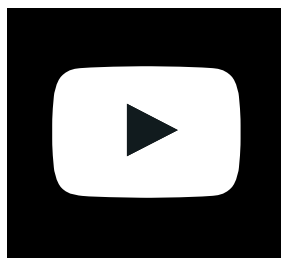


How many can you name??

SOCIAL MEDIA 101



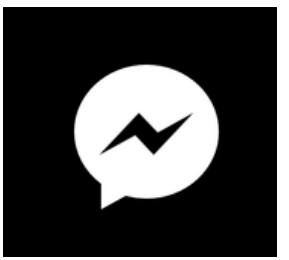
Instagram



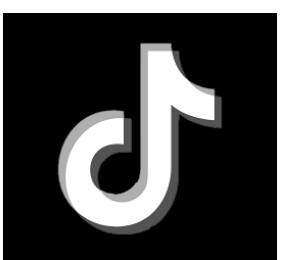
Youtube



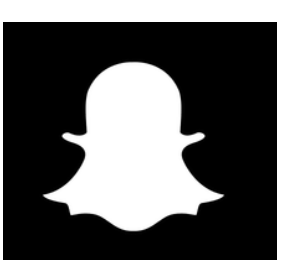
Whatsapp



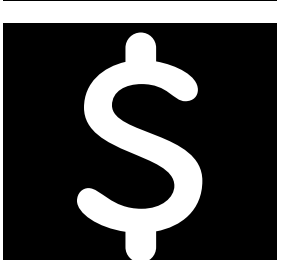
Messenger



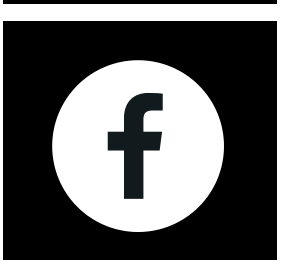
TIKTOK



Snapchat



Cashapp

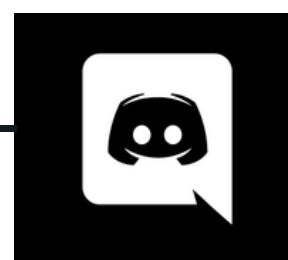


Facebook

Life360



Discord



Reddit



Nextdoor



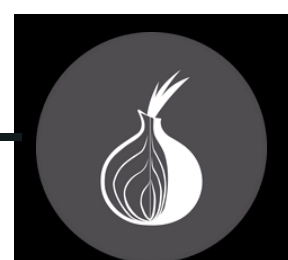
Signal



Citizen



Tor



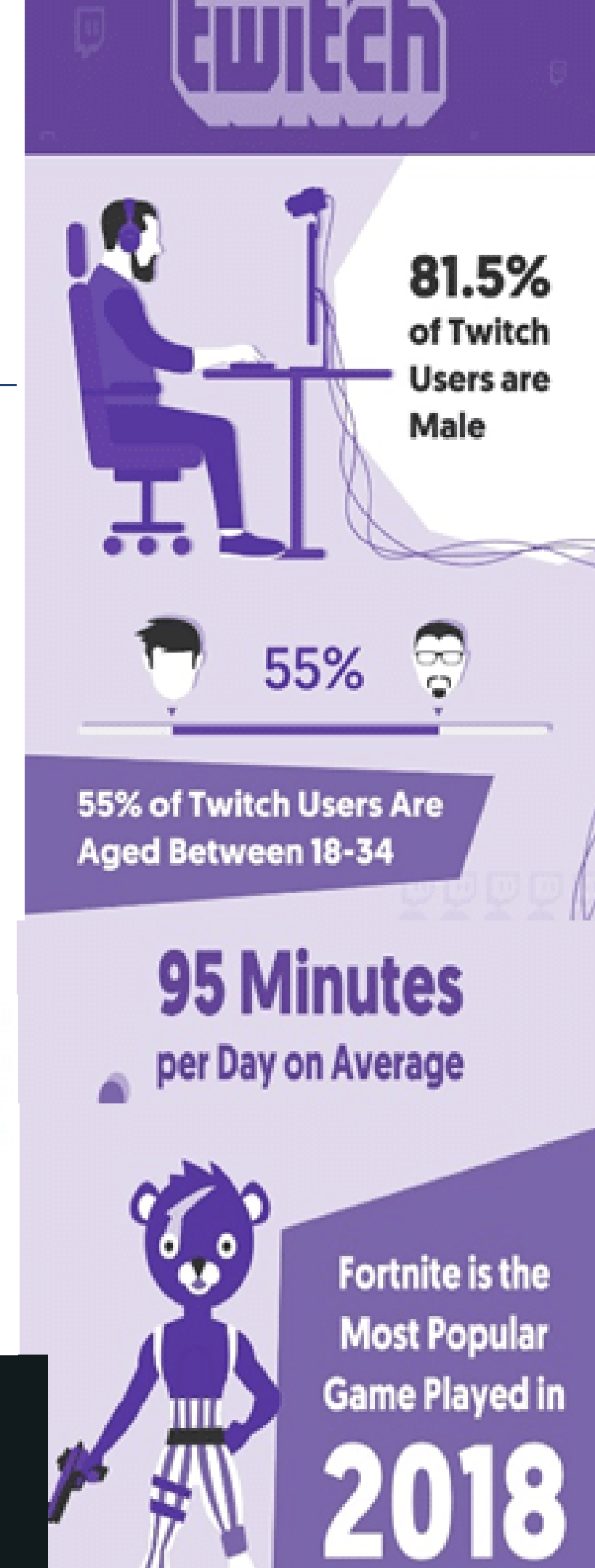
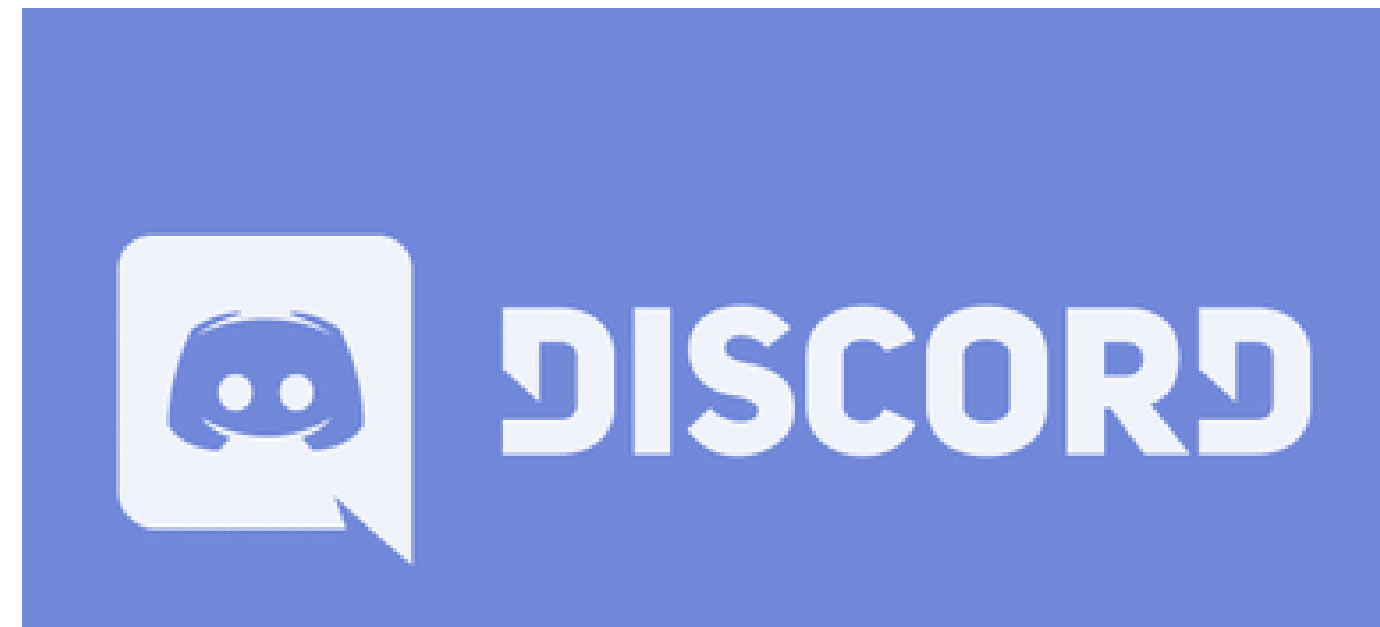
How many can you name??

SOCIAL MEDIA 101

What is 'auditing,' and why did a YouTuber get shot for doing it?

#ThotAudit

Report All Thots To Your Local IRS Office



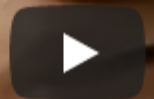
@daintyviolet

some of yall are real brave thinking not being a sex worker makes u better. u send nudes and fuck for free and in return u get left on read..congratulations??? ur a non profit whoreganization




Anti Social - A Modern Dating Horror Story | Comic Relief Originals

Watch later Share



ANTI SOCIAL

ORIGINALS

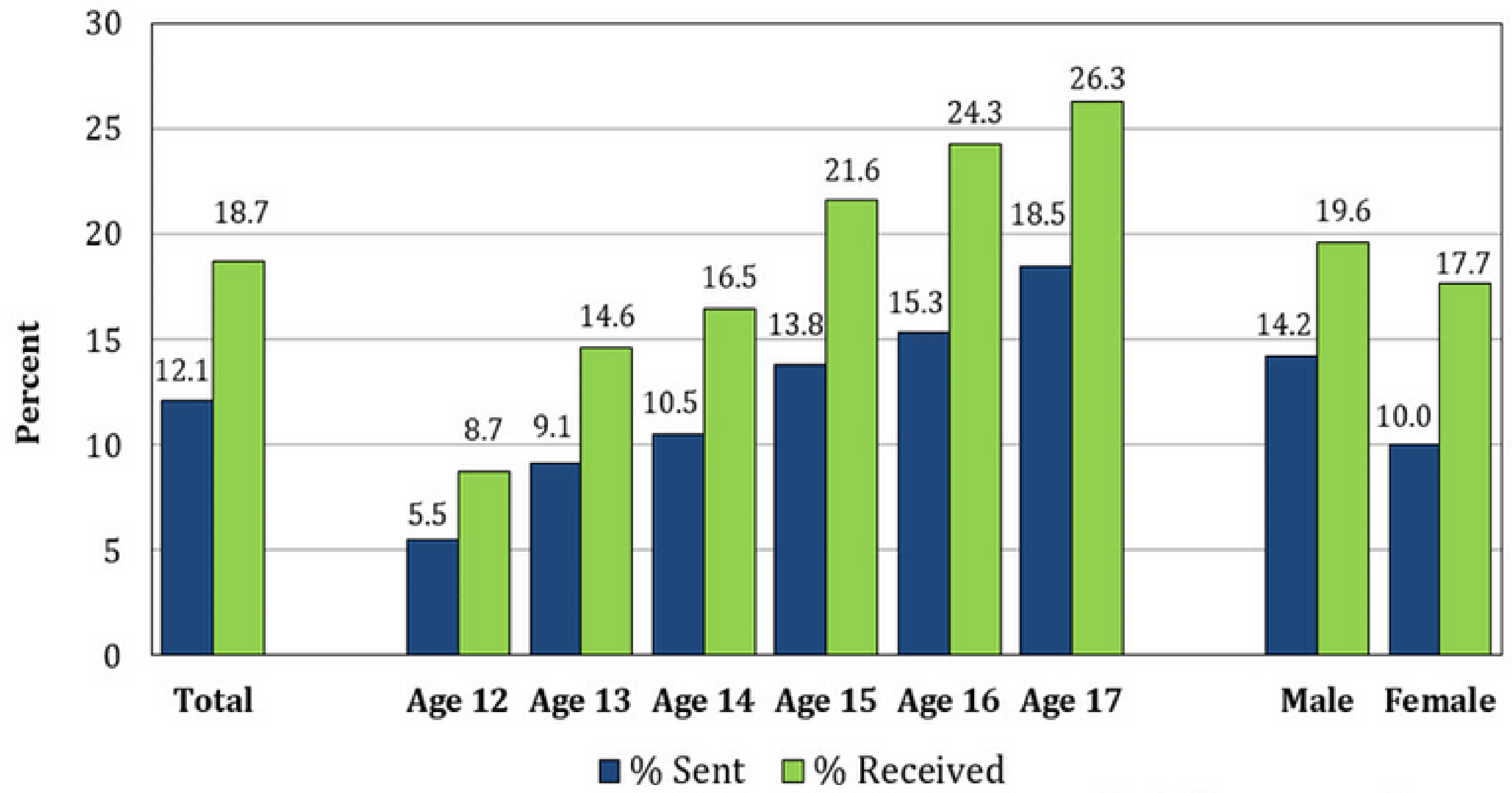
Watch on  YouTube

2022

- No significant difference in genders in sending and receiving sexts
- Prevalence increases with age
- Most cases are not prosecuted
- Negative experiences- sextortion, bullying, non-consensual sharing reported in 5% of sexting
- 12% (1 in 8 youths) reported forwarding sexts without consent

Sexting

Sexting



Sameer Hinduja and Justin W. Patchin (2016)

Cyberbullying Research Center
www.cyberbullying.org

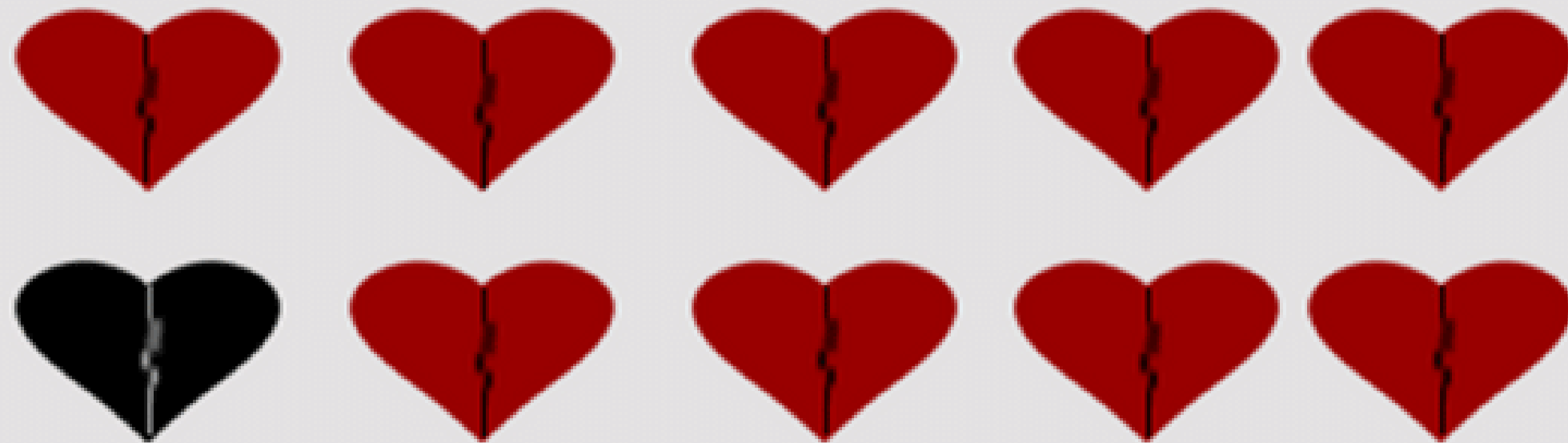
Sexting linked to worse mental health and risky behavior

REVENGE PORN

Re•venge Porn, n.- A form of sexual assault that involves the distribution of nude/sexually explicit photos and/or videos of an individual without their consent.

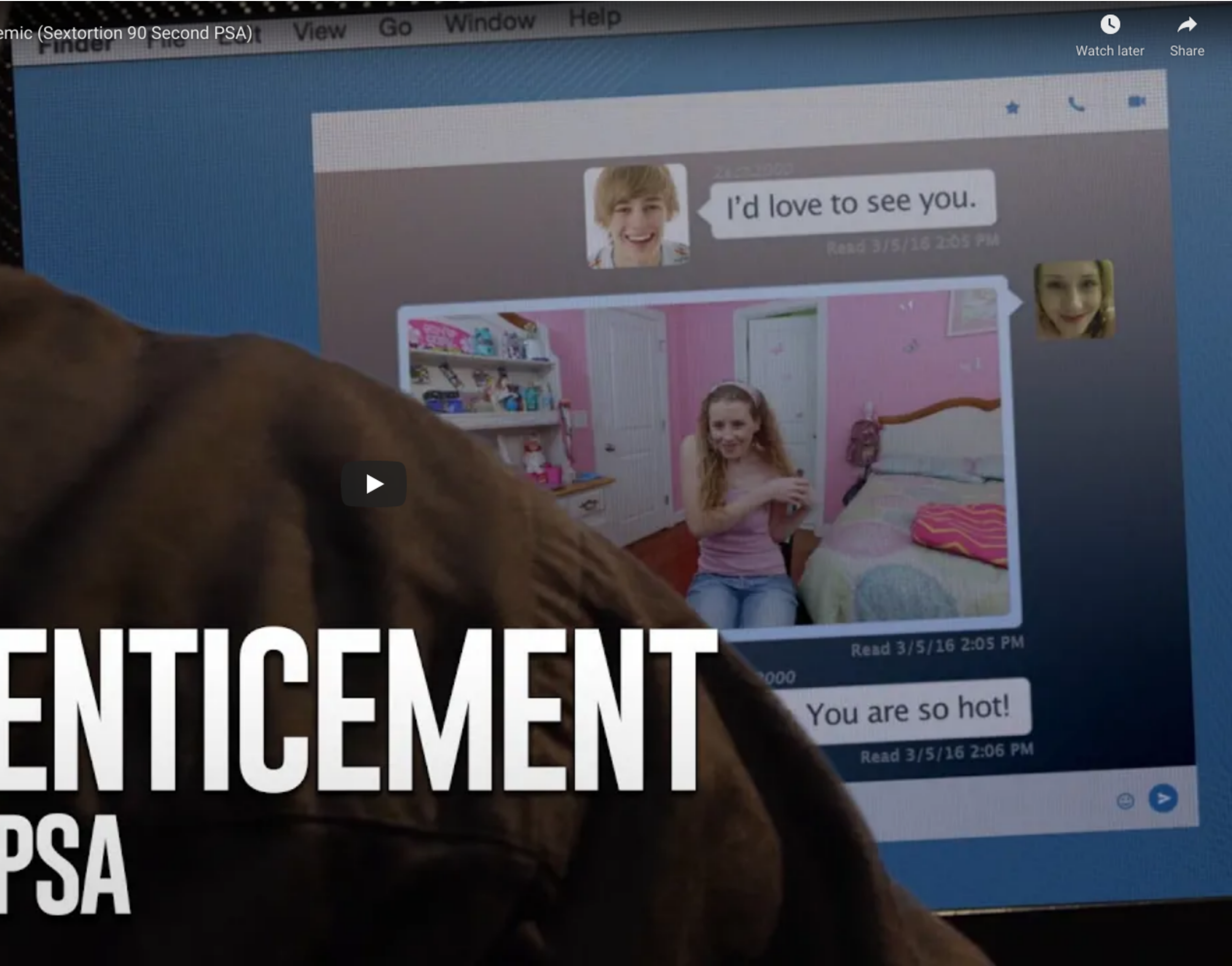
NOT UNCOMMON

ONE IN TEN
ex-partners
have
threatened that
they would
expose risqué
photos of their
ex online.



§ 18.2-386.2.

including a falsely created videographic or still image



ONLINE ENTICEMENT SEXTORTION PSA

WHAT THE TECH? FBI warning of increase in sextortion cases

According to a press release earlier this month, the FBI says it has received over 16,000 complaints so far in 2021 and that total losses from those cases exceed \$8 million.

Thursday, September 16th 2021, 3:33 PM EDT



**KNEW PERPETRATORS IN
PERSON BEFORE THREATS**



MET PERPETRATORS ONLINE

THINK BEFORE YOU BARE ALL

Don't become a victim of online blackmail



Americans look to online companies to address harassment on their platforms

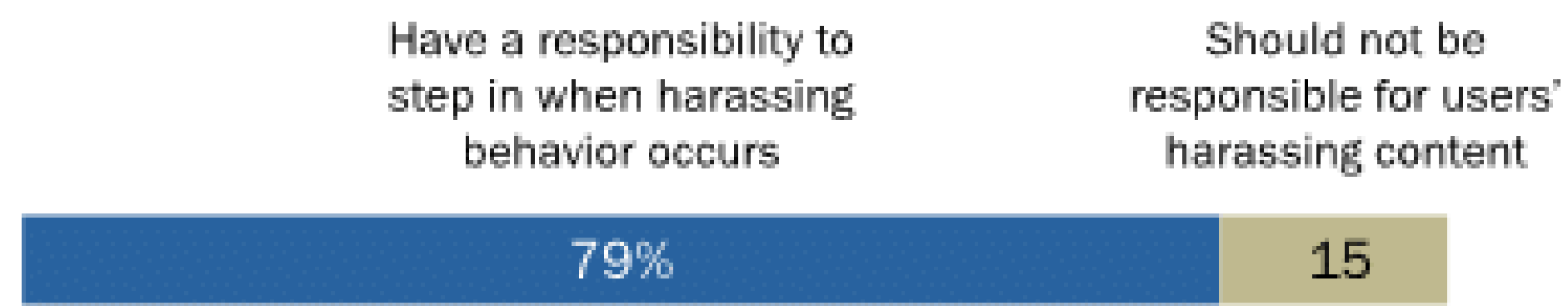
% of U.S. adults who say people being harassed or bullied online is ...



% who say the most effective way to address online harassment is ...

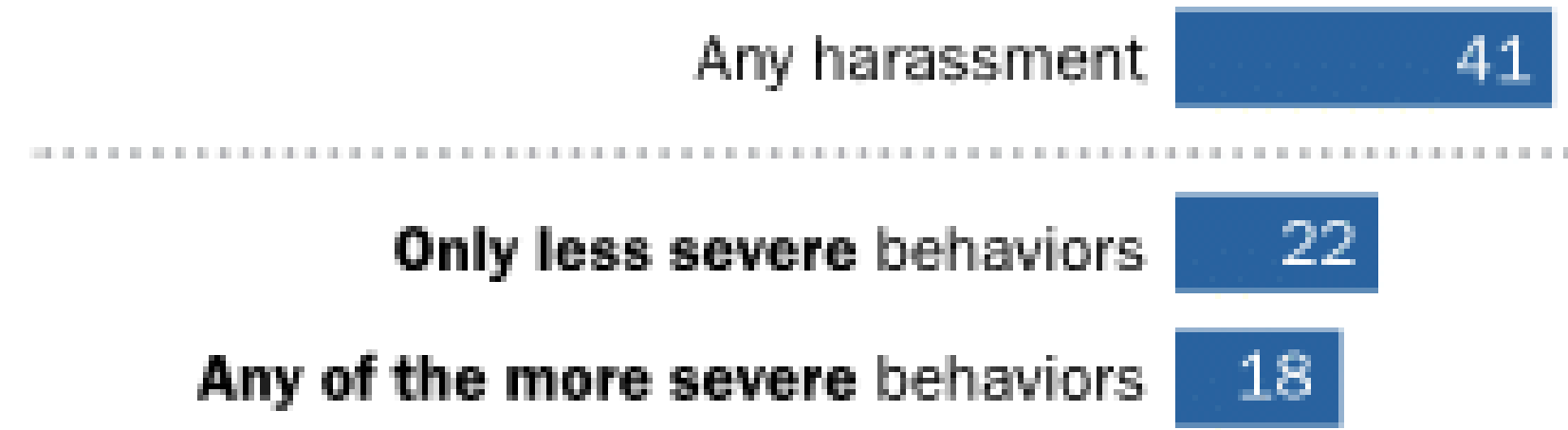


% who say online services ...



Roughly four-in-ten Americans have personally experienced online harassment

% of U.S. adults who have experienced _____ online



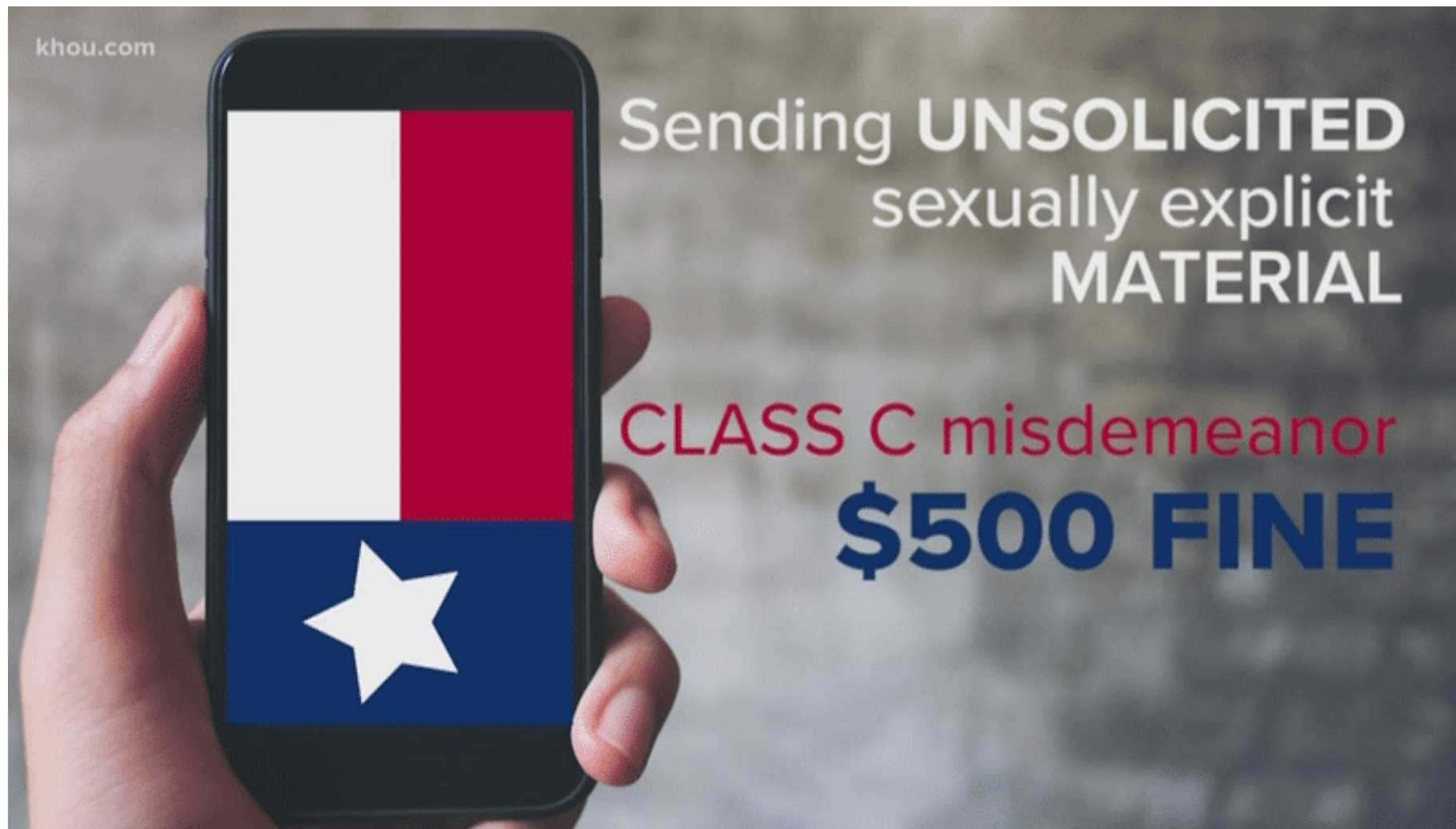
Cyber Flashing

People are AirDropping Nudes to Strangers in a New 'Cyber Flashing' Trend

It might be time to set your AirDrop to private.

By [Gavin Butler](#)

13 May 2019, 12:55am [Share](#) [Tweet](#)



you wouldn't
flash a stranger
irl, so why
do it online?

Reports to U.S. law enforcement agencies have proliferated ...



... while arrests have risen slightly ...



The Internet Is Overrun With Images of Child Sexual Abuse. What Went Wrong?

Online predators create and share the illegal material, which is increasingly cloaked by technology. Tech companies, the government and the authorities are no match.

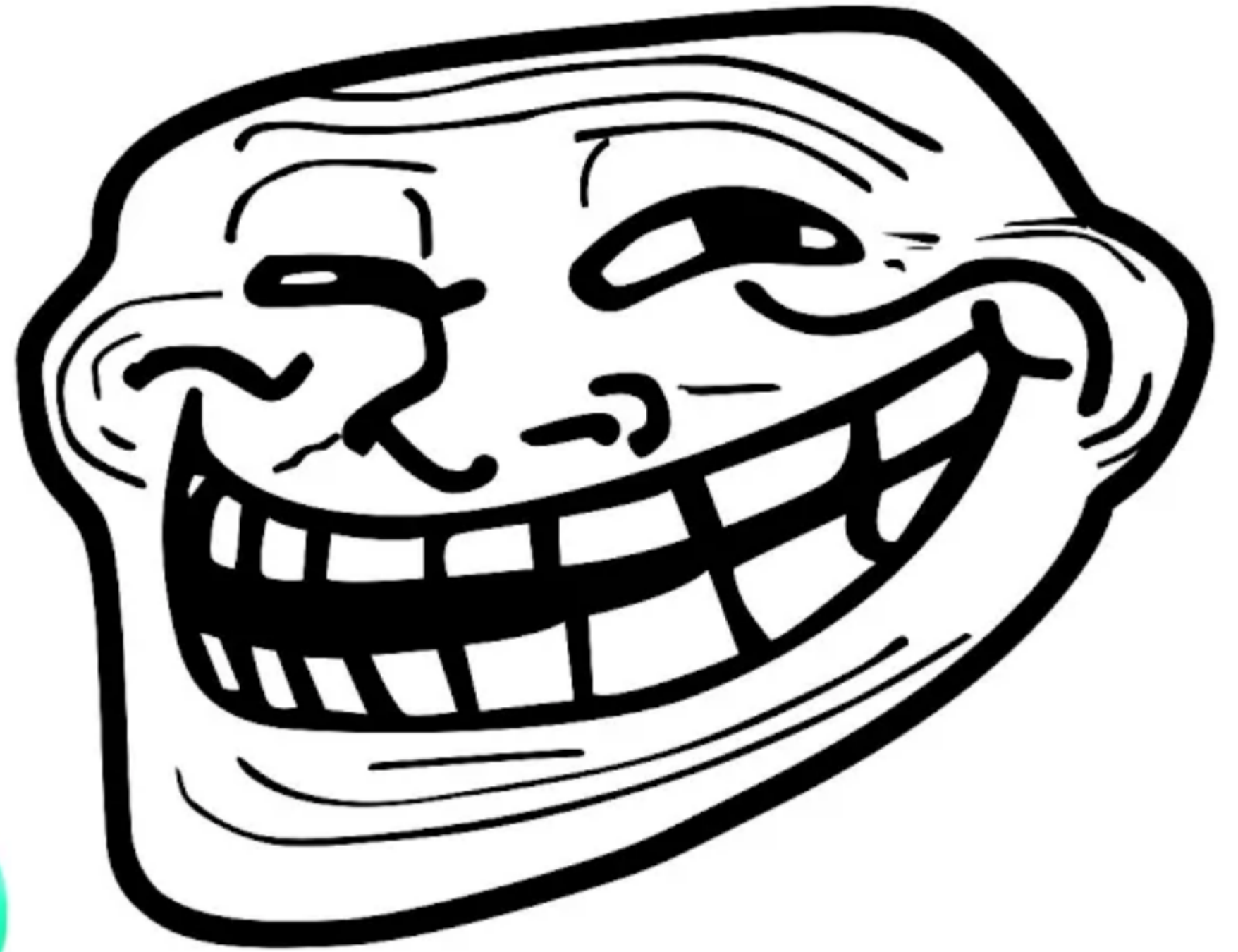
Last year, tech companies reported over 45 million online photos and videos of children being sexually abused — more than double what they found the previous year.

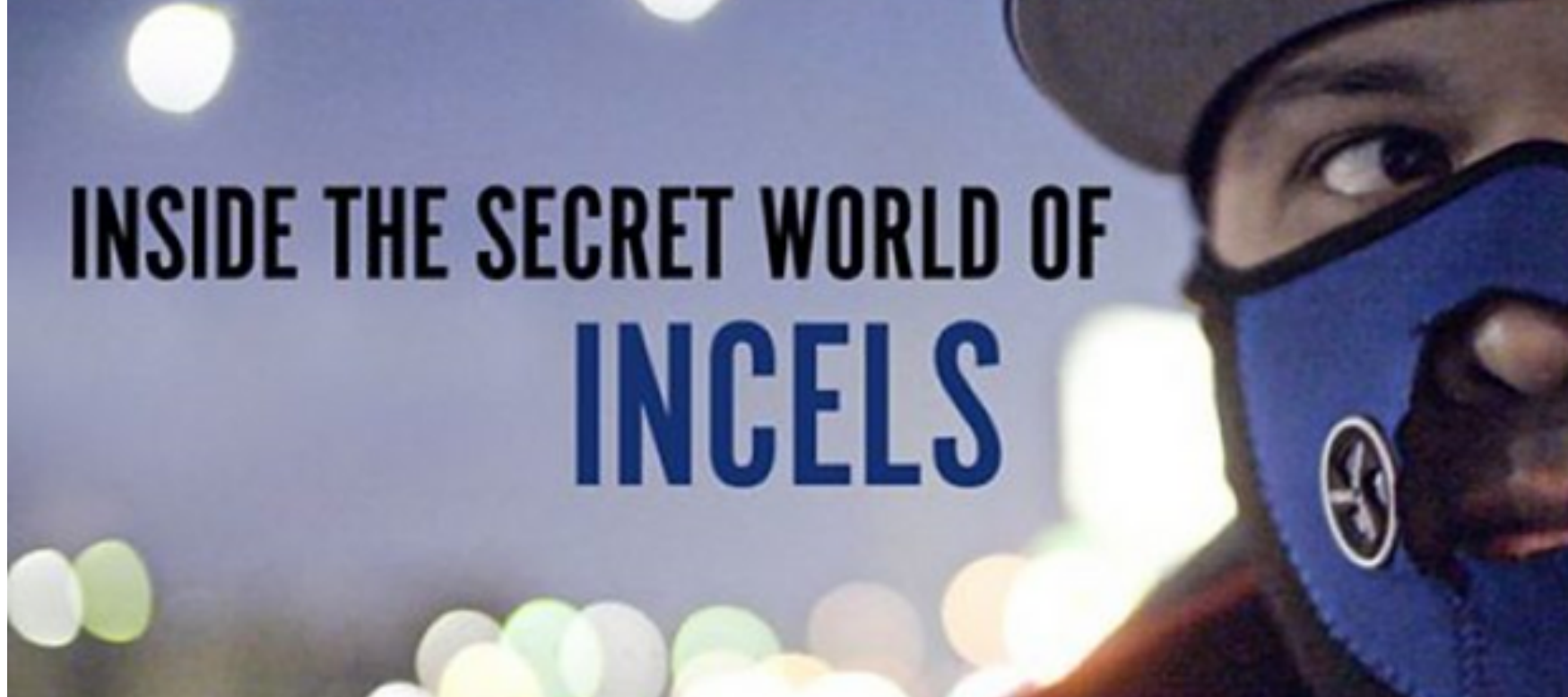
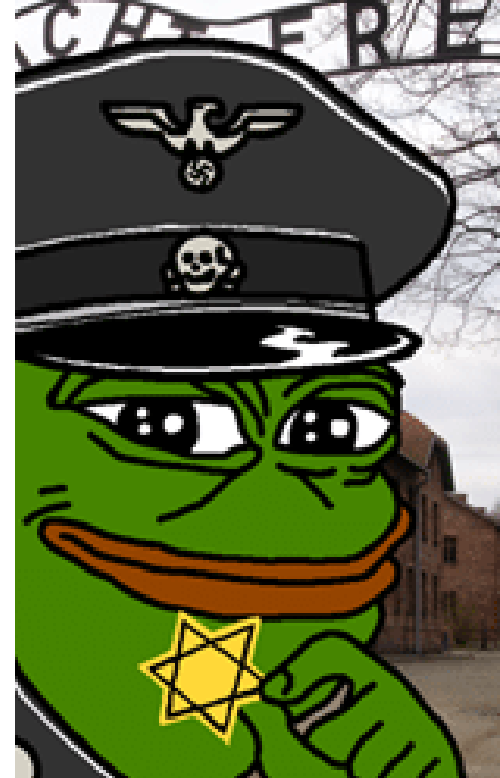
Sexual Predators

THE SCIENCE OF

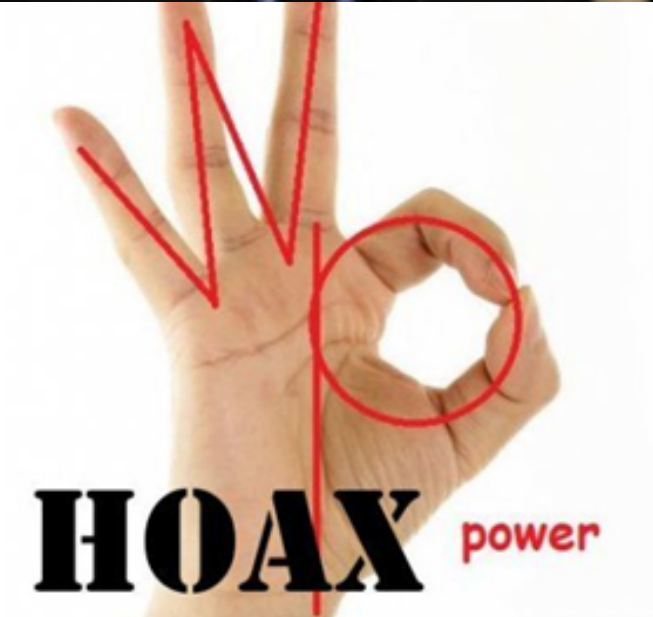
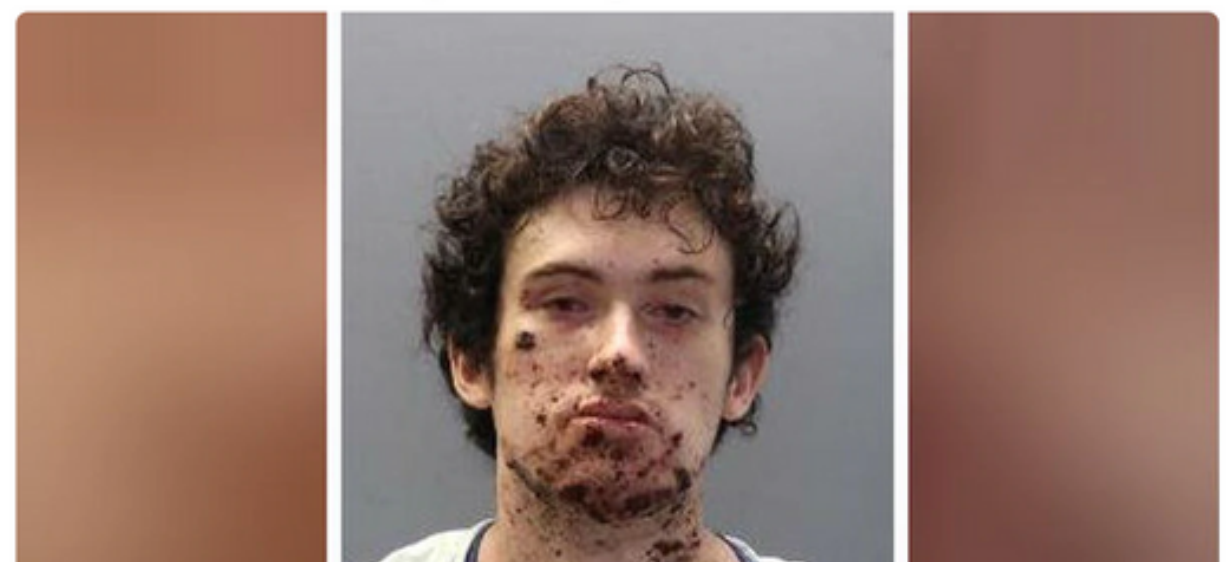
INTERNET

TROLLS





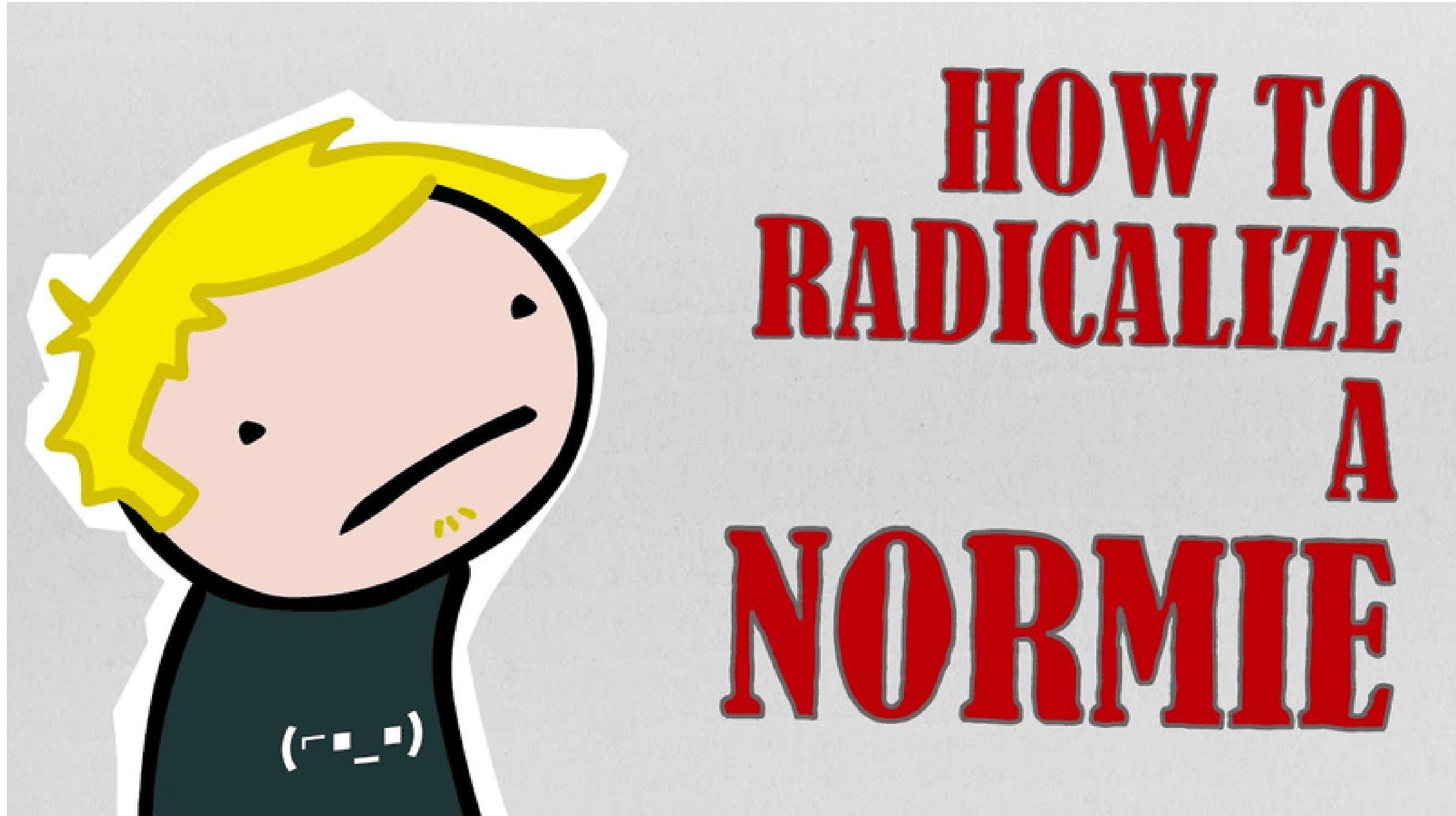
'Incel' blows own hand off with bomb meant for 'hot cheerleaders,' FBI says



How do you deradicalise an incel?

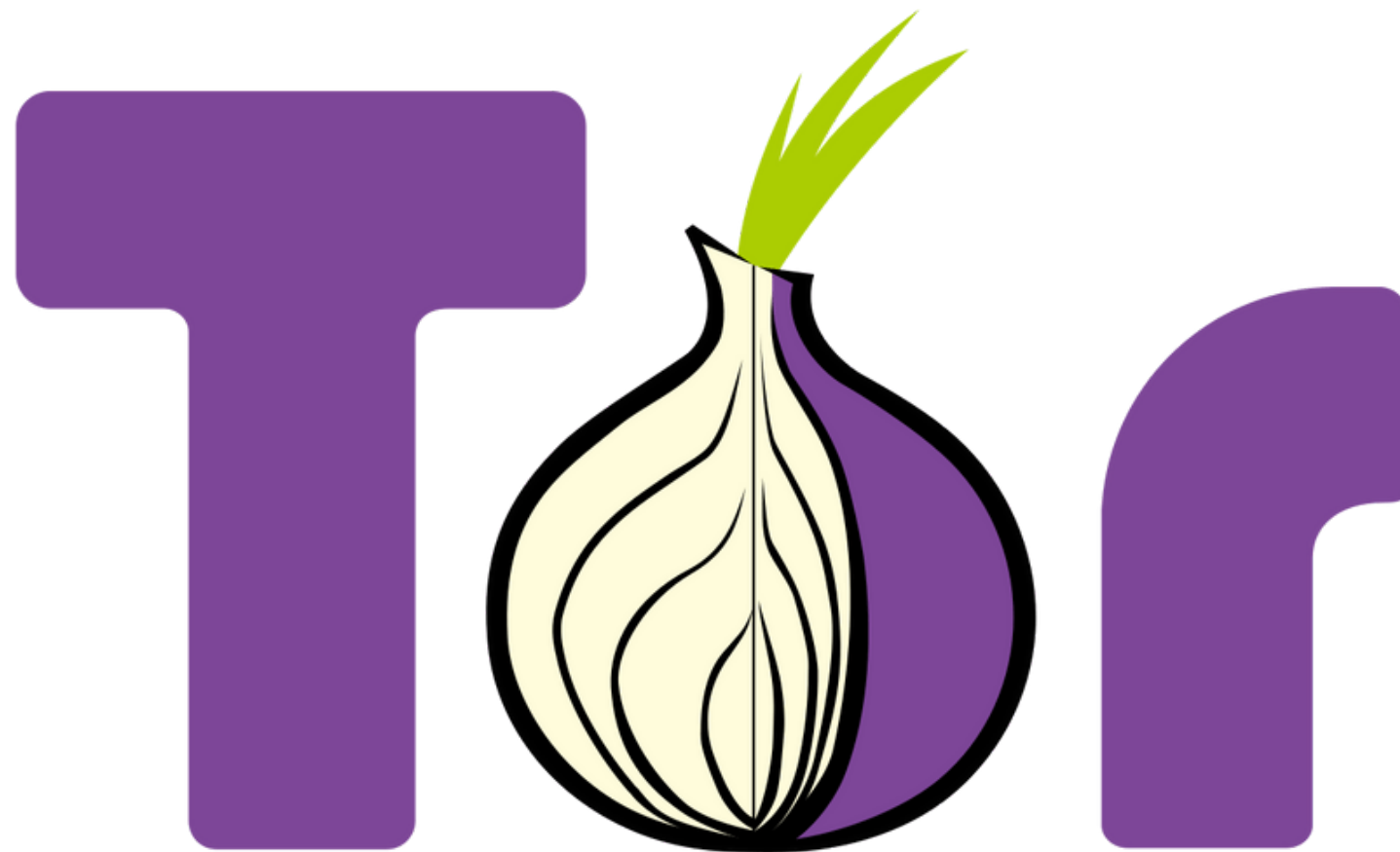
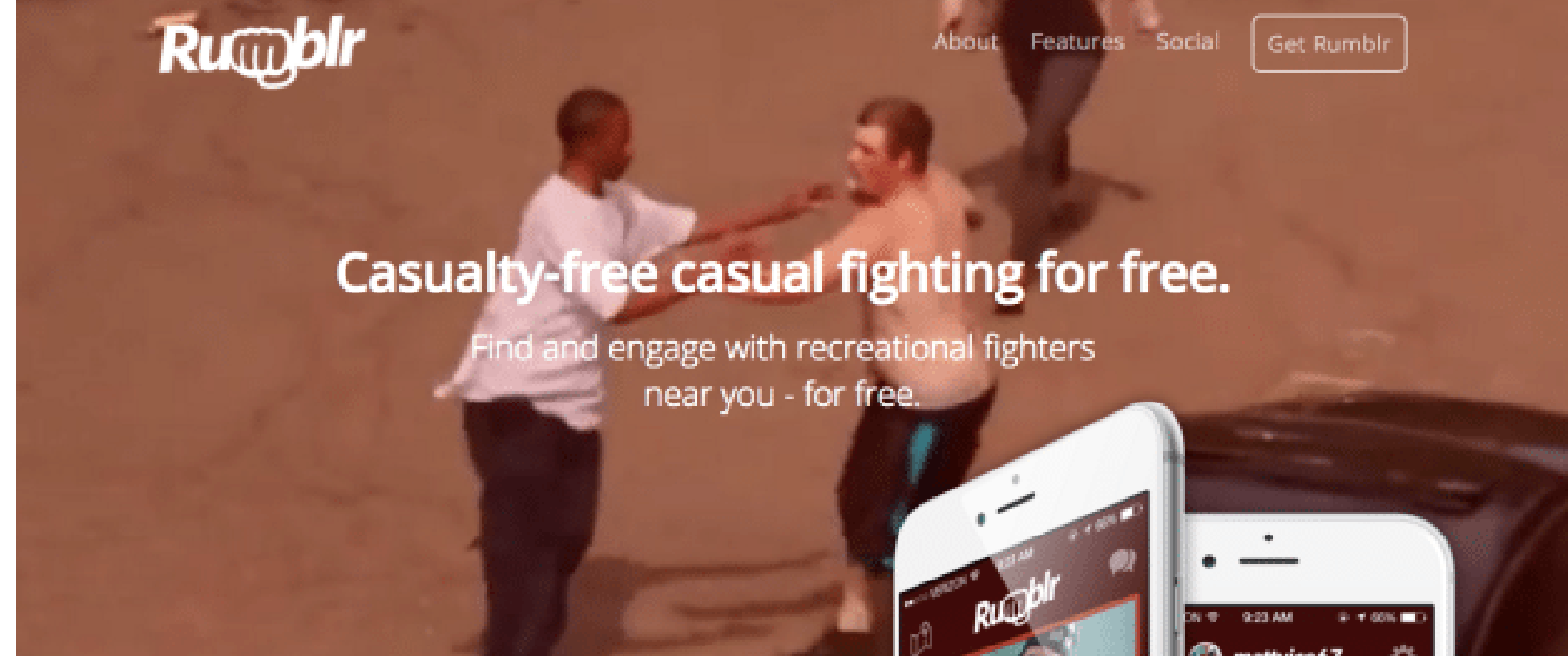
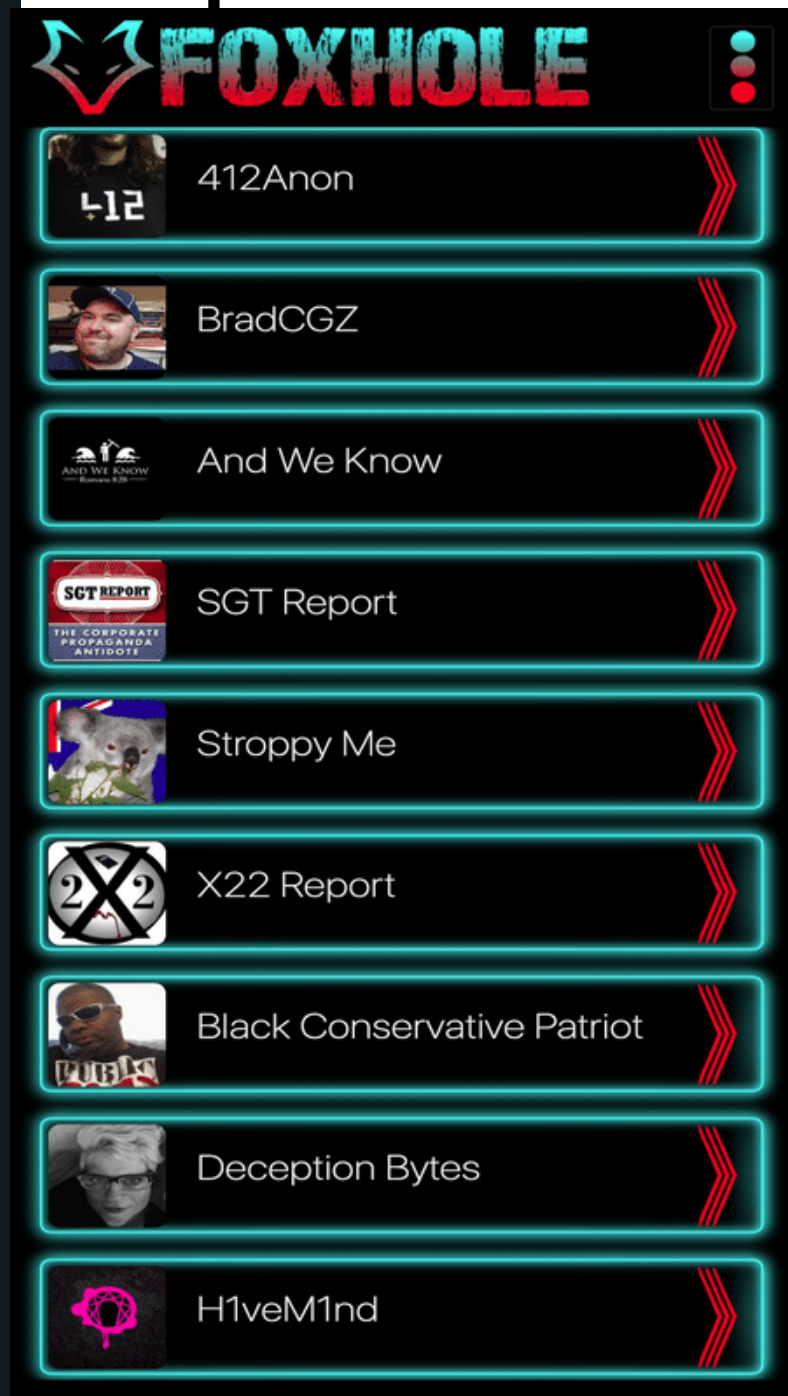
Pulling disaffected young men back from the brink is complicated, and it's making academics question their whole approach to extremism

How to Radicalize a Normie



twitch

Deplatforming



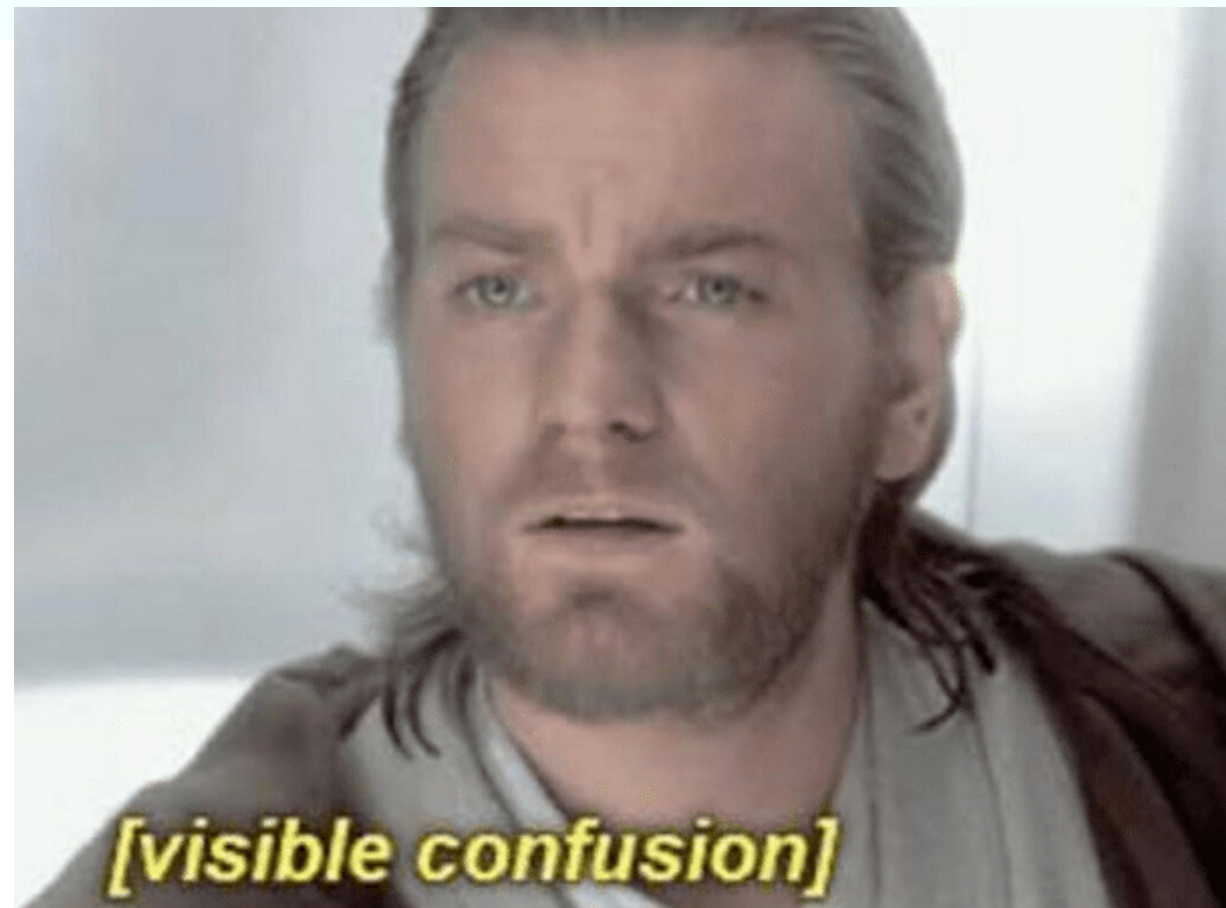
Telegram



Trends

NFT

Non-fungible tokens are one-of-a-kind digital assets that can take the form of GIFs, tweets, and more. They exist on a blockchain currency and give the buyer digital ownership rights.



2022

CRIME PREVENTION

How can we use social media for crime prevention?

Plan, Plan, Plan!

- Should we use?
- How should we use?
- Who is going to use?
- Who is our audience?
- What sites to use?

OPTIONS

Work together

Make Connections:

- Community Watch groups
- Church groups
- Civic organizations
- Business Organization
- Other LE or gov't groups

Steal!

THINGS TO CONSIDER

- Why Social Media?
- What is your department's policy?
- What is your goal?
- What problem do you want to address?
- Who is your audience?
- Format, timing, message alignment
- Your role, your department's role.

Target Hardening

The National Crime Prevention Institute (NCPI) teaches a theory of prevention call the Four D's as follows:

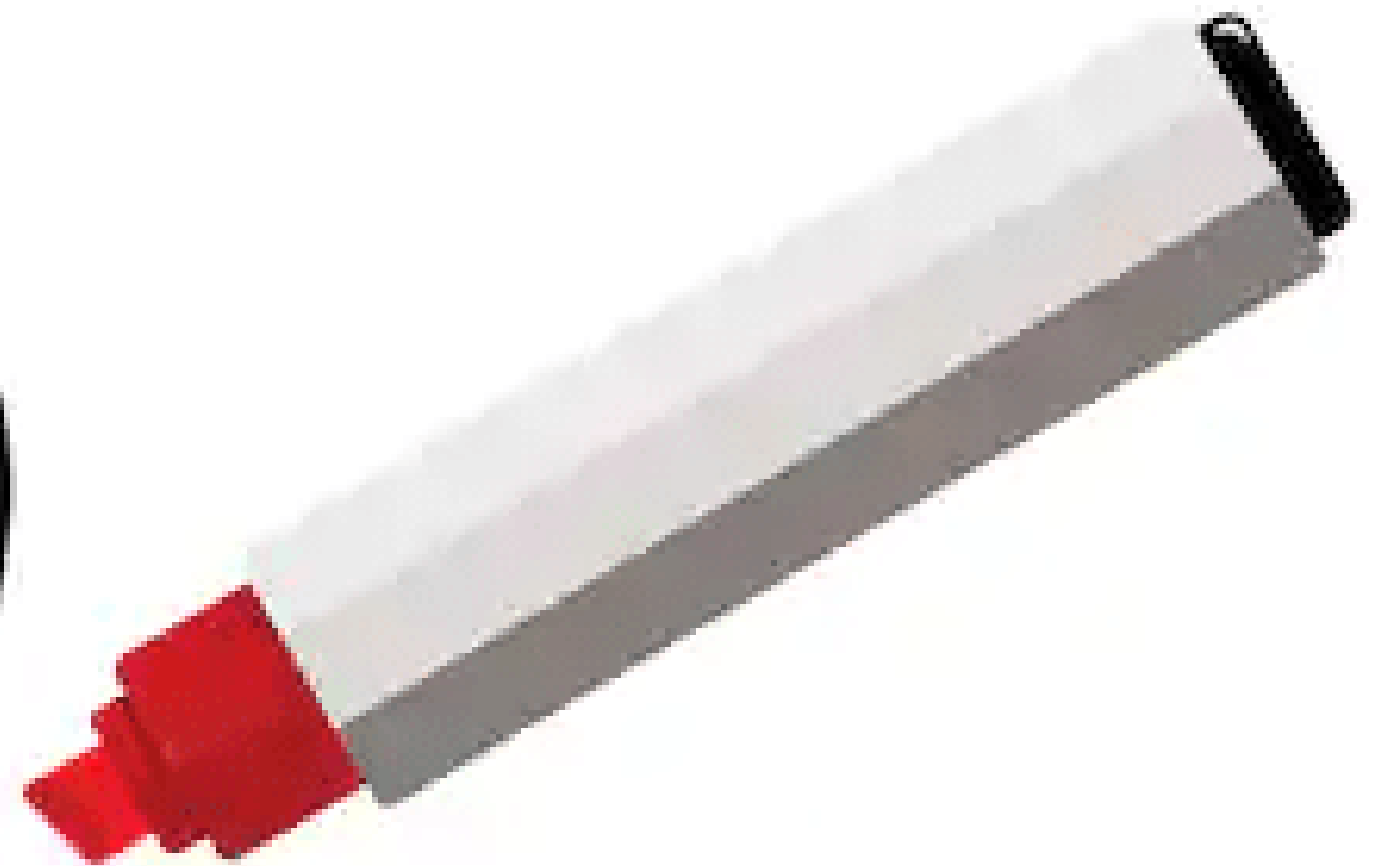
Deny – the use or access to the criminal.

Delay – methods used to slow down the criminal.

Detect – the bad guys before or after the crime has been committed.

Deter – the criminal from choosing one victim in favor of another.

SCENARIO



2022

Resources

Kyle Kashuv on his Harvard crisis: “I wish I could take it back. I can’t.”



LAW

72 Philadelphia Police Officers Placed On Desk Duty Over Offensive Social Media Posts

June 19, 2019 · 10:16 PM ET

Inside the Secret Border Patrol Facebook Group Where Agents Joke About Migrant Deaths and Post Sexist Memes

The three-year-old group, which has roughly 9,500 members, shared derogatory comments about Latina lawmakers who plan to visit a controversial Texas detention facility on Monday, calling them “scum buckets” and “hoes.”

by A.C. Thompson, July 1, 10:55 a.m. EDT

Harvard Withdraws Acceptance of Students for 'Offensive' Facebook Group Posts

By [Catherine Gewertz](#) on [June 5, 2017 3:15 PM](#) | [No comments](#)

UPDATED Harvard has withdrawn offers of admission to at least 10 students who traded sexually and racially charged memes in a private Facebook group.

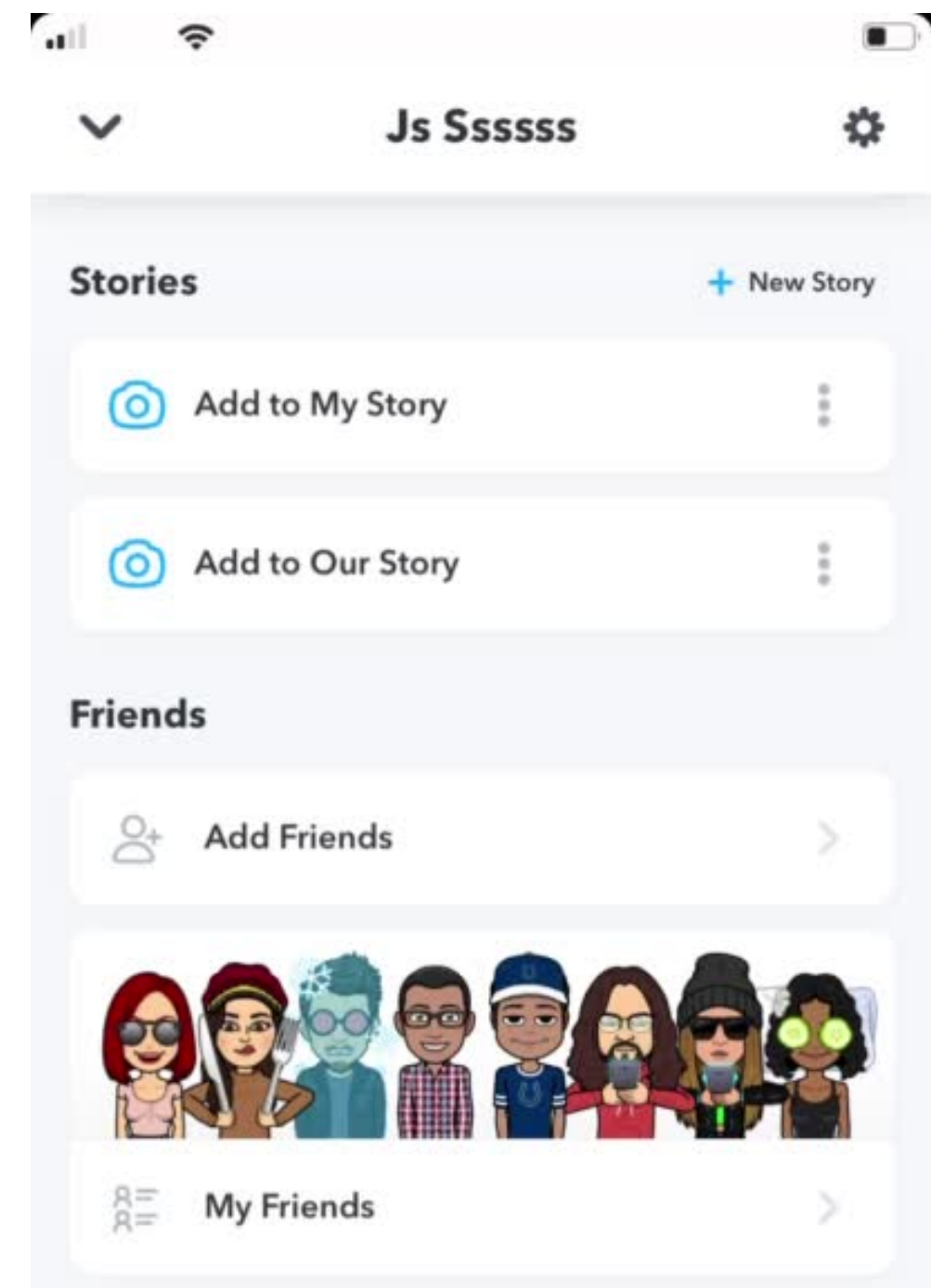
High School Students and Alumni Are Using Social Media to Expose Racism

Learning has been online and remote this semester. So too, now, are call-outs of questionable behavior.



High school students past and present are denouncing anti-black racism at protests and online. Here, Paula Bachalos attends a protest in her graduation cap and gown on June 8 in Washington, D.C. via Monassey/Getty Images

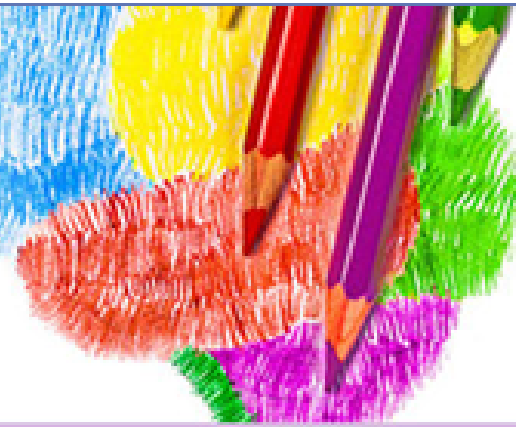
- Beware of Doxxing
- "Climate Check"
- Location, # searches on Twitter & Instagram
- Snapmap



Takeaways

The Ultimate Cheatsheet for Critical Thinking

Want to exercise critical thinking skills? Ask these questions whenever you discover or discuss new information. These are broad and versatile questions that have limitless applications!



Who	<ul style="list-style-type: none"> ... benefits from this? ... is this harmful to? ... makes decisions about this? ... is most directly affected? 	<ul style="list-style-type: none"> ... have you also heard discuss this? ... would be the best person to consult? ... will be the key people in this? ... deserves recognition for this?
What	<ul style="list-style-type: none"> ... are the strengths/weaknesses? ... is another perspective? ... is another alternative? ... would be a counter-argument? 	<ul style="list-style-type: none"> ... is the best/worst case scenario? ... is most/least important? ... can we do to make a positive change? ... is getting in the way of our action?
Where	<ul style="list-style-type: none"> ... would we see this in the real world? ... are there similar concepts/situations? ... is there the most need for this? ... in the world would this be a problem? 	<ul style="list-style-type: none"> ... can we get more information? ... do we go for help with this? ... will this idea take us? ... are the areas for improvement?
When	<ul style="list-style-type: none"> ... is this acceptable/unacceptable? ... would this benefit our society? ... would this cause a problem? ... is the best time to take action? 	<ul style="list-style-type: none"> ... will we know we've succeeded? ... has this played a part in our history? ... can we expect this to change? ... should we ask for help with this?
Why	<ul style="list-style-type: none"> ... is this a problem/challenge? ... is it relevant to me/others? ... is this the best/worst scenario? ... are people influenced by this? 	<ul style="list-style-type: none"> ... should people know about this? ... has it been this way for so long? ... have we allowed this to happen? ... is there a need for this today?
How	<ul style="list-style-type: none"> ... is this similar to _____? ... does this disrupt things? ... do we know the truth about this? ... will we approach this safely? 	<ul style="list-style-type: none"> ... does this benefit us/others? ... does this harm us/others? ... do we see this in the future? ... can we change this for our good?

HOW TO SPOT FAKE NEWS



CONSIDER THE SOURCE

Click away from the story to investigate the site, its mission and its contact info.



READ BEYOND

Headlines can be outrageous in an effort to get clicks. What's the whole story?



CHECK THE AUTHOR

Do a quick search on the author. Are they credible? Are they real?



SUPPORTING SOURCES?

Click on those links. Determine if the info given actually supports the story.



CHECK THE DATE

Reposting old news stories doesn't mean they're relevant to current events.



IS IT A JOKE?

If it is too outlandish, it might be satire. Research the site and author to be sure.



CHECK YOUR BIASES

Consider if your own beliefs could affect your judgement.



ASK THE EXPERTS

Ask a librarian, or consult a fact-checking site.

In General....

- Google yourself and other members of household and family
- Communicate often with kids, students, elderly family
- Install and update security monitoring software
- Use commonsense and impart it to your children
- Monitor kids online activity and behavior

On Social Networking Sites...

- Update and use privacy settings
- Never share intimate stories or location details
- Verify friends lists
- Use real life connection scenarios
- Check and double check privacy settings and look for site safety centers
- The 'photo' rule



Gerry McBride
@GerryMcBride

Parents, never leave kids unsupervised when they're watching YouTube. You can never tell what they're going to click through to. I left my son unattended with my phone and somehow he ended up watching the WASSUP Bud ad from 20 years ago and now he will not stop fucking saying it

Takeaways

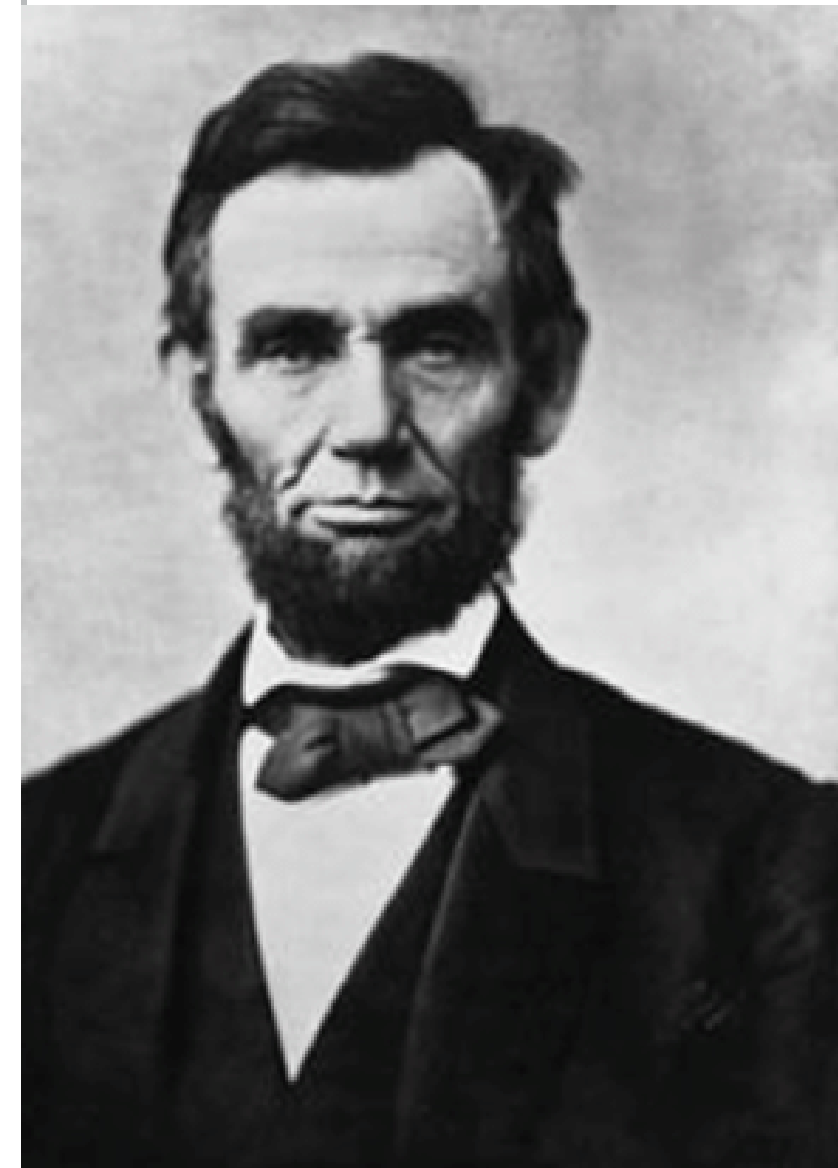


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“Don’t believe everything you read on the Internet just because there’s a picture with a quote next to it.”

—Abraham Lincoln