

# WCPD Parent Education Night

# SOCIAL MEDIA

OFFICER RAQUEL CANTILLON  
OFFICER DREW OLSON  
WALNUT CREEK POLICE DEPARTMENT

# Intro

## Officer Raquel Cantillon

- ▶ WCPD (Patrol & SRO)
- ▶ Recruiting Team, Social Media Team, First Aid Team, Cadet Advisor
- ▶ Napa PD/SO/Fire (Dispatcher, 3 years)
- ▶ USF, B.S. Business Administration 2004
- ▶ Napa Valley College, (4) A.A.'s

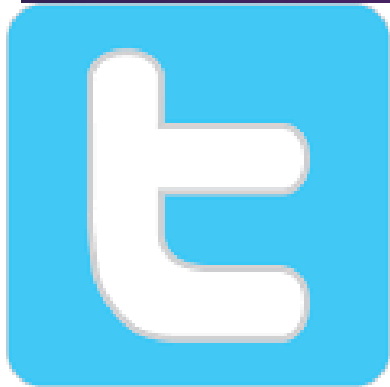
## Officer Drew Olson

- ▶ WCPD (Patrol, Community Policing, FTO & SRO)
- ▶ Recruiting Team, Character Counts Instructor, Bomb Squad
- ▶ Sonoma State, BA in History (2004)

# Topics

- ▶ Social Media Apps
- ▶ Social Media Awareness
  - ▶ Sexting

# Social Media



# Social Media

Do you suffer from  
FOMO?

# Social Media Awareness

- ▶ The Millennial Generation (born 1982-mid2000's)
  - ▶ The “Me, me, me generation”
  - ▶ Represent 1/3 of the total U.S. population in 2013
  - ▶ Largest & most diverse generation
  - ▶ The first generation to have had access to the Internet during their formative years
  - ▶ Millennials have invested in human capital (i.e. college)
    - ▶ In 2013, 47% of 25 to 34 year-olds received a postsecondary degree
  - ▶ Millennials are more likely to focus exclusively on studies instead of combining school and work.

# Social Media Awareness

- ▶ YOLO vs. Thinking before you post
  - ▶ Avoid losing scholarships, avoid being kicked off sports teams, avoid damaging your reputation forever online
  - ▶ 86% of employers are checking social networks even before they grant an interview
  - ▶ 94% of grad schools also care about a potential student's online reputation while an undergrad

# Social Media Apps

## Facebook

- ▶ One of the dominant social networking sites in the world.
- ▶ Lets you share photos, videos, links, status updates, and more.
- ▶ You have it, your kids don't!!!





# Social Media Apps

## Twitter

- ▶ Your kids have this vs. Facebook
- ▶ A Social networking service that enables users to send and read other user messages called Tweets
- ▶ Users may subscribe to other author tweets, known as following.
- ▶ Subscribers are known as followers
- ▶ Users can follow individual authors or create lists of authors to follow.
- ▶ Tweets can be sent or received through the [www.twitter.com](http://www.twitter.com) website, external applications or text services on mobile phones.
- ▶ It has over 100million users across the world.



# Social Media Apps

## Instagram

- ▶ Allows you to capture photos using the app or import photos from other sources on your mobile device.
- ▶ As you publish your photos in Instagram, you have the option to post them simultaneously to other social media sites, including [Facebook](#), [Twitter](#), [Tumblr](#), and [Flickr](#).
- ▶ Direct Message feature allows users to send photos to up to 15 friends vs. all followers.



# Social Media Apps

## Kik

- ▶ Kik Messenger lets users send text, pictures, videos, sketches, and more – all within the Kik app.
- ▶ Free to download and uses an existing Wi-Fi connection or data plan to send and receive messages.
- ▶ Used to connect with their friends and with their followers on other social networks and games
- ▶ Can create without real name, phone number, email, etc... very anonymous



# Social Media Apps

## Snapchat

- ▶ Snapchat is a photo- and video-sharing app with a twist. The media you send disappear seconds after they're viewed—you get to decide how long a photo will “live,” from 1 to 10 seconds, after it's viewed.
- ▶ Viewers CAN save your photos
- ▶ Chat messaging app within the app



# Social Media Apps

## Tinder

"Tinder finds out who likes you nearby and connects you with them if you're also interested. It's the new way to meet people around you."

- ▶ **Users are anonymous until both like each other**, at which point they can message each other.
- ▶ **The App Store rates Tinder as being for ages 12+** due to "Infrequent/Mild Sexual Content or Nudity; Infrequent/Mild Profanity or Crude Humor; Infrequent/Mild Mature/Suggestive Themes."
- ▶ Tinder is promoted as a great one night stand locator
- ▶ **One of many "hook-up" apps**



# Social Media Apps

## Youtube

▶ Your guide... to everything!



# Teens On Social Media

# Social Media Tips for Students

1. Get rid of any negative posts, pictures, friends, etc
  - ▶ You are judged by the company you keep
2. The Internet is a giant public record
  - ▶ Nothing is EVER private
  - ▶ Nothing is EVER deleted
3. Let someone whose opinion you value highly (parents, favorite aunt, mentor, etc.) be connected to you on all of your social media sites
4. Set up a Google alert for your name



# Social Media Tips for Students

5. Refrain from posting every detail in your life...
6. Give your phone a break
  - ▶ Especially if you're upset/angry/etc.
7. Highlight the good stuff
  - ▶ Sports, Volunteer work, etc

# Social Media Tips for Parents

1. Know your children's login & passwords
  - ▶ Phone, computer, etc (you paid for it – it's yours!)
  - ▶ ALL Social media accounts
2. Learn how to use the SM platforms
  - ▶ Youtube is your friend...
3. Monitor their cell phones & SM accounts often
  - ▶ Text messages
  - ▶ Photographs
  - ▶ Videos
  - ▶ Notes

# Social Media & Sex Trafficking

# Sexting

Sexting defined...

“the sending of explicit photos, images, text messages, or e-mails by using a cell phone or other mobile device”



## Cincinnati, Ohio 2008

Sent nude pics to boyfriend

Broke up – boyfriend forwarded pics to other girls

Jessica called a slut & a whore

Appeared on the Today Show to tell her story

Committed suicide 2 months later, at the age

of 18  
Prepared by Officer Cantillon

## 2012 Study

Sexting and becoming sexually active have ironically occurred at or around the same time...

One can lead to the other or they happen to occur simultaneously



Who is sexting?

Adolescents, Teens, Adults,  
Males, Females, Politicians,  
Famous people

**EVERYONE!!!**

# Why is Sexting Occurring

- Spontaneous & Romantic gesture
- Peer Pressure
  - Teens that have sent pics
    - 22% teen girls
    - 18% teen boys
  - Teens that have sent texts, not pics
    - 37% teen girls
    - 40% teen boys
    - 48% admitted to receiving messages



# Safety/Security

- Anything sent is no longer in your control
  - Forwarding
  - Internet posting
  - Printing
  - Screenshots
  - Never actually deleted from phone/electronic device
- Everyone has a best friend
  - Cannot trust what the person you send it to will do
  - How many high school couples stay together after high school?
    - About 2-4%, stats vary
  - Cool factor – which is why people forward it

# Legal Ramifications

- ▶ IF picture is of an underage person – it is ILLEGAL
  - ▶ Sender AND Receiver
  - ▶ Regardless of age of sender/receiver
- ▶ Felony
  - ▶ 6 years and up to \$100,000 fine
- ▶ Sex Registrant
- ▶ School Discipline
  - ▶ Suspension
  - ▶ Expulsion

# Social Media & Sexting

Safety/Security...

NOTHING is secret,  
NOTHING is ever  
deleted

# In Conclusion...

- ▶ As parents, it's important to keep the lines of communication with your kids as open as possible and work together to figure out what's appropriate for them
- ▶ In terms of safety, privacy, reputation and time management. It generally just works better to talk with your kids about their favorite social media apps.



In Conclusion continued...

You are responsible for your children, until they are 18. Monitor their behavior, you will see the change way before Law Enforcement...

# Contact Info

Officer Raquel Cantillon, WCPD  
SRO @ Northgate High School  
[cantillon@walnutcreekpd.com](mailto:cantillon@walnutcreekpd.com)

Officer Drew Olson, WCPD  
SRO @ Las Lomas High School  
[dolson@walnutcreekpd.com](mailto:dolson@walnutcreekpd.com)