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SAFE COMMUNITY SPONSORS



PROVIDING ENERGY. IMPROVING LIVES.



The Hamill Foundation
Texas Office of the Governor - Criminal
Justice Division

Texas Bar Foundation

The Lewis and Joan Lowenstein Foundation
Harris County Sheriff's Office Foundation



Spindletop
COMMUNITY IMPACT PARTNERS



*As of January 2023

SAFE COMMUNITY INSTITUTE (SCI)



Established 2013 | Expanded 2022

The Safe Community Institute (SCI) is a one stop shop for all things public safety and crime prevention. The Institute offers community members one centralized location for all crime-related statistical data, resources, prevention education, public safety awareness content, and victim services. SCI houses the following programs:



SAFE COMMUNITY PROGRAM



VICTIM SERVICES PROGRAM



THE BALANCED VOICE PODCAST



RESEARCH CENTER



OUR MISSION

Solve and Prevent

serious crime

in partnership with citizens, media
and the criminal justice system.



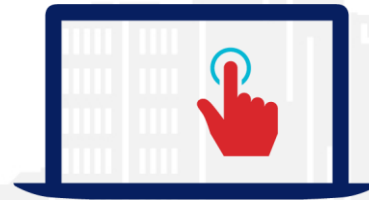
TIP LINE PROGRAM

OPERATES THE FAMED TIP LINE 713-222-TIPS

- | Open 24/7
- | 2,500 Calls Per Month
- | Community & Campus Based Tips
- | Staffed by Law Enforcement



WAYS — TO — *REPORT*



HOW DOES IT WORK?

When you report, we will

NEVER

ask you for your:

- Name
- Phone number
- Address
- Or any other information that could identify you



HOW DOES IT WORK?

IF IT DID

We will give you detailed instructions on
HOW TO RETRIEVE YOUR

CASH REWARD!

up to **\$5,000**



CYBER SAFETY AWARENESS



WHAT

**Shared
Space**

Not Private

Permanent

Exposure

Impact



INTERNET FACTS



YouTube

10-14

**Age of
Online
Victimization**

**2nd Most
Used Search
Engine**

**500
Hours**



**Threats &
Coercion**

**16% child
pornographic
images are self
produced**

**7% of Tinder users
aged between 13 and
17 (outnumbering 35
to 44-year-olds)**

Parent Info, 2020.



INTERNET FACTS

California is the only state that allows kids to delete posted content

56% of parents reported thinking that their children may become *addicted* to technology.

Screen time has **increased 17%** from 2019 to 2021 amongst tweens *and* teens

Microsoft's *Global Threat Activity Tracker* detected **8 million malware incidents** between July and August 2020 – **61%** of the detected encounters were from the **education sector**

On average, **79%** of Texas K-12 students have access to *internet and devices* at home

80% of people reported they are aware of how to set and reset passwords, but only **50%** are aware of how to *disable the collection of data* about users and their behaviors



TERMS & ABBREVIATIONS

Algorithm

In social media terminology, people use 'algorithm' as a shorthand for 'feed algorithm', which is the set of rules a social network uses to automatically decide which posts come first in your feed

Lurker

Someone who watches a social media feed or belongs to a social media group but does not engage with the content with a like or reply.

Direct Message

A private message sent directly to a user's inbox. DMs exist in contrast to public forms of interaction on social media like commenting on an image or posting on a user's timeline.

Disappearing Content

This refers to posts on social media that delete themselves automatically after a set amount of time has passed. Instagram and Snapchat stories are notable examples, as these sets of photos and videos disappear after 24 hours

Tag

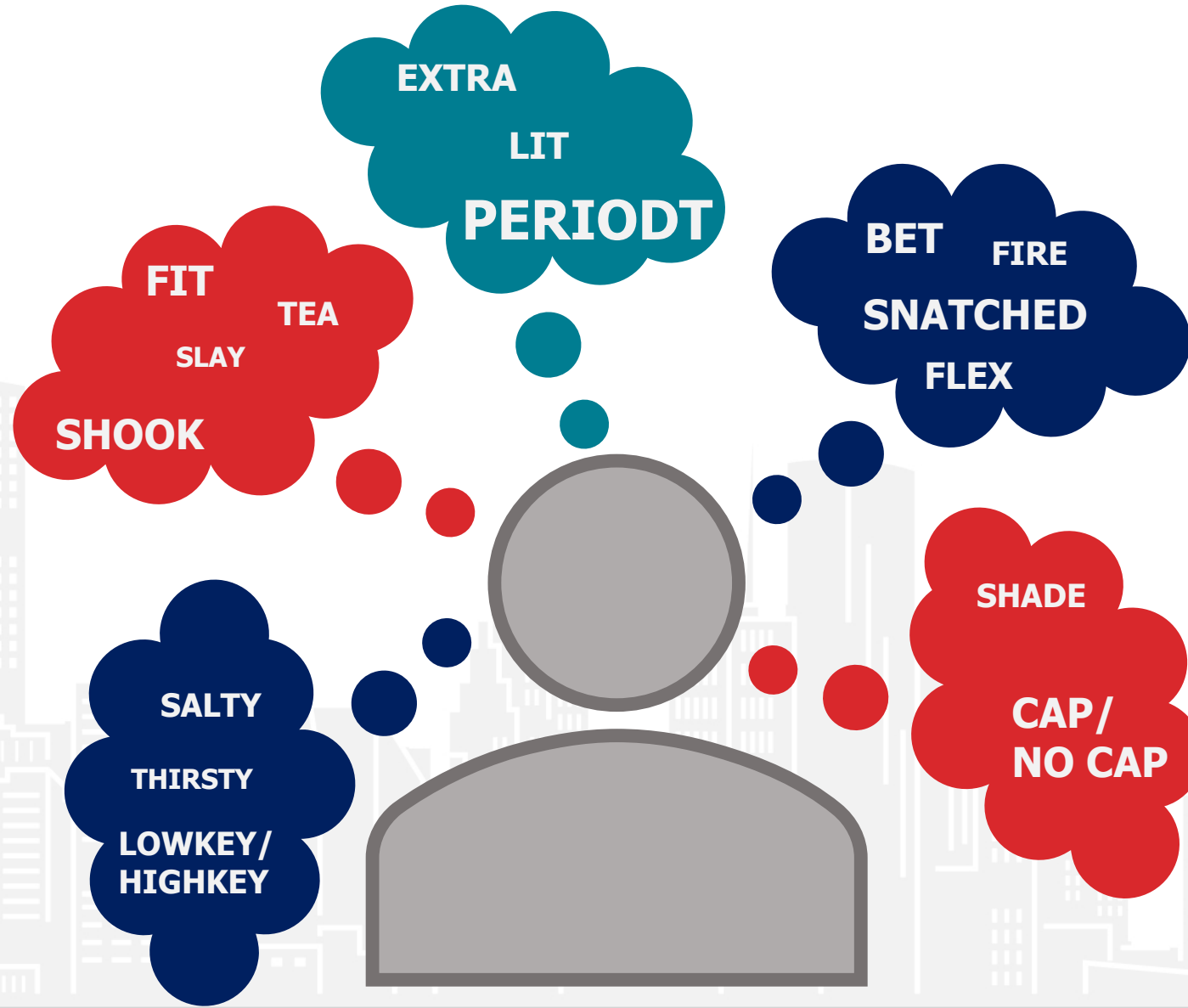
A generic term for the stream of content you see from other users

Geotag

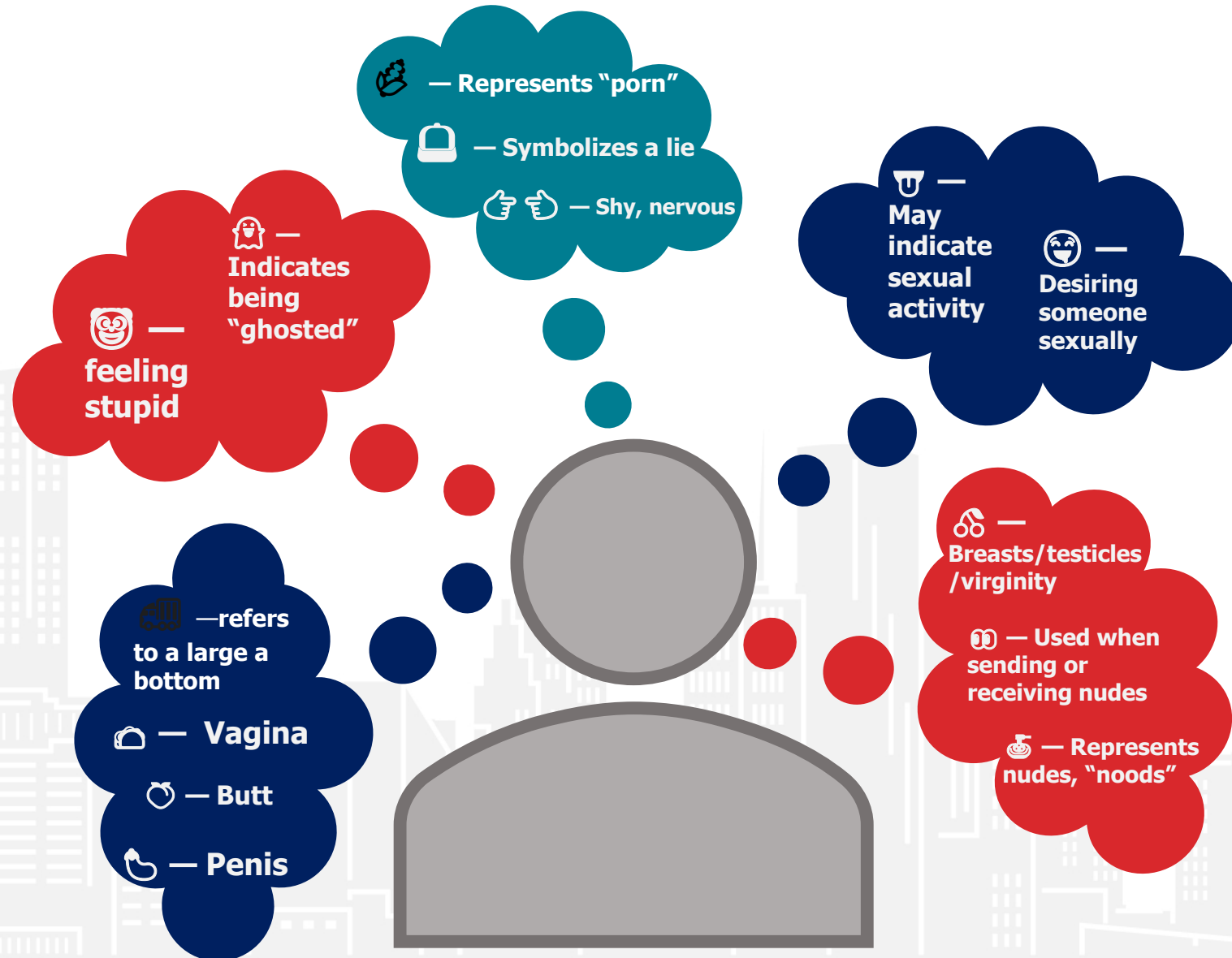
A specific location added to a photo, video, or other social media post. Geotags can expose your posts to more people, since content is often searchable by location.



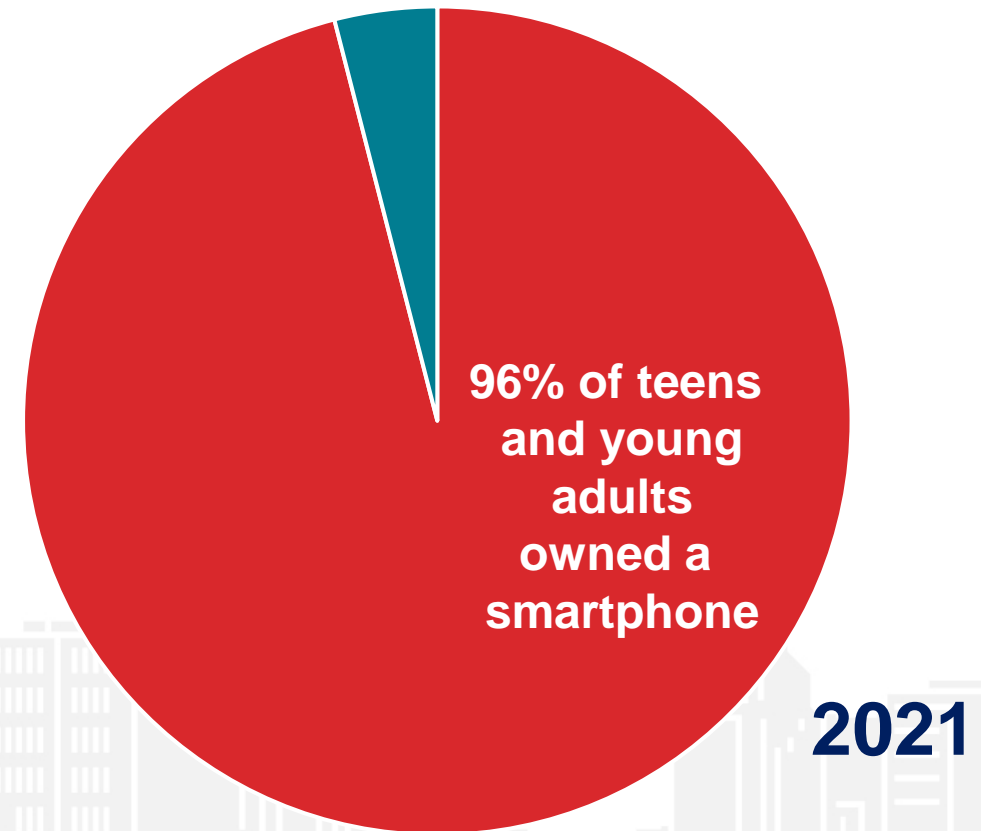
TERMS AND TEENS



EMOJIS AND TEENS



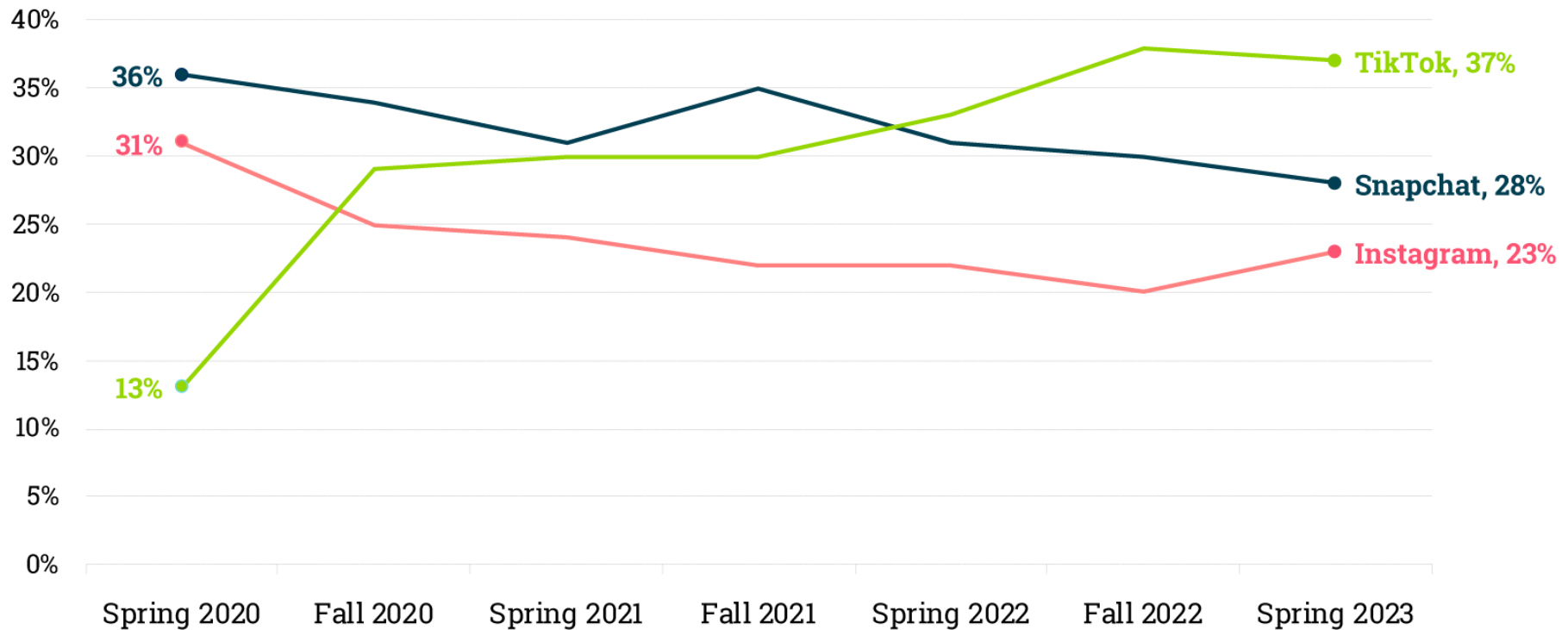
THE RISE OF SMARTPHONES



SOCIAL MEDIA OVER TIME

US Teens' Favorite Social Platform

marketing
charts



Published on MarketingCharts.com in April 2023 | Data Source: Piper Sandler

Spring 2023 data based on a survey of 5,690 US teens with an average age of 16.2

Figures show % share of respondents selecting each as their favorite social platform; select platforms only



TIKTOK

social media platform for creating, sharing and discovering short videos

viral trends / challenges



live streaming

privacy concerns

cyberbullying

SNAPCHAT

messaging app that lets users exchange pictures and videos (called “snaps”) designed to disappear after they’re viewed

location tracking –
“Snap Map”

sexting

no age
verification

privacy
concerns



INSTAGRAM

photo and video sharing
app

inappropriate
messages

“vanish
mode”



hurtful
comments

public
accounts

YOUTUBE

free video sharing website and application that allows users to upload, create and watch other users' videos

explicit content

hurtful
comments

online
challenges



excessive
screen time

DISCORD

an app used widely in the gaming community that allows users to talk to each other over text or microphones, and even send photos to each other

cyberbullying & harassment



account
hacking

explicit content

private
messaging



SOCIAL MEDIA & MENTAL HEALTH

Nearly 25% of adolescents believe that social media's effects are primarily negative.

Many studies have found a correlation between time spent on social media, as well as the number of social media platforms used, and symptoms of depression and anxiety.

In one study, people who deactivated their Facebook account for a month reported lower depression and anxiety, as well as increases in happiness and life satisfaction (Hunt, Marx, Lipson, & Young, 2018).



BARK'S 2022 CASE STUDY

Results From Our 2022 Case Study

In 2022, Bark analyzed more than **4.5 billion** messages across texts, email, and 30+ apps and social media platforms. These findings exclude school-based accounts.



Violence

75% of tweens and **88.2%** of teens expressed or experienced violent subject matter/thoughts.



Mental Health

23.6% of tweens and **44.1%** of teens engaged in conversations about depression



Bullying

71.2% of tweens and **83.3%** of teens experienced bullying as a bully, victim, or witness.



Anxiety

19.3% of tweens and **41.2%** of teens used language about or were exposed to anxiety.



Self-Harm/Suicide

35.7% of tweens and **64.3%** of teens were involved in a self-harm/suicidal situation.



Sexual Content

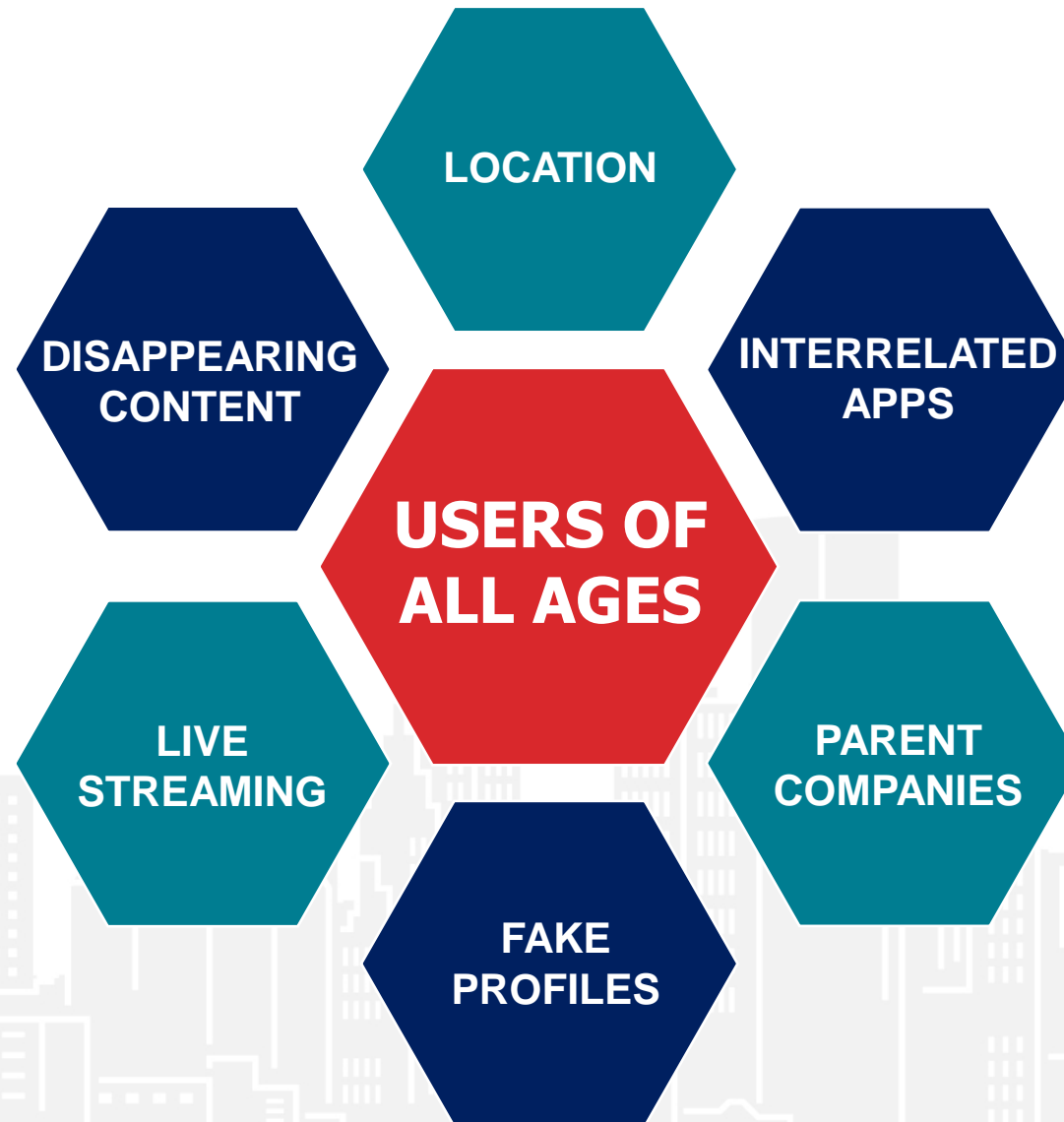
62.4% of tweens and **82.2%** of teens encountered nudity or content of a sexual nature.



TRENDS



CONCERNING FEATURES



VULNERABILITY



**Difficulty
Making
Friends**



**Breakup of a
Relationship**



**Challenging
Home Life**



GROOMING



Target



Befriend



Gain Trust



Fulfill Need



Isolate



Capitalize

SOCIAL MEDIA TIPS

**Private
Accounts**

**Engaging
with
Strangers**

**No
Location**

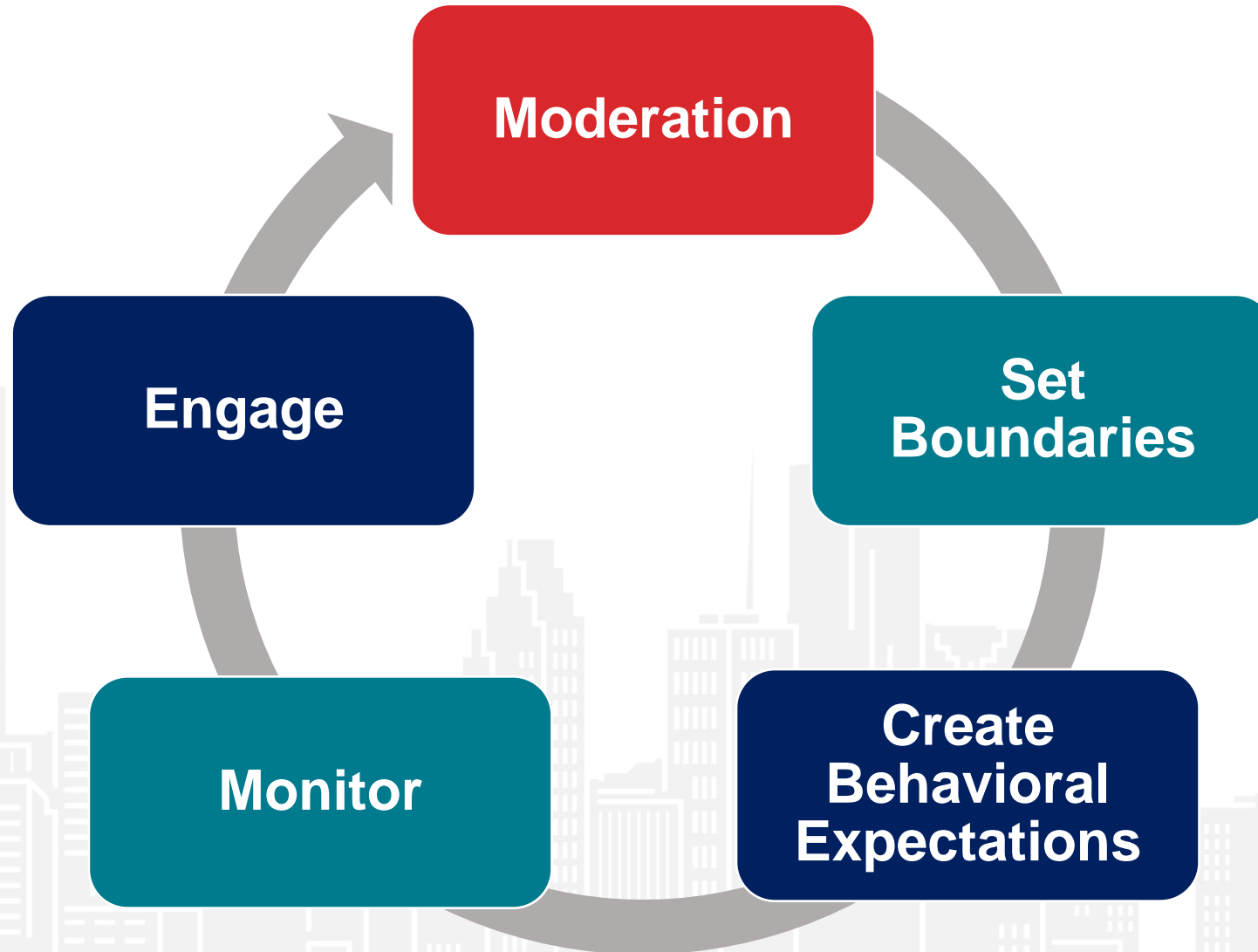
**Don't Complain
Online**

**Safety
Settings**

Keep Personal Info Private



COMMUNICATION IS KEY



MONITORING TOOLS



**Best for social
media monitoring**



Best for teens



**Best for young
kids**

MONITORING TOOLS

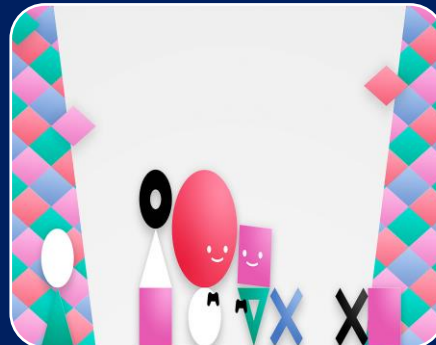
Xbox

Xbox Family



PlayStation

**Family
Management**



Other

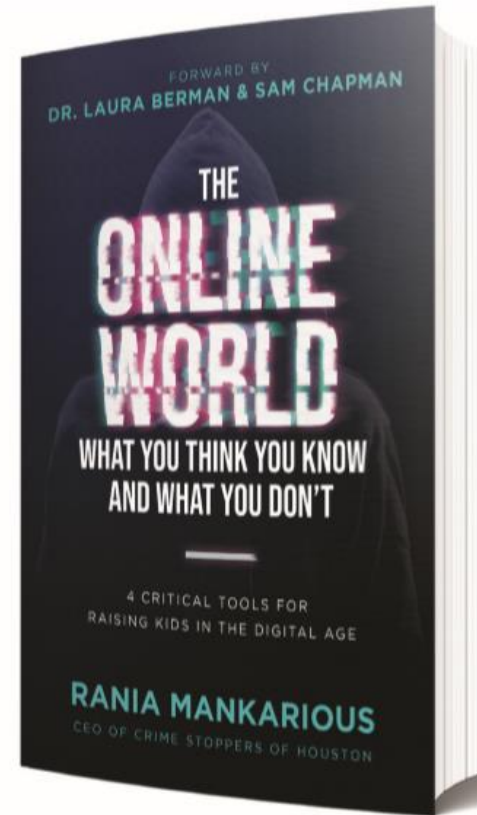


HELP KEEP KIDS SAFE ONLINE



www.TheOnlineWorldBook.com

A portion of all sales will be donated to
Crime Stoppers of Houston.



THE ONLINE WORLD

REMINDERS

1

Ongoing Conversation is Key to Personal Safety

2

Take Action – Research New Apps and Games

3

Victimization is Never the Victim's Fault – Keep Telling



