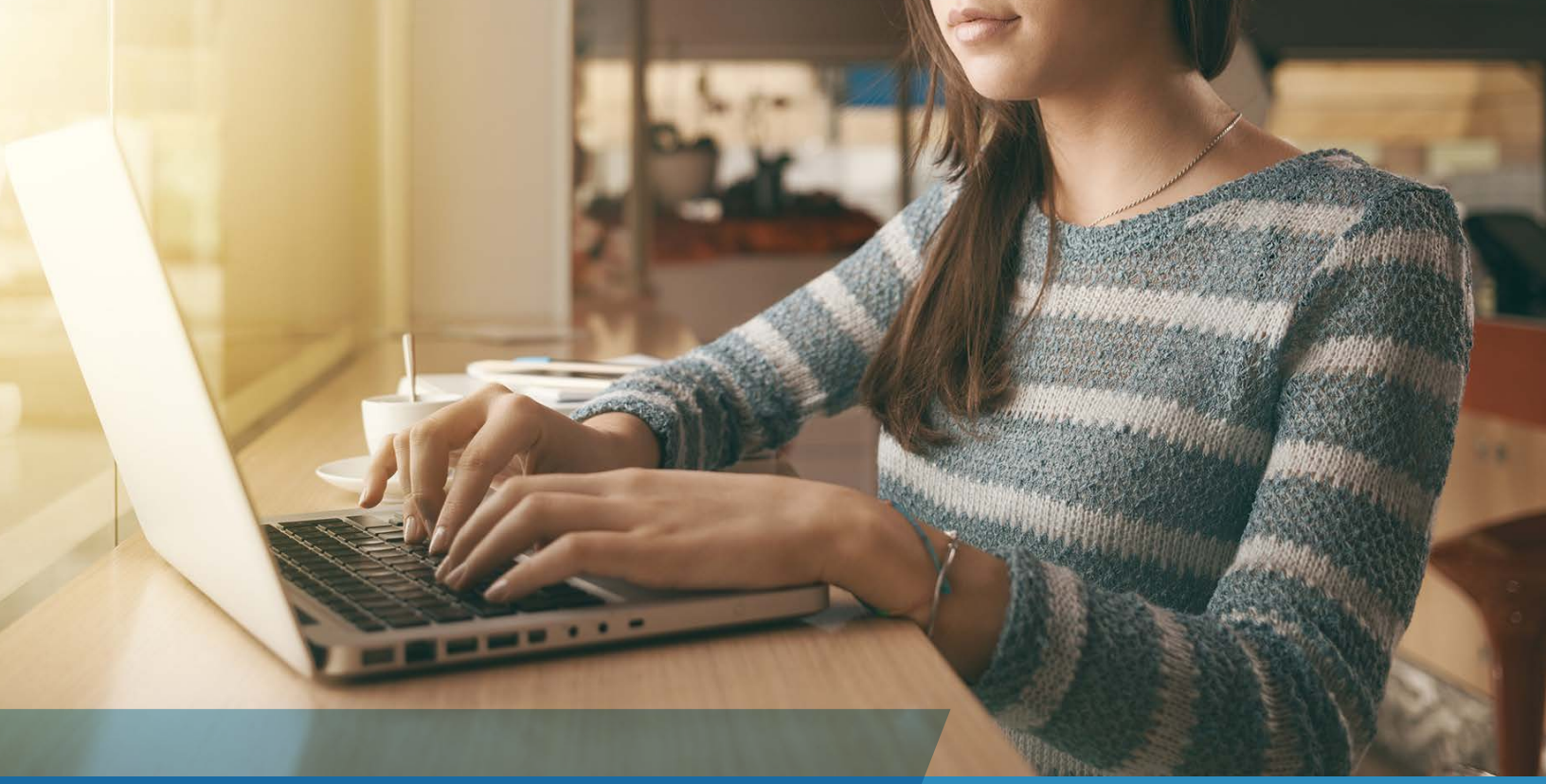
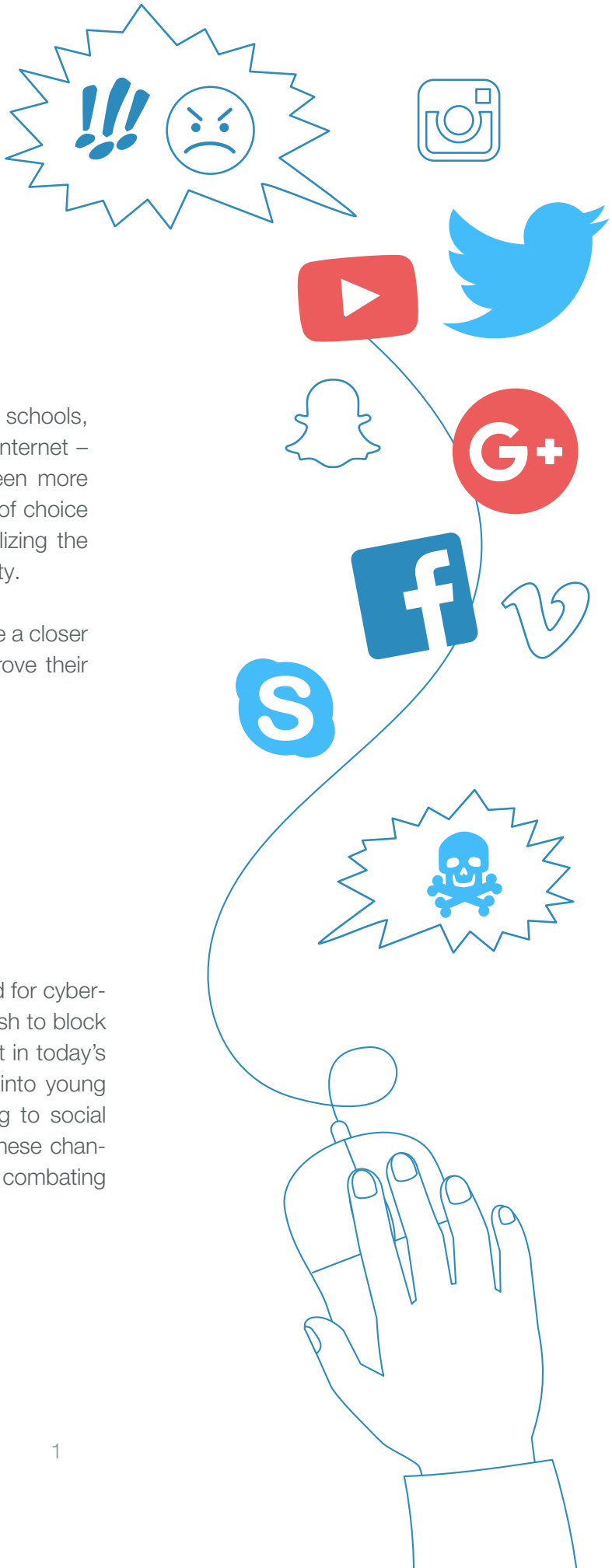


Student Safety **Reimagined**

securly://



Background

As the 1:1 movement sweeps across US schools, keeping children safe and productive on the Internet – both in school and at home – has never been more critical. Now that the Internet is the platform of choice for social interaction, schools are quickly realizing the need to calibrate their approach to online safety.

The following issues are forcing schools to take a closer look at Digital Citizenship programs and improve their approach to online productivity and safety.

Cyberbullying

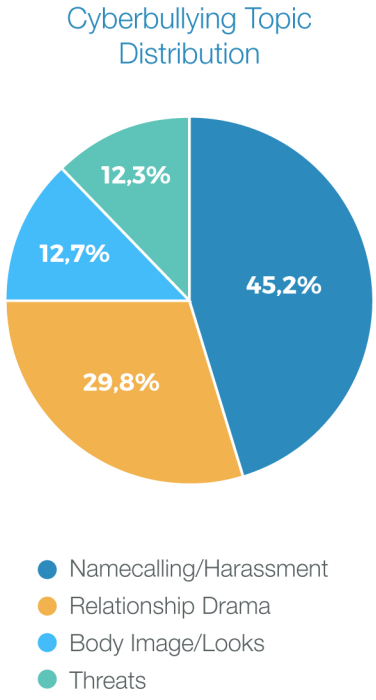
Given that social media and email can be used for cyber-bullying, it is reasonable that some schools wish to block these avenues as a preventative measure. But in today's world, these tools are completely integrated into young adults' lives; students are increasingly turning to social media to express themselves. Thus, leaving these channels open can actually serve as a tool for combating cyberbullying.

SECURLY ANALYZED OVER HALF A MILLION SOCIAL MEDIA POSTS AND FOUND THE FOLLOWING:

The majority of negative posts can be categorized into four categories:

1. Namecalling/Harassment
2. Relationship Drama
3. Body Image/Looks
4. Threats

30% of flagged posts are direct forms of cyberbullying. Interestingly, about ⅓ of all students have experienced cyberbullying.[8]



ACTUAL STUDENT POSTS:

"when you want to cry and slit your wrist because all you get in life by most people is you ugly [redacted] told to go kill yourself and you just hold it in and you at the table with knives within your reach"

"@ [redacted] go kill yourself u freaking bully ima go to your house and burn it to the ground u dont belong here jerk go to hell demon"

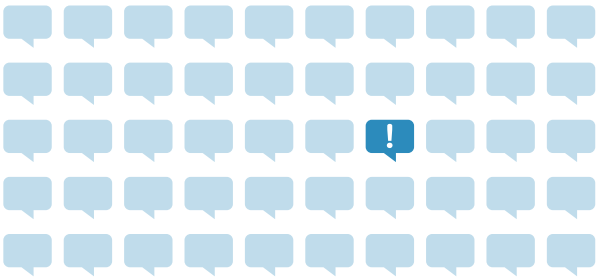
"you are blocked because you're a can't understand normal thinking. no i'm not gonna unblock you, and no i'm not gonna let other people be the [redacted] messenger for your sorry [redacted] you ruined my friendships. you ruined my everything. so i'm gonna put one thing out there. you know where i live. come [redacted] box. i dare your [redacted] lookin [redacted] to step to me. god i wish you would. i'm ready. any god damn time of the day. i don't go to school since you're little melt down got me in trouble. see you then [redacted] sincerely ms.[redacted] the person you've been [redacted] around since you [redacted] me over."

Self Harm & Depression

We all grew up with the phrase “Sticks and stones may break my bones but words will never hurt me”. But for kids today, words can kill. About **5,000 teen suicides** are reported each year; this number does not include multiple attempts. Hurtful words now follow children into their homes via the Internet, eliminating all refuge the home previously provided from bullying. A single online comment or post spreads quickly, resurfacing often. This trauma pushes cyberbullying victims into a depression that may intensify into suicidal notions.

Securly has analyzed over 500,000 student social media posts to conclude that monitoring student social media posts can save lives. In fact, based on statistical analysis we estimate that the average school district faces threat of teen suicide about every two weeks.

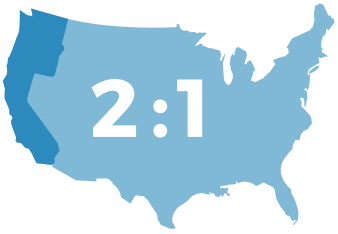
SECURLY ANALYZED OVER HALF A MILLION SOCIAL MEDIA POSTS AND FOUND THE FOLLOWING:



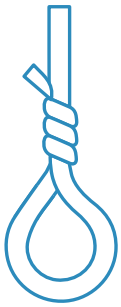
1 in 50 posts were flagged for suspicious behavior related to drugs, profanity, cyberbullying, threats, depression, or suicide.

Twitter was the overwhelming favorite for kids to vent negative emotions. 71% of flagged activity was made on Twitter with Facebook Messenger following at 26%. "Other platforms" were a mere 3%.

A school district with 3,000 kids sees about 80 posts per day. With 1 in 1000 posts being high risk, a school using Securly technology should be able to detect a child needing help about once every 2 weeks.



Students on the West Coast are more likely to express suicidal thoughts online than students on the East Coast in a 2:1 ratio.



1 in 1000 posts pointed to a high risk for suicide.

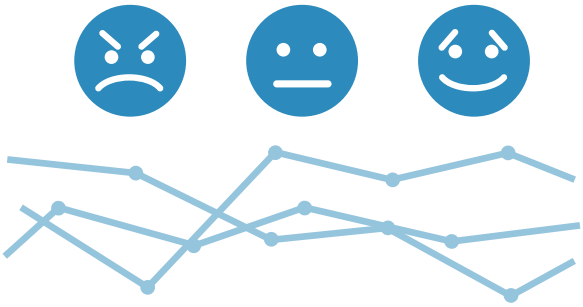
An alternate future for student safety

Web filtering is no longer just for blocking age-inappropriate content. It involves encouraging good Digital Citizenship practices and engaging school administrators, parents and IT staff as equal partners in 1:1 initiatives. Securly is deeply committed to helping schools achieve this goal.

Securly has pioneered several technologies and products that work in concert to support the company's mission of ubiquitous student safety.

Sentiment Analysis

Securly's sentiment analysis algorithm is a key enabler in the company's mission to save kids' lives. The approach uses Machine Learning to search for emotional language in social media posts, catching phrases like "I don't know how much longer I can handle this" and "Nobody likes you" even in the absence of obvious keywords like "suicide".



"Securly's Sentiment Analysis has helped us contact school counselors four times to make them aware of alarming posts by teenagers ... The avoidance of a single tragedy with one of our students is worth 1000x the subscription price."

Mark Nelson
Technology Director, Michigan

"Unfortunately, we have lost six kids in the last few years to suicide. Any one of those kids is one too many. If clues had been picked up – there is no way you can put a price tag on that. It would be worth everything to us as a community."

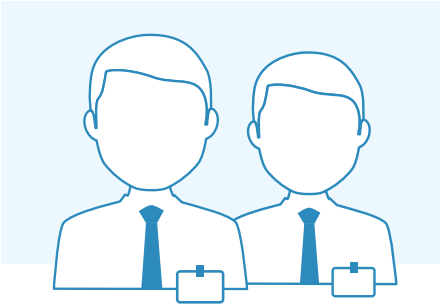
Barbara Nesbitt
Technology Director, South Carolina

Auditor by Securly. Bullying and self-harm detection on e-mails and chats

Auditor by Securly is a free standalone tool that leverages Sentiment Analysis to detect instances of bullying and self-harm on Google Mail, Chats and Drafts. It then sends high confidence notifications to parents and guidance counselors to help them help their kids.

The best part? Auditor is (and always will be free) for all schools. Even those that are not Securly customers. Auditor is the company's way of perpetuating its mission in the K-12 space.

Delegated Administration for school staff



Principals and Guidance Counselors can use our interface to pull reports on user activity. They will also be notified if their students are in trouble. All of this is possible without IT involvement.

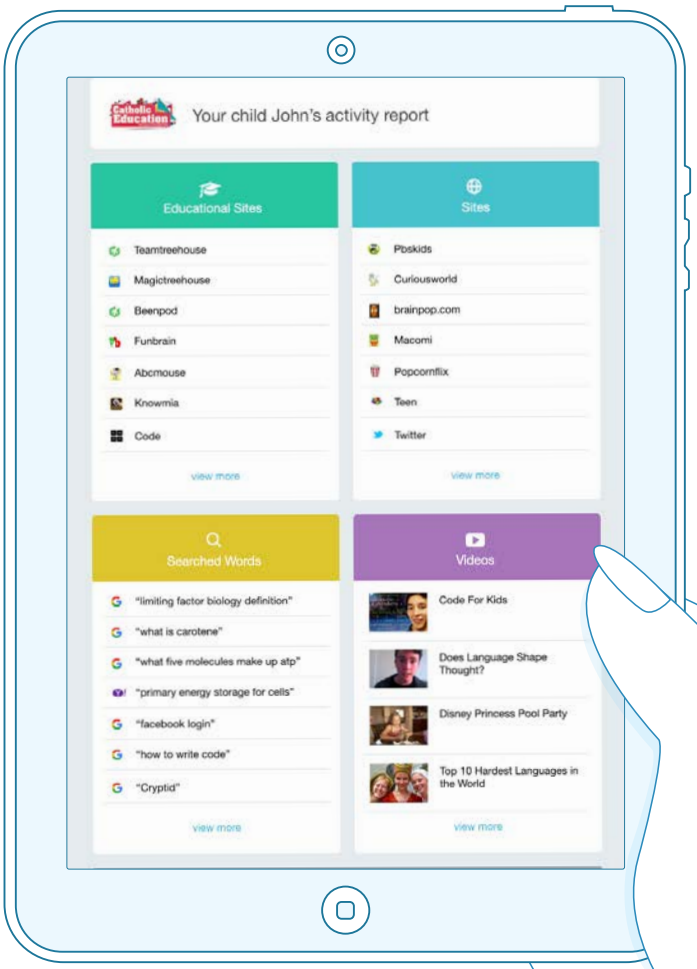
Disturbing posts flagged by Sentiment Analysis are delivered to delegated staff in the form of 911 alerts.

Parent Portal and Weekly E-mail Reports to drive engagement

The concept of a parent portal is not new to EdTech. Products like PowerSchool have offered this feature for years, thus establishing the need for parents to be involved in the educational experience of their children. However, the option for parents to see what their kids are doing on school-owned devices has been hitherto unavailable. Securly has addressed this problem by being the first web filter to offer a parent portal.

We strongly believe that this free offering will drive parental engagement in 1:1 initiatives while increasing overall student safety.

Parents can use Securly's portal to view their kids' activity across educational sites and time sinks, in-school and at-home, across all of their school-owned devices. All of this is delivered via beautifully designed dashboards and email reports.



Parental Controls for school-owned devices

While schools are tasked with the all important task of keeping their students safe and productive online, they often lack the resources to do so. IT resources are stretched thin in most districts, and the idea of sharing the workload with parents (especially when the devices go home) flows naturally into a reimagined paradigm for student safety.

Securly has invented parental controls for school-owned devices going home. This suite of services can be used by parents at no cost to them.

Setting at home policies

Parents can customize what their child can do and see on the school-owned devices – allowing or denying access to specific sites and categories. Schools are able to customize levels of access for parents.

"We chose Securly because of its unmatched ability and top notch commitment to not only keep our students safe, but also to bring our parents into partnership in monitoring their children's Internet activity on a 24/7 basis."

Phil Hintz
Technology Director, Illinois

PAUSE BUTTON:

Lil' Johnny spending too much time on his Chromebook? No problem. His mom can restrict Internet access with the tap of our pause button. She can even use time-limits to shut off Internet access at bedtime.

MOBILE APP

Parents can use a Securly provided mobile app to see what their kids are doing on school-owned devices, set policies and receive important notifications.

911 ALERTS

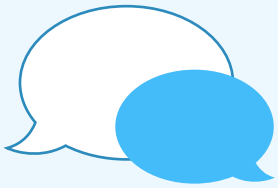
Securly will deliver Sentiment Analysis alerts directly to parents via SMS or their mobile apps.

Securly's Student Safety Coordinators

Securly is the first web filtering company to recognize that baseline CIPA compliance does not amount to student safety. The company has shown commitment to its stated mission by hiring a dedicated team of student safety co-ordinators whose only goal is to work hand in glove with school administrators to drive the adoption of Securly's free parent services.

How Securly's student safety solution **will work for you**

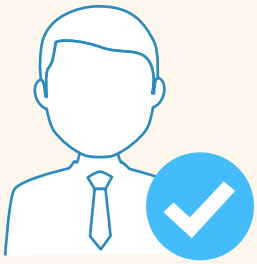
Coming Soon!



Speak to your student safety coordinator

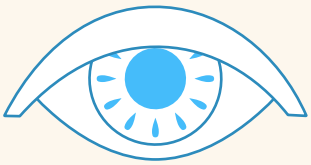
Sync your SIS with Securly's cloud

Parents start receiving their students' weekly email reports



Parents sign-up for the parent portal seamlessly

Parents set at home policies



Parents view their child's online activity

Support For Parents

Parents can email
studentsafety@securly.com
for any questions/concerns.

www.securly.com