



UNMASKED

Objective: Minimize social media risks to children and the family.

Method: A graphics-rich slide deck and interactive narrative.

Overview

The seminar first identifies the fundamental groups that traditionally comprise western society: Family, friends, school, employer, government/law/police, market/business and adversaries/burglars/predators.

The concept of Privacy is discussed next through three topics: Inappropriate photos and messages, the concept of 'Nothing To Hide' and social media providers' Terms of Service agreements.

Inherent 'Trouble' comprises the third segment: Unfettered access to personal and private information by business; the potential for careless social networking to attract adversaries/burglars/predators; rationalizations for posting inappropriate content.

We conclude with feasible means of protection: Technical and behavioural methods, and Location Services.

Additional topics are addressed in specific audience versions:

- Parental controls (parents and caregivers)
- Hierarchy of messaging privacy (parents and caregivers, senior students)
- Personal public relations (parents and caregivers, senior students)
- Social networking illegalities and the police (parents and caregivers, senior and intermediate students)
- Minimum age of 13 (junior students)

Duration: Parents and caregivers - 60 mins; senior students - 45 mins; intermediate students - 40 mins; junior students - 35 mins.



www.stevechappelle.ca
YouTube: Steve Chapelle
Twitter: @SteveChappelle
Email: steve@stevechappelle.ca
Cell: 416.467.6856

Steve Chapelle has been providing social media behavior education to Ontario organizations since 2006. Prior to that he spent over 20 years in information technology management, analysis and customer service, primarily in the financial services sector. Information management experience has included security, availability and disaster recovery planning. He continues to advance best practices for organizations and individuals through education, public speaking and reputation repair services.