



Childhood Development Social Media Campaign


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Rationale: Why is This Campaign Important?

- Our goal is to create a space where children can use social media while continuously being educated on the dangers of the internet, techniques to stay safe, and actions to take if encountering any suspected danger.
- Provide a free, practical, and equitable resource for children who may not have the education and guidance from parents or guardians about proper cyber behavior and internet safety.
- Encourage social media users to be aware and take action while using the internet through the use of a hashtag because “a hashtag can also tell people more subtly what to do” (Losh, 2020, p. 62).






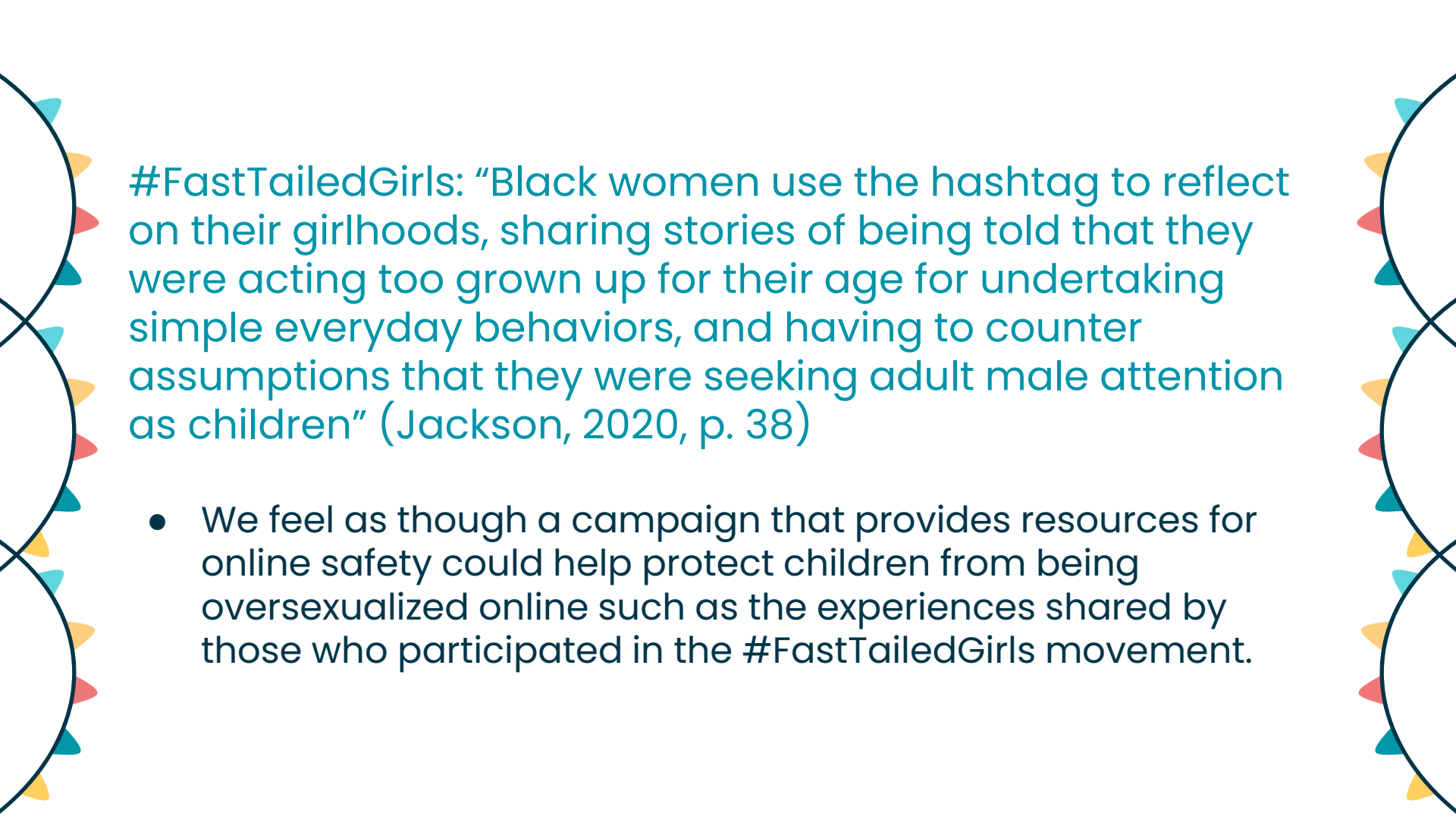
“Movements, among other things, are attempts to intervene in the public sphere through collective, coordinated action”
(Tufekci, 2018, p.8).

This movement will use a unique hashtag in conjunction with ideas and information about the topic to engage with other users. The safety risks if the internet is not used cautiously will be explained, resources will be provided, and taking action will be encouraged.



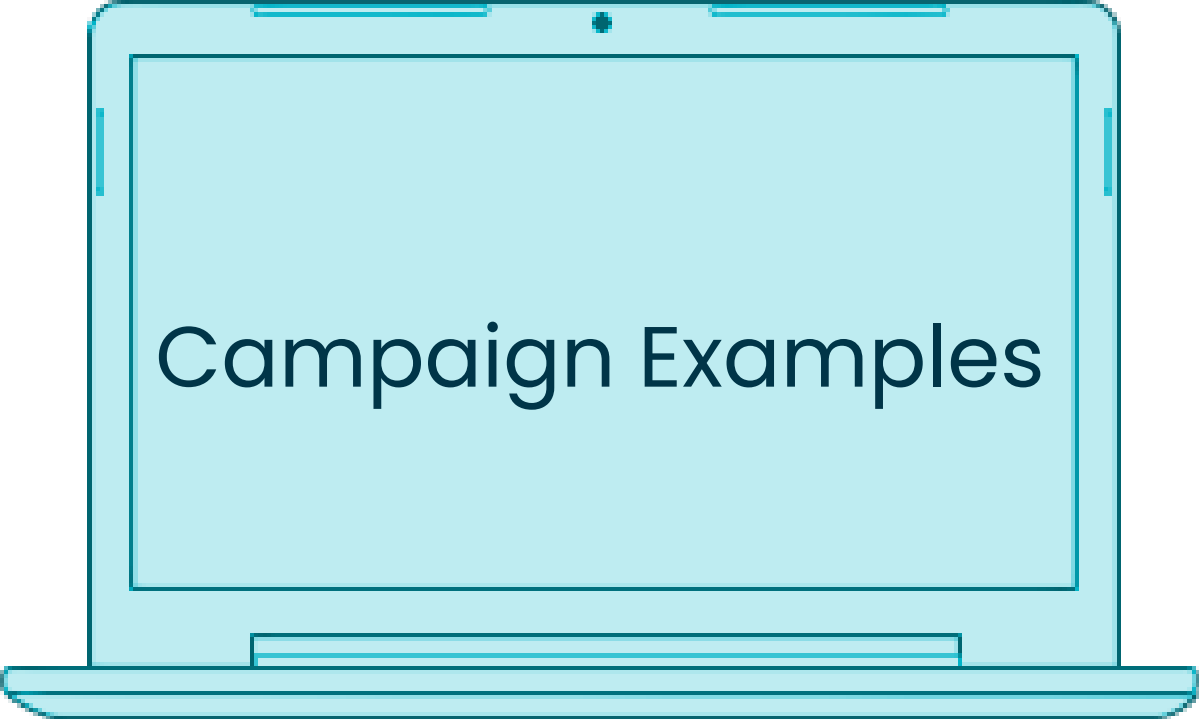
How the Campaign Will Work

- Our Campaign is an Instagram account that will provide resources for online safety on social media
 - Address topics of cyberbullying, predatory behavior online, and general safety on social media
 - Infographics with important information about online safety
 - Open DMs
 - Anonymous Google Forum
 - Advice from Professionals
 - In order to give children privacy we will not follow them back on social media
- 



#FastTailedGirls: “Black women use the hashtag to reflect on their girlhoods, sharing stories of being told that they were acting too grown up for their age for undertaking simple everyday behaviors, and having to counter assumptions that they were seeking adult male attention as children” (Jackson, 2020, p. 38)

- We feel as though a campaign that provides resources for online safety could help protect children from being oversexualized online such as the experiences shared by those who participated in the #FastTailedGirls movement.





1...2...3... Don't be a cyberbully!

01

What is cyberbullying?

Cyberbullying is when people use the internet to send, post, or share hurtful or negative content about someone else.

02

What does cyberbullying look like?

Cyberbullying includes, but is not limited to, sharing personal information, spreading rumors, impersonating someone, or saying hurtful things.

03

Don't be afraid to ask for help!

If you are experiencing cyberbullying reach out to an adult or one of these resources listed below!

Caption:

Resources if you're experiencing or witness cyberbullying:

Stop Bullying Now (US)

1-800-273-8255

Kids Help Phone (Canada)

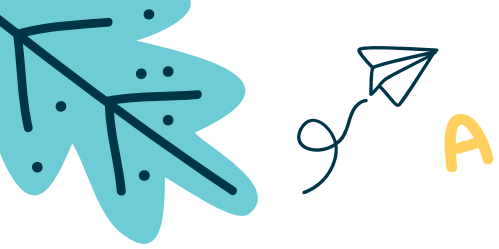
800-668-6868

Local law enforcement or your school!

Read more about cyberbullying at <https://www.stopbullying.gov/cyberbullying/what-is-it>

...and remember our DM's are always open!

#StayCyberSmart



ONLINE SAFETY TIPS!

MAKE SURE TO...

KEEP YOUR INFORMATION PRIVATE

Do not reveal your last name, where you live, or any contact information on your social media.



CHECK YOUR PRIVACY SETTINGS



Make sure that you have strict privacy settings so that strangers cannot see your account.

NEVER AGREE TO MEET PEOPLE ONLINE

You never know who is actually behind the computer screen. Meeting people you have only talked to online is very dangerous!

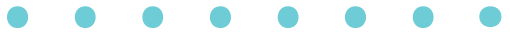


MAKE SURE YOUR PARENTS ARE INVOLVED




Tell your parents before making a social media and make sure parents are friends with you or follow your accounts.

MAKE THE INTERNET A SAFER PLACE!





Our Target Audience

- Children under the age of 18 on social media
 - Most vulnerable population online
 - Recommended by schools for children to follow
 - Equitable resource for children who do not receive information about online safety at home
 - “Even when {people} are with friends, partners, children, everyone is on their own devices.” (Jurgenson, 2019, p. 86)
 - High consumption of social media is becoming normalized so online safety should also become normalized!
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Works Cited

Jackson, S. J., Bailey, M., Welles, B. F., & Lauren, G. (2020). *#HashtagActivism: Networks of Race and Gender Justice*. Cambridge, Maryland: The MIT Press.

Jurgenson, N. (2019). *The Social Photo: On Photography and Social Media*. Brooklyn, NY: Verso.

Losh, E. (2020). *Hashtag*. (pp. 25-38). Bloomsbury Academic.

Tufekci, Z. (2018). *Twitter and tear gas*. Yale University Press.

