



## WHY SHOULD YOU ATTEND?

Most of your teenaged children are on social media with many now online for more than 5 hours daily. During all this social media use, your kids are exposed to threats and dangers they are not prepared to confront – including cyberbullying, violence, sexual harassment, human trafficking, hate speech, and propaganda.



## WHAT WILL YOU LEARN?

The Organization for Social Media Safety will provide an hour and a half- long educational presentation to parents and guardians on social media safety. The presentation will include the following:



- Overview of social media-related threats and dangers and best practices to protect against them
- Description of social media sites and trends including sites to avoid and use with caution
- Recommended operating system settings to protect minors while using social media
- How to configure and audit social media profiles to maintain privacy and protect reputation for college and job applications
- Tips for preventing social media addiction and “Facebook depression”
- An overview of important social media-related laws, including Jordan’s Law, the nation’s first law to prevent social media motivated violence

At the end of the presentation, parents will receive social media pledges to share and sign with their children and handouts summarizing our most important safety tips. Parents can also sign up for the Social Media Safety Newsletter so they can receive important safety tips and social media news when it becomes available.

## WHO IS THE ORGANIZATION FOR SOCIAL MEDIA SAFETY?

The Organization for Social Media Safety was founded by Ed Peisner in 2017 after his teenage son Jordan was viciously assaulted and left with lifelong, debilitating injuries. Sadly, the assault was filmed and uploaded to social media by the attacker's friend. Now, this video lives forever on social media and has been viewed by thousands.



Ed quickly resolved to make sure that no other child or family had to suffer such an ordeal. So, he dedicated himself to public policy advocacy and grassroots engagement. Incredibly, within only a year, because of a lot of hard work, California passed the nation's first law to deter social

media motivated violence, attacks committed for the purpose of being filmed and distributed on social media to gain internet notoriety. The law was aptly called Jordan's Law.

In 2018, the Organization for Social Media Safety expanded its mission becoming the nation's first truly independent social media watchdog and consumer protection organization. As a 501(c)(3) nonprofit, the Organization for Social Media Safety works to make social media safe for everyone.

SMS takes a comprehensive approach to social media safety by:

- educating on safe social media practices
- advocating for public policies that protect social media consumers of all ages
- and developing technology to provide real-time protection from social media-related threats.

SMS receives expert advice on its program offerings from an Advisory Council which includes: members of Congress, state legislators, school board members, mental health experts, education experts, technology experts, and media experts.



ORGANIZATION FOR  
**SOCIAL MEDIA SAFETY**



## TESTIMONIALS

**“Our students have never been so attentive and engaged in a guest speaker since I have been Principal over the last 4 years.”** *Jarrett Gold, Principal of La Canada Middle School*

**“We have 2200 students and 130 staff members and the Organization for Social Media Safety did an amazing job in presenting what cyber bullying is and what it can do to our youth and families.”** *Roxsana Jaber-Ansari, Ed.D. Assistant Principal of Hale Charter Academy*

**"Most eye opening for students, was learning about the digital bystander effect and how their digital choices affect their future outcomes. Ed's presentation allowed for critical dialogues to begin and for students and faculty explore how to make positive change. "** *Ila Laguercia, School Counselor at Simi Valley High School.*

