

# Practice Safe Sharing™

*Educating Students with Tools  
To Make **Smart & Safe** Online Decisions*



A SECONDARY SCHOOL EDUCATIONAL  
PROGRAM

**Presented by:  
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The **Practice Safe Sharing™** educational training is designed to be an important contribution to help bring online privacy, safety awareness and education to administrators, teachers, parents and most importantly students across the country.

Are you practicing “safe sharing” on the Internet? More importantly, are your students? Do they even know how to safely connect with others? Do they understand the critical importance of how careless sharing could impact their personal safety, relationships, and future opportunities?

Internet safety continues to be an urgent issue pertaining to how we interact online, especially for students applying to colleges or beginning their ventures into the work force. Seldom do we turn on the news without hearing a story about how internet sharing has negatively impacted a young person’s life. Students have been expelled, lost scholarships and job opportunities as a result of poor internet decisions. Tragically, even cases of suicide and murder have been linked to indiscreet information shared online.

It seems there is an absence of this important educational outreach in our schools and communities today. The FREE **Practice Safe Sharing™** program fills the gap and offers unbiased practical advice for everyone in the secondary school community. Our goal is to heighten students’ knowledge and awareness on how to **Practice Safe Sharing™**.

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## Topics of focus:

1. Why Should Internet Safety Matter to Me?
  - a. Personal safety & privacy
  - b. Establishing your online reputation
  - c. College admissions
  - d. Military admissions
  - e. Background checks from prospective employers
  - f. Identity theft
2. Misconceptions About Privacy - The digital footprint you leave behind
3. Target ads & facial recognition: How do these effect me?
4. Cyber-bullying & Stalking- ramifications & preventative measures
5. Mobile Privacy - Geotagging as a threat to your safety
6. Password basics
7. Should I Open that Link? - “Shady Neighborhoods” of the web
8. If You Wouldn't Say it to their Face, Don't Say it Online!
9. And Many More Essential Tips...

# Practice Safe Sharing<sup>TM</sup>

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- Fun video PSAs twice a month as well as weekly Tips of the Week to educate your constituents: staff, students, parents, coaches, PTA.
- Supporting content provided for your school media venues. (TV stations, newspapers, local radio, controlled social media sites, etc.) including:

Blog Posts,  
Newsletters,  
Integrate new content with your media venues,  
Student promoted videos  
And much more!

- **This program can be catered to YOUR school's specific needs!**
- Exciting internship opportunity for students!

\*\*\*The Practice Safe Sharing<sup>TM</sup> program is backed by Sgrouples.com. Mark Weinstein, the company's CEO, is a leading privacy advocate and the founder of Sgrouples.com, the world's first private social network.

- 2012 Honor Role Recipient – *Online Trust Alliance*
- Ambassador – *Privacy By Design, Information and Privacy Commissioner Ontario, Canada*
- Champion – *National Cyber Security Alliance*
- Steering Committee Member – *National Strategy for Trusted Identities in Cyberspace, White House Initiative*
- Advisory Board Member – *Future of Privacy Forum*