I AM not the MEdia’s Cyber Series
IN PARTNERSHIP WITH
THE CROWN JEWELS (NC) CHAPTER OF THE LINKS, INCORPORATED
AND PHILLIP O. BERRY HIGH SCHOOL AVID PROGRAM

www.iamnotthemedia.org
A WORKSHOP SERIES FOR TEENS AND SOCIAL MEDIA
MENTAL HEALTH + SELF IDENTITY + SAFETY
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FALL 2018 ACADEMIC SCHOOL YEAR
I AM not the MEdia, Inc.

Our mission is to empower teens and young adults to become conscious viewers of the media, critical decision makers, and to embrace their individuality and uniqueness through media literacy and media creation.

I AM not the Media, Inc. is a 501c3 nonprofit organization that teaches media literacy and media creation through outreach programming. Since incorporation in May 2011, the organization has served over 8,000 teens and young adults in North Carolina and South Carolina. The outreach program curriculum serves as preventative education and has six focuses that are known as our Program Channels, which are identified through research as the areas where teens are highly influenced by the media. Our five Program Channels are: 1) Body Image & Stereotypes 2) Teens & Healthy Relationships 3) Bullying & Teen Violence 4) Social Media Health & Safety 5) Teens as Consumers. The outreach program curriculum is comprised of 15 workshops that can be requested by teen groups and organizations.
About the Links, Incorporated

The Links, Incorporated is an international, not-for-profit corporation established in 1946 and committed to enriching, sustaining, and ensuring the cultural and economic survival of African Americans and other persons of African descent through cultural, educational, and civic programs. Founded in 1993, the Crown Jewels (NC) Chapter of the Links, Incorporated began serving the needs of communities in the Charlotte region of North Carolina.

Through the Health and Human Services (HHS) Facet, the Crown Jewels (NC) Chapter of the Links, Incorporated promotes and facilitates programs that support the maintenance of good physical, mental and emotional health and the elimination of chronic health disparities in communities of color through education, health advocacy, and optimal utilization of health resources. In conjunction with its National Mental Health Initiative, the chapter aims to increase awareness about mental health and promote wellness and resiliency with our youth.
SESSION ONE

SOCIAL MEDIA’S INFLUENCE ON MENTAL HEALTH
An interactive session that introduces teens to learn about internet addictions, social media anxiety and depression.

SESSION TWO

YOUR SOCIAL MEDIA BRAND
Teens will evaluate their social media brands and will discuss the influence of their online social media identity on their personal and professional lives.

SESSION THREE

SOCIAL MEDIA SAFETY AND CYBERBULLYING
Teens will learn social media do’s and don’ts that guide them in navigating the digital world to become positive digital citizens.

SESSION FOUR

TEST YOUR KNOWLEDGE!
Teens will take post assessments that gauge the knowledge acquired from this workshop series regarding cyber health, social media branding.

SESSION FIVE

DEVELOPING YOUR PHOTO CAMPAIGN
This session will teach teens how to develop a photo campaign that will educate their peers and the community on applied knowledge.

SESSION SIX

PHOTO CAMPAIGN SHOOT
Teens will work in teams to develop a photo campaign project with a professional photographer and community professionals.
INTERNET ADDICTION DISORDER (IAD)

Key Signs:
- Accessing the Internet 60 times or more a day.

DEVICE ADDICTION

Key Signs:
- First interaction in the morning and the last interaction at night is with your device.
- Intense anxiety when without device for an hour.
SESSION ONE

SOCIAL MEDIA & MENTAL HEALTH

SOCIAL MEDIA ANXIETY DISORDER (SMAD)

Key Signs:
- Constant desire to check social media posts, likes and messages. Fear of missing out.

SOCIAL MEDIA DEPRESSION

Key Signs:
- Rather spend time alone on social media than with friends and family.
- Social competitiveness and comparing yourself to others on social media.
“I learned how to protect myself, my friends, and my family. I learned how to keep my self up without social media. I learned how to help my friends who are being bullied.”

- Steven Fletcher

“The cyber series has taught me that depression is real. Many people suffer from social media depression and they don’t even know it. There are many disorders caused from social media. The best thing you can do is limit your time on social media daily.”

- Makaylah Watts
WHAT TO DO?

1. Minimize Screen Time (1hr)
2. Create A No Social Media Day
3. Social Media Detox (1 Week or 1 Month)
4. Remove Apps From Phone
5. STOP COMPARING!
6. Leave Your Phone at Home sometimes or in your locker for at least an hour a day.
SESSION TWO

SOCIAL MEDIA & SELF IDENTITY

WHAT'S YOUR SOCIAL MEDIA BRAND?

SOCIAL MEDIA BRAND

“Your online reputation or the impression of your online profile.”

BRAND INFLUENCE

A POSITIVE SOCIAL MEDIA BRAND:
1. Can Create Networking Opportunities for a Job
2. Can Inspire Others Positively
3. Can Connect You to New Opportunities

A NEGATIVE SOCIAL MEDIA BRAND:
1. Can Impact Your College Application
2. Can Prevent You From Getting a Job
3. Can Cause Conflict at School, in Relationships and Friendships
SESSION TWO

SOCIAL MEDIA & SELF IDENTITY

WHAT’S YOUR SOCIAL MEDIA BRAND?

HOW WOULD YOU DESCRIBE YOUR SOCIAL MEDIA BRAND? (CIRCLE THE BEST ICON)

MY PROFILE ASSESSMENT: RATE YOUR PROFILE (ON SCALE 0 TO 3)

1. DO I HAVE ILLEGAL CONTENT ON MY PAGE?  0 1 2 3
2. DO I HAVE PROFANITY OR A LOT OF ANGER ON MY PROFILE?  0 1 2 3
3. DO I HAVE INAPPROPRIATE SEXUAL CONTENT?  0 1 2 3
4. DO I CYBERBULLY ANYONE ON MY PAGE?  0 1 2 3
5. DO I SHARE, POST, OR COMMENT NEGATIVE CONTENT?  0 1 2 3
SESSION THREE

SOCIAL MEDIA SAFETY
"THE DO'S & DON'TS"

SOCIAL MEDIA SAFETY TIPS

1. Never post your personal information!

   Such as a cell phone number, home number, home address, or your location on any social networking site or through mobile apps like Snapchat or Instagram.

2. Never meet in person with anyone you first "met" on the internet.

   If someone asks to meet you, tell your parents or guardian right away. Some people may not be who they say they are.

3. Be very cautious when posting pictures!

   Check with your parents before you post pictures of yourself or others online. Do not post inappropriate pictures of yourself or anyone else.
4. Don’t respond and delete inappropriate content.

Delete any unwanted messages. You may need to delete friends who continuously bother you, tag you or post things that are not appropriate.

5. NEVER share your password with anyone.

Including your best friend… The only people who should know your password are your parents or guardian.

6. Be careful when downloading!

Do not download or install software or anything on your computer or cell phone before checking with your parents or guardian.
SOCIAL MEDIA SAFETY

“THE DO’S & DON'TS”

SOCIAL MEDIA SAFETY TIPS

7. Use Privacy Settings

Use the privacy settings of social networking sites and verify that your information is private through search engines.

8. Get Help or Seek Advice

If anything makes you feel uncomfortable online, while gaming or when using your cell phone, talk with your parents, guardian or a trusted adult right away.

9. Do not text, share, like, or post nudity or inappropriate photographs

This is ILLEGAL and you can be charged for with criminal charges. If you receive inappropriate content, immediately delete and report.

10. DO NOT ENGAGE AND REPORT CYBERBULLYING!
"I learned that you never know what someone is going through, and you never know the full story on social media."

-Keith Steele

"I learned that you must always stay safe on the internet/social media by keeping information private."

-Kendall McGill
PHOTO CAMPAIGNS

CHECK OUT THESE PHOTO CAMPAIGNS CREATED BY TEENS IN THE PROGRAM!

IF YOU Sext... REGrets come NEXT! #YourDigitalFootprintMatters
BE CAREFUL WHO YOU PEEP...

IT MIGHT BE A CREEP! #SocialMediaSafety

BE CAREFUL WHAT YOU POST!

YOU MIGHT LOSE WHAT MATTERS MOST! #SocialMediaPrivacy
SPRING 2019
ACADEMIC SCHOOL YEAR
PHILLIP O. BERRY HIGH SCHOOL
9TH GRADE AVID PROGRAM