



the net safety --- collaborative

Transformative help for all members of the
school community on both the
PREVENTION and INTERVENTION
sides of school online safety

Help *and* instruction for BOTH school personnel & students

2 trusted brands:



The U.S.'s 1st Social Media Helpline for schools



delete negativity on social media

Digital Leadership Training and Online Support for Students, By Students & TNSC staff



#iCANHELP |  +  = 

Prevention for schools

#iCANHELP



delete negativity on social media

- Leveraging #iCANHELP's programs that provide students & educators with digital leadership training
 - On-site at schools
 - At state, regional & national conferences
 - Remotely through Webinars and Webcasts
 - Digital leadership curriculum
 - Assemblies, clubs, programs
 - Build a positive school culture and climate online and offline

#iCANHELP 
delete negativity on social media

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 Social Media
Helpline
FOR SCHOOLS

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Intervention for school personnel



- iCanHelpline's national hotline for school personnel
 - School staff can email or call toll-free to get help with issues in social media involving students and staff
 - Help handling harassment, cyberbullying, sexting or any other abusive content that violates social media Terms of Service

The Helpline can help get it deleted.



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Intervention for students



#iCANHELP – a hashtag they can use to "call" for help anonymously in the media where the help is needed

- provide help to peers
- post kind, respectful comments
- report abuse to social media services
- students are first responders

Be the change they want to see



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Proven Results

- Increasing trust
- Reducing fears
- Growing literacy
- Supporting student leadership

93%

of helpline callers extremely satisfied or satisfied

Presented to over

150,000

students in **15** states & Canada

88%

of callers recommended the helpline to colleagues

Over **300**

negative social media pages removed

Who we are

Anne Collier

- Net safety adviser to social media cos.
- 3 national task forces
- Writer, speaker on research, digital safety, risk prevention in many countries



Matt Soeth

- Co-founder of #iCANHELP
- Award-winning educator
- 15 yrs teaching media, student leadership



Kimberly Karr

- Co-founder of #iCANHELP
- Speaker, trainer, curriculum developer
- 15 years teaching student leadership



Our future

- National 2nd year pilot of iCanHelpline
- Expanded #iCANHELP programming
- 2017 inaugural #iCANHELP Day event
- Partnerships for wider distribution

Together we are powerful, together we can make a difference and spread positivity online and at school.



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