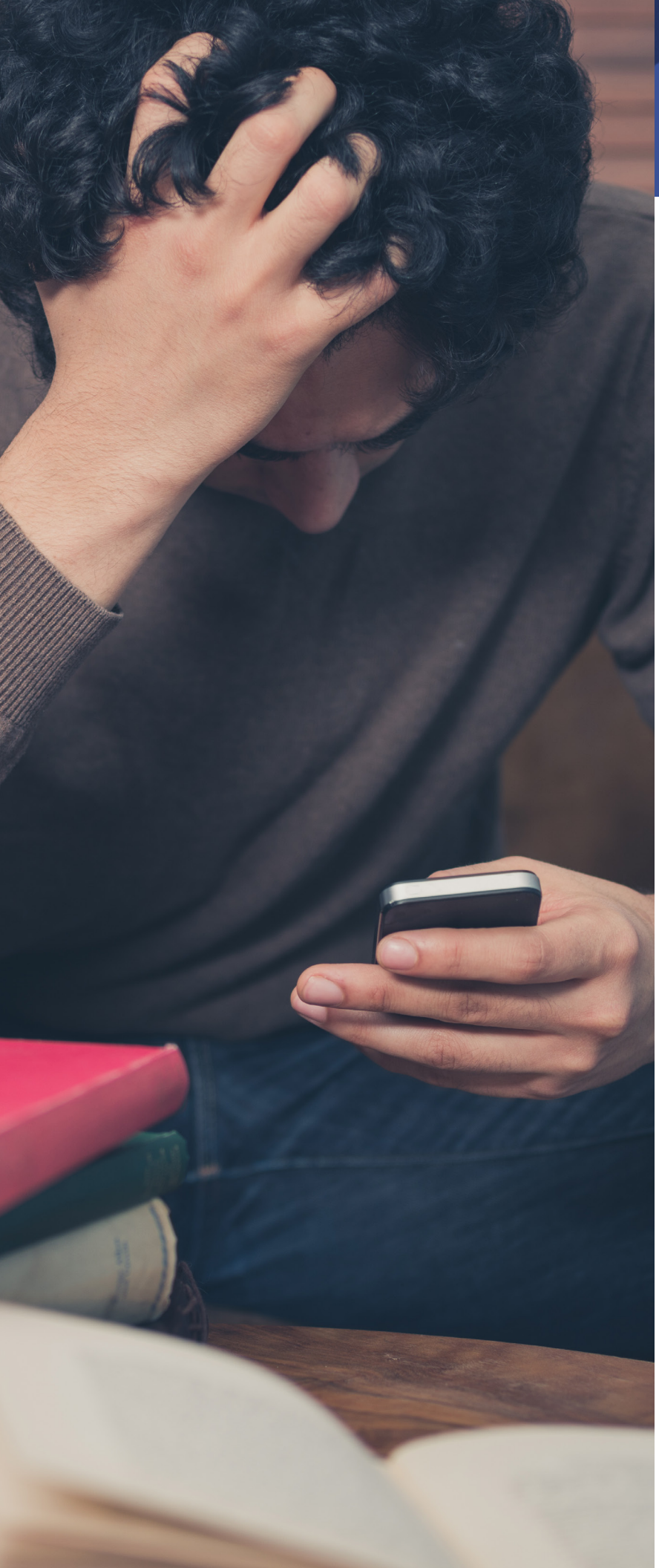


BUILDING A SOCIAL SAFETY NET

How threat alerts can bring clarity to social media activity and help keep schools safe



Before he allegedly committed one of the worst mass shootings in U.S. history at a Parkland, Fla., high school in February 2018, police officials say Nikolas Cruz wrote social media posts so threatening he was reported to the FBI. In fact, he made clear his desire to perpetrate the exact type of violence of which he now stands accused.

Cruz is not the only young person to express violent thoughts and plans via social media before carrying out school violence. In the case of a February 2012 Ohio school shooting, the shooter reportedly posted "Die to you all" on Facebook shortly before killing three students.

Given today's threat environment, school districts have an obligation to examine social media.

"That is where situations begin," says Scot Graden, superintendent of Saline Area Schools in Michigan, a district with 5,300 students. "Almost invariably there are signs in social media from individuals who commit these kinds of acts. That means it is incumbent upon us, if we are investing in the physical security of our buildings, to also invest in knowing what is going on in the wider community."

This fundamental understanding – that social media threats are serious threats – is shared by many. "To me, it's the same as someone sending a letter or making a landline call, things we have always taken very seriously," says Allen Pratt, executive director of the National Rural Education Association, which supports rural education nationwide. "This is the new age, where people connect instantly, and we need to make sure we are on top of that as well."

But school administrators must walk a fine line, tracking potential threats while respecting student privacy. This paper will examine the potential impact of social media threats on students, communities and schools, and consider the most effective approaches to track and respond to those threats.



The Social Landscape

Schools are frequent targets of specific threats. Since the tragedy in Parkland, the Educator's School Safety Network (ESSN) tracked a significant uptick in school-based violent incidents. The organization typically tracks around 10 threats and incidents per day. Since Parkland, it is tracking more than 70 each day. And it's not just threats. As of May 2018, there had already been 22 school shootings where someone was hurt or killed since the year began. That averages out to more than one shooting a week.[1]

Social media plays a prominent role in how these threats are aired. Of 1,060 threats reported in the 2016-17 school year, 456 originated in social media, according to ESSN.

Words shared online have real-world impact that spans the learning spectrum, starting in the home and reaching across the entire student experience. For example, a poll from C.S. Mott Children's Hospital found bullying, and especially cyberbullying, are parents' top health concern, with 61 percent of respondents worried about what their kids encounter online.

Threats also have a bottom-line impact on schools. When a terror threat forced Los Angeles Unified School District schools to close, it cost the district $29 million. The full economic impact was likely even more costly, driven by factors like police overtime and parents who missed work.

In 2017, the Denville, N.J., Township School District boosted security spending from $26,000 to $60,000 in response to an increase in school violence nationwide. In 2015 the *Wall Street Journal* reported the market for video-surveillance equipment, access-control equipment and mass notification in schools and universities was edging toward the billion-dollar mark.

"Many do not realize that the cost of cyberbullying as manifested in school absences also costs our schools and educators money. Schools are awarded funding from the government based on Average Daily Attendance, and the more absences a given school has, the less funding they will receive," the website TeenSafe notes.

There is also an impact on students. Threats – whether in the "real" or cyber world – have a direct impact on learning. TeenSafe reports 8 percent of middle school and high school students admit to skipping school because of bullying.

Respecting Rights

School districts need to understand and respond to social media threats. But there are limits on what a district can and should do. Schools have an obligation to safeguard students, teachers and staff. In the physical world, the limits of that obligation are clear-cut. But where does the obligation begin and end when the threat emanates online?

Some people worry that schools may be tempted to take a heavy-handed approach.

WHY SOCIAL MEDIA MONITORING ALONE IS INEFFECTIVE

Some of the factors that make monitoring an ineffective approach to understanding social media include:

- Monitoring companies typically rely on global keyword searches, leading to results that are too broad and do not reflect the threat inherent in the post.
- Social media monitoring may rely on geofencing, using location-based triggers that are too narrowly defined.
- The notion of monitoring is distasteful to most people and can generate an atmosphere of mistrust between schools, students and the community.



"You cannot just use keywords or key phrases to detect potential threats," says Dr. Desmond Upton Patton, assistant professor at the Columbia School of Social Work, who has conducted extensive research into young people's online communications. "There is a context to how people communicate and if you aren't familiar with that context you can vastly over-estimate the importance of what is being said."

Patton and others worry about the prospect of schools over-reaching. A misguided attempt to track social media threats can cross that line.

> "The protection of students' rights to free speech and privacy — in and out of school — is essential for ensuring that schools provide both quality education and training in our democratic system and values," the ACLU argues.

"In some schools, student social media activity has spurred a new set of policies that allow administrators to monitor such activity by requesting students' access information, observing the students' social media accounts, allowing third parties to monitor the students' accounts and other similar activities," according to the Penn State Law Review.

These kinds of actions imperil students' basic rights. But there's more than just a free-speech issue at play. Social media is where kids come to talk, often when they feel they do not have any place else to go. Schools do a disservice if they deprive students of a valuable outlet for self-expression. Experts say a poorly conceived social media policy represents a missed opportunity: Not just the chance to ensure student safety, but the chance to enrich students' lives.

Patton argues that schools can create a unique window to observe students and possibly influence them for the better – if things are handled properly from the outset.

"By learning about people, you can learn about not just potential threats but about things like stress, not sleeping, grief and pain. All those things impact how students perform in school. All those things show up in social media," says Patton.

In that regard, social media may function as a kind of early warning system. "There may not be a direct threat, but we can see issues before they arise," says Pratt. "There are warning signs out there, a student who is in trouble, who is indicating they have some issues. That becomes a chance for us to intervene before it escalates."

Superintendent Graden has seen it firsthand. In one case a social media conflict emerged between two students.

"The intervention wasn't to call the cops. It was to get the students in the room with a guidance counselor and the principal and take restorative action," says Graden. "It gave everyone a chance to talk about what led to the situation and what could be done to resolve it."

This approach makes sense to Pratt, who prefers to find solutions closer to hand, rather than bring such issues directly to the police.

"Most often, you want to engage counselors and parents and then students themselves," says Pratt. "If you go to law enforcement, there may not be very much they can do about it unless it's a very direct threat. But there is a lot that we can do as educators and as members of the community."

In Patton's studies, threats are often preceded by social media posts expressing pain, loss and sadness.



If schools are going to scan the social horizon, they should use that information to catch students in these vulnerable moments and prop them up.

"You have teachers, administrators, social workers and counselors -- for all these resources, social media can be used as triage for dealing with things that happen to young people," says Patton. "Rather than thinking of threat assessments, which sounds negative and scary, we can think of this as a way of helping young people deal with the stresses in their lives."

A Net Too Wide

To balance these concerns, schools need to understand the methodologies available to evaluate student voices in social media.

In the most basic scenario, administrators cherry-pick, taking occasional peeks at social media streams that belong to known troublemakers. This is time consuming and subjective. How can an administrator gauge whether certain words or suggestions are intended as threats?

Increasingly common is the use of "threat monitoring," in which schools implement software or pay for services that promise to sweep social media looking for signs of trouble.

A school district in Florida spent $18,000 on software to monitor students' social media accounts in 2016. At the time the *Washington Post* reported the story, the district had run 2,504 automated searches, sparking 12 police investigations. The news story tells of some wins — a girl referred for mental health treatment, for example — but it also raises concerns about the strategy.

"Is this data then going to be tied to a student's permanent school record? Does the company have proper policies in place that delete this data after a certain period? These are some questions that need to be asked," says Bradley S. Shear, a privacy and social media attorney based in Bethesda, Md.

The article raises other concerns about potentially biased monitoring, citing a case in Huntsville, Ala., where 12 of 14 kids expelled for social media posts were black, though only 40 percent of the student body is black.

Some experts warn this type of monitoring is ineffective.

"Monitoring social media is reactionary — the posts have already been made, and if it's hate speech aimed at another student, irreparable damage may have already been caused," according to Common Sense Media.

Monitoring is a tempting shortcut for school systems that want to detect social media threats. It's automated and often outsourced, taking the burden outside the school and freeing administrators and teachers to focus their efforts elsewhere.

Convenience is a strong selling point, but if monitoring misses threats, criminalizes innocent behavior or fosters distrust, it's not worth the tradeoff. School administrators need another option to interpret the social media environment that is automated, accurate and effective. Threat alerts offer that option.

A Better Approach

Graden of Saline Area Schools in Michigan implemented a program of keyword monitoring and found it insufficient.

"Almost invariably there are signs on social media from individuals who commit these kinds of acts. That means it is incumbent upon us, if we are investing in the physical security of our buildings, to also invest in knowing what is going on in the wider community."

— Scot Graden, Superintendent, Saline Area Schools, Michigan



Unless a school or teacher was tagged in a post, he'd likely miss it. The scattered search results led him to rely on community members to spot suspicious social media activity. He has since switched to a threat alert product from Social Sentinel that gives him more precise, actionable information.

To preserve community safety, schools want to know when specific, threatening language is used. Officials are looking to identify targeted, localized threats as they are shared in the public space. Threat alerts take the effort from the general to the specific, applying a list of preloaded, refined, safety-focused searches to social streams and delivering precise, meaningful reports to relevant recipients in near real time.

Many schools already have a mechanism to deal with such information. A threat alert looks and acts like a tip that may be phoned in to schools or police. The same procedures that exist to respond to tips can be easily translated and implemented as a response mechanism in the threat alert environment.

Unlike most monitoring efforts, threat alerts go beyond the geofence. Sophisticated algorithms support administrators in their effort to create lists unique to local needs and issues, and to meld those lists with the appropriate refined keywords to create targeted searches that run both inside and outside the geofence.

A threat alert service can also help a school district define roles and permissions. Certain topic areas can be assigned to specific staff members, delivering timely, actionable information to those who need it most. This makes it possible to analyze threats in context and to deliver a streamlined, efficient response.

The result is more precise than monitoring, and easier to manage than most home-grown solutions. For those without in-house expertise in social media and security issues, a threat alert provider can define a list of key terms organized by topics, assign appropriate team members, optimize searches based on local knowledge and refine the parameters as the social media conversation changes over time.

A sophisticated provider can also ensure districts stay within bounds on issues of privacy and free speech and prevent district personnel from going on fishing expeditions or targeting specific individuals or groups. They do this by setting parameters around conversations and providing the means to oversee what district personnel are doing within the service.

Properly managed, a threat alert system sidesteps some of the perils around social media monitoring. This approach allows schools to be proactive on safety while respecting student rights and honoring the community's desire to communicate free of overarching surveillance. This approach not only delivers new insight into student sentiment online, it may also create a window of opportunity for administrators looking to enhance student engagement.

Given the nature of the social media landscape, some educators view a threat alert system not just as a nice extra, but as a critical component of their overall operation. In the absence of such a system, "things can escalate

BENEFITS OF A THREAT ALERT APPROACH

Unlike threat monitoring, a threat alert approach can allow a school district to:

- Identify and evaluate the severity of a threat against a person, a group of people or a school.
- Better understand the trends and triggers around bullying, self-directed harm and suicidal threats.
- Coordinate police presence to maintain order when alerted to the potential for violence.
- Assess alerts and assign them to team members for further analysis and action via SMS or email.



and get out of control very easily," says Pratt. "Something that starts small can become a major issue, so you have to be proactive. Any time we can use technology to our advantage, that is another tool in the toolbelt."

Best Practices

There are several best practices for implementing an effective threat alert system:

Keep students involved. By bringing students into the discussion, administrators can better identify the online activity that most likely represents a hazard to the community. Early engagement also helps diminish potential resistance.

"Too often we do things behind closed doors and there isn't any transparency," says Patton. "Why not ask them to help us think about the challenges and the benefits of social media? There is a tremendous focus on the negative, but normally young people use social media in very positive ways. Students can interpret the nuance. They understand the relationships and they understand the context."

Organize efforts around responding to alerts. At Saline Area Schools, Graden and another superintendent are on the front line: They receive email alerts highlighting a suspicious post, the platform and the geographic origin of the message. Graden set it up that way to ensure principals don't get irrelevant alerts.

Depending on the nature of the post, the superintendents alert school administrators or, in rare instances, law enforcement. When threats originate outside the school — an adult in the community, or feuding parents — Graden intervenes directly.

"If it's a former student or an upset parent, the superintendents are the first line of triage," says Graden. "We will look at whether there have been issues in the past, and from there we may make direct contact — or we may call law enforcement. There is no direct playbook. It takes a fair amount of finesse. It can be more an art than a science."

For most schools, the process will be like the one used in responding to tips. First, administrators need to decide who will have access to the service. There should be at least one back up, in addition to the main point of contact, and privilege may be extended to other highly trusted individuals. Look outside security staff to consider counselors, health care professionals

HOW SAFER SCHOOLS ENCOURAGE BETTER LEARNING OUTCOMES

Researchers at Northwest Nazarene University argue that high-profile cases of school violence nationwide impact the learning experience.

"When students do not feel safe at school, their academic success suffers. When students do not feel safe, many will stay home from school," they write.

Conversely, the Department of Education says a safe, supportive school climate can lead to a range of positive outcomes, including:

- Fewer incidences of school violence
- High academic achievement, including improved grades and test scores
- Strong student attendance
- Minimal engagement in risky behaviors
- High levels of student engagement and self-discipline
- Strong attachment to school and positive student relationships with adults and peers
- High levels of staff satisfaction, involvement and investment



and others who may need to be aware of troubling social content.

Adapt access based on user need. Should a user be able to receive alerts, create geofences or define keywords? Should they be seeing violence and narcotics keywords or just self-harm? User-based definitions ensure the school or district gets maximum impact from threat alerts while keeping access appropriately narrow.

Implement tiers. Define roles and permissions that align with the department's reporting structure. All users should have oversights; not all users should be able to see what other users are doing.

With these pieces in place, administrators can outline a process that reflects existing protocols while allowing for more strategic approaches based on the specific content of a social media threat. Documented processes are a key to success, as they provide not just a blueprint for action but also means for review: By comparing actual response to prescribed processes, administrators can determine how a threat response played out, and what might be done differently in the future.

Driven by an effective threat alert platform, administrators can follow these guidelines to get a handle on the social media scene. They can identify potential threats, intervene in a timely way, and leverage new insights to enhance student services and deepen community ties.

This paper was produced by the Center for Digital Education Content Studio, with information and input from Social Sentinel.

1. https://www.cnn.com/2018/03/02/us/school-shootings-2018-list-trnd/index.html

CENTER FOR DIGITAL EDUCATION

The Center for Digital Education is a national research and advisory institute specializing in K-12 and higher education technology trends, policy and funding. The Center provides education and industry leaders with decision support and actionable insight to help effectively incorporate new technologies in the 21st century.
www.centerdigitaled.com

Social Sentinel®

In a time when social media is the primary form of communication, the Social Sentinel® service helps create safer learning environments for students, educators, and staff with technology and expertise. It delivers insights into threats made on public social media — all while respecting the rights of everyone in your community. **https://socialsentinel.com**

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Social Sentinel



Including Social Media in Your Safety Strategy

A Proactive, Efficient, and Cost Effective Approach

Reactive is a Tragedy. Proactive is a Strategy.SM

TABLE OF CONTENTS

WHY DO WE NEED ALERTS TO THREATS SHARED SOCIALLY? 2

THE IMPACT OF SOCIAL MEDIA 3

THE CONTEXT 4

WHAT MAKES US DIFFERENT 5

VALUE SUMMARY 6

SSI AGREEMENT 7

SAFETY AND SECURITY IS OUR PASSION

Every aspect of the Social Sentinel® service has been built by safety and security experts. We are trusted advisors with extensive experience in school safety and we want to be there with you, bringing new strategies to help you expand how you approach your community's long-term safety and security initiatives – with social media in mind!

AS A HOSTED SaaS, WE DO THE WORK FOR YOU

Fully automated, the Social Sentinel® service has three unique components that work in concert to ensure that your organization receives alerts to threats shared socially without requiring your district to employ social media linguists, safety-related behaviorists, and data scientists working together to ensure that alerts are surfaced, false positives are minimized, social media users' rights are maintained, and non-safety related posts are not included in your feed.

These components also help ensure that the methods used to identify threats are compliant with the ever-changing requirements of individual social media company's data use regulations so that your users do not run afoul of their terms and conditions.

Fully automated…Social Sentinel's revolutionary software does the work for you…

- **Sentinel Search℠ Library**
  Prepopulated with **hundreds of thousands** of safety-related behavioral phrases, keywords, hashtags, emojis, and keyword combinations

- **Local+℠ Inputs**
  Give your team the ability to **define the assets** (e.g., people, places, infrastructure, events) your district is charged with protecting

- **RMap℠ Matching Algorithms**
  Go **beyond the geo-fence** with locally relevant alerts sourced globally – **because a threat can come from anywhere and anyone**

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WHY DO WE NEED ALERTS TO THREATS SHARED SOCIALLY?

Reactive is a tragedy. Proactive is a strategy.™

Oftentimes, while addressing a safety related matter, schools may employ the following haphazard, inefficent, and potentially intrusive means:

- A counselor consults a student's public facing social media accounts to gather information;
- A member of a safety team uses its communication department's social media monitoring service to "check in" to see what the community is saying about a safety related issue (perhaps entering in a gang hashtag or a person's name);
- A principal relies on faculty, staff, parents, or others to make them aware of concerning posts; and/or
- A SRO creates one or more fake profiles on social media and affiliates his/her account with students, parents, or teachers.

In so doing, they may be exposing their district to potential liabilities as they employ inconsistent methods, in a non-scalable manner, and with zero oversight to ensure that they are following appropriate policies and procedures.

The Social Sentinel service is designed exclusively for safety and security purposes to provide timely alerts to threats shared on publicly available social media in manner that is efficient and effective, is not intrusive, and does not infringe on the rights of idividiuals and groups to their freedom of expression and association.

As an alert service (not a traditional monitoring service) the Social Sentinel service:

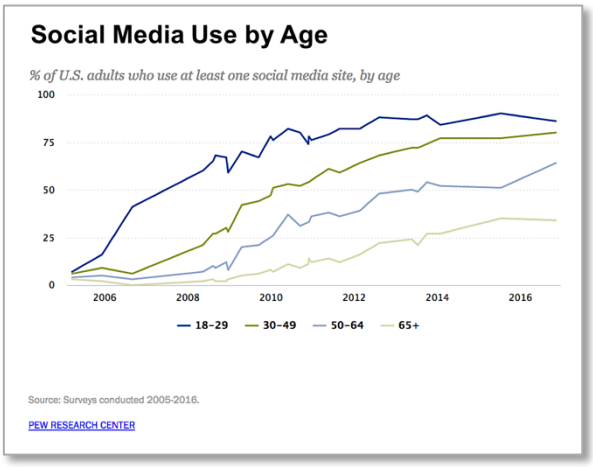
- **Respects** your community's right to privacy and association by incorporating constraints that ensure your users are not targeting individuals or groups and are unable to go on "fishing expeditions;"
- **Provides** a methodology of searching publicly available content only for threats or harmful content;
- **Safeguards** its focus on searching for the content, and context, of the language of harm as the directive for your alerts, not on individuals so you are not monitoring students, teachers, or staff and their social media communication;
- **Ensures** consistency in how the rules are applied to surface threats shared socially per incident;
- **Maximizes** efficiency and minimizes FTE engagement because the system works in the background for you, reviewing billions of posts per week to alert you to concerning pieces of content for your team to assess and follow up on;
- **Maintains** the assurance that the information your employees have access to was secured in a manner that is customized to the rules and regulations that individual social media companies require your team to follow;
- **Includes** a set of Operating Procedures created by school safety experts that not only address the specifics of what your users can do with the service and how they will be trained and overseen, but also will help walk you through how the service may integrate with your existing policies and procedures;
- **Incorporates** oversight to verify, either in-the-moment or via a quick-scan monthly report, to what extent employees are using and interacting with the service; and
- **Offers** the ability to demonstrate to your board, insurance company, and other stakeholders that each of your staff members with access to the system is using the service properly and consistently to perform their duty to care.

In a time when social media has become a primary vehicle through which people publicly express themselves, cry for help, share feelings, and make threats (real and false), and social media can serve as a platform for harrassment and criminal activity**,** the Social Sentinel service provides peace of mind that you have added a service that demonstrates that you have done everything that you can to provide a safe environment for students, parents, staff, and visitors with careful consideration to the balance you must maintain between providing a safe learning and working environment and respecting the rights of your community and the social media community at large.

A threat can come from anywhere. Let us help you.

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THE IMPACT OF SOCIAL MEDIA



The use of social media is no longer widespread…it's pervasive.

Almost every adult, young or old, engages in some form of social media, regardless of their age.

According to the Pew Research Center and consumer insight service Experian Simmons, 95% of 12-17 year olds and 98% of 18-24 year olds use social media daily. On mobile devices, 24% of users are using social media "almost constantly."

And as we all know, a threat (whether it is real or not) is disruptive, costly, can come from anyone located anywhere, and every threat needs to be investigated.

CAN YOUR TEAM ANALYZE THIS MUCH INFORMATION?

1 Billion+/day

30 Billion+/month

Number of public social media posts evaluated by the Social Sentinel service on your behalf

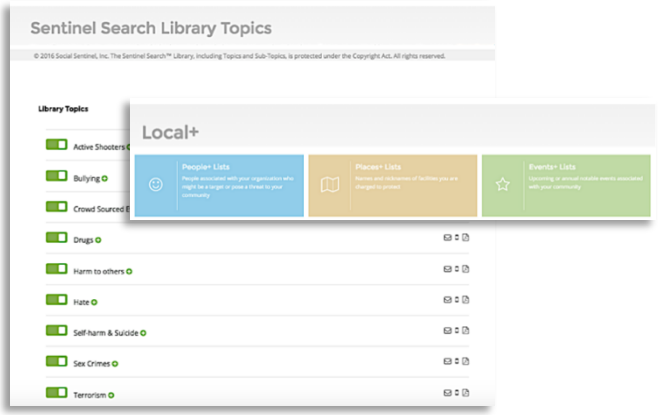
The Disney Example: *Local+ and the Sentinel Search Library in Action*

Social Sentinel reduces false positives and saves you valuable time and resources…

We performed an unrestricted keyword search, as if using a social media monitoring service, for **"Disney,"** a popular term that returned **50,000 results**. When our algorithms and Library were activated, running side-by-side with the original search, the Social Sentinel service generated **50 alerts** (eliminating 49,950 irrelevant posts). Do you have time to review 50,000 results?

***9 alerts* included information considered worthy of on-the-ground investigation.**

Going from 50,000 to 50 alerts with 9 actionable is a major success when making critically important decisions at the margin to deploy resources efficiently and effectively.



50,000 Unfiltered Results → 50 Social Sentinel Filtered Alerts → 9 Actionable Alerts

To our knowledge, no other provider has a deeply refined set of safety and security searches nor do any other providers work on an ongoing basis with safety experts, data scientists, and linguists to continually augment and refine searches. Additionally, our team is supported by machine learning to identify new terms and issues to determine how each search works or does not work when associated with specific social media services.

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THE CONTEXT

Where Social Media Intersects Your Duty to Care

Social media is a primary vehicle through which people publicly express themselves, cry for help, share feelings, and make threats (real and false). While only a small percentage of that content has anything to do with the safety of your community, **when something threat-related is posted, you need to know about it – quickly.**

Let us help you address your need to be informed of these events without overstepping your safety team's boundaries.

SCHOOL SAFETY - *Providing a Safe Learning Environment*

- Averting threats of violence
- Becoming aware of student in crisis situations*
- Ensuring school climate is free of sexual and gender harassment*
- Disrupting narcotics distribution*
- Ensuring safety during events or when large crowds are present



RISK MITIGATION/MANAGEMENT – *Providing a Safe Working Environment*

- Address workplace violence – be aware of volatile sentiment from disgruntled employees/individuals and threats to co-workers that could give rise to workplace violence
- Provide an added layer of security for district officials, principals, teachers, etc. who may have already been the recipient of a threat or who have been exposed to workplace situations that might put them in the path of a threat



* Alerts to content identifying suicide, self-harm, or criminal activity that do not constitute a public safety/security risk exclude Twitter data. This exclusion does not apply to other social media data sources included in the Social Sentinel service.

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WHAT MAKES US DIFFERENT

Alerting vs. Monitoring - *We alert. We don't monitor* or *surveil*.



- ✓ **Safety and Security Focused**
- ✓ **Accesses Publicly Available Content Only**
- ✓ **Respectful of Rights of Privacy and Association**
- ✓ **Adheres to Use of Social Media Sources' Data Access Requirements**
- ✓ **Alerts You to Relevant Content**

Operationally Efficient

Social Sentinel for K12 - Unlimited Use for Shared Responsibility

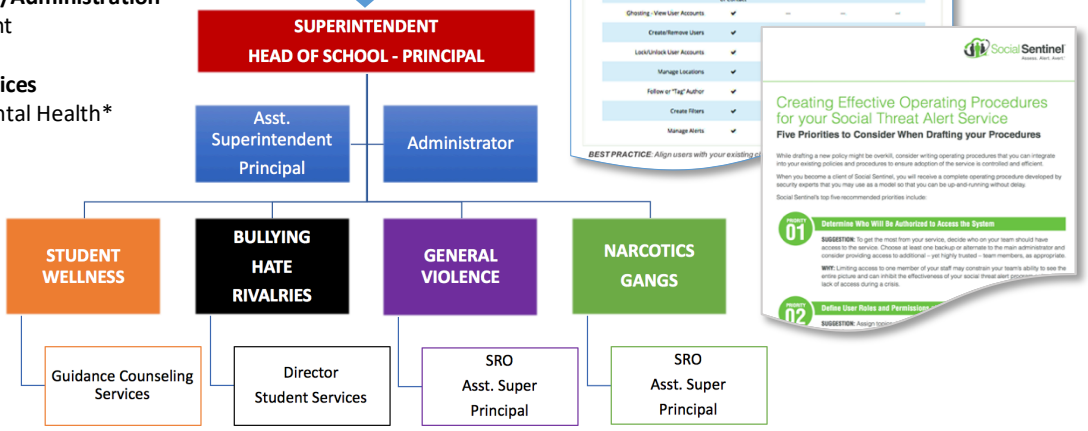
Assigned personnel can receive alerts for initial assessment. Alerts are received by SMS text, email and/or daily PDF report; you choose!

SRO/Security
Overall Campus Safety and Security, Workplace Violence

Preparedness/Facilities/Administration
Emergency Management

Guidance/Student Services
Student Wellness*, Mental Health*
Bullying, Harassment*





Client Success Support and Guidance

Unlimited Award Winning Support – Unlimited Support and Access to Client Success Manager

Through a consultative relationship, a dedicated **Client Success Manager** is assigned to ensure the most effective and comprehensive use of our service. Available **at no** additional cost, the client success team works with clients at every stage of our relationship:


OUR TEAM IS YOUR TEAM

- ✓ Implementation and Operational Streamlining
- ✓ Initial and Ongoing Strategy Development and Best Practices
- ✓ Policies and Procedures Definition and the Assignment of Roles and Permissions
- ✓ Local+, Geo-matching, and Filter Refinement to Produce Meaningful Results with a Minimal Number of False Positives

* Alerts to content identifying suicide, self-harm or criminal activity that do not constitute a public safety/security risk exclude Twitter data. This exclusion does not apply to other social media data sources included in the Social Sentinel service.

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VALUE SUMMARY

Term				Service Fees	Data Usage Fees	Total Fees
Annual Period 1	9/1/2018	to	8/31/2019	$15,500.00	$3,000.00	$18,500.00
Annual Period 2	9/1/2019	to	8/31/2020	$15,500.00	$3,000.00	$18,500.00
Annual Period 3	9/1/2020	to	8/31/2021	$15,500.00	$3,000.00	$18,500.00

All-Inclusive Software-as-a-Service (SaaS) Subscription Model

Annual subscription rate is annual and renewable: not a 3-year contract.
(*Data Usage Fee – see Services Agreement Section 3.2 for details.)

Social Sentinel
Assess. Alert. Avert.®

- ✓ **Safety and Security Focused**
- ✓ **Accesses Publicly Available Content Only**
- ✓ **Respectful of Rights of Privacy and Association**
- ✓ **Adheres to Use of Social Media Sources' Data Access Requirements**
- ✓ **Filters on Language of Harm, Not on Individuals or Groups**
- ✓ **Minimizes False Positives**
- ✓ **Alerts You to Relevant Threats, Does Not Allow Fishing or Monitoring**

- ✓ **Fully Automated 24/7 Alerts**
- ✓ **No FTE or Additional Staff to Monitor Dashboard**
- ✓ **No IT Infrastructure or Involvement Required**
- ✓ **Easy to Use and Manage**

Reactive is a tragedy. Proactive is a strategy.™

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SOCIAL SENTINEL, INC.
SOCIAL SENTINEL® SERVICE ORDER FORM

Order Form Number:		Order Form Expiration Date:	8/31/2018
Sales Contact:	Ted Drinkwater	Sales Contact Phone #:	609-876-8650

Client Information			
Client Name:	**San Leandro Unified School District**		
CLIENT SUPPORT Contact (for Service use)		**FINANCE Contact (for invoicing matters)**	
Contact Name:	Michael McLaughlin	Contact Name:	Sandra Anderson-Knox
Title:	Superintendent	Title:	Director of Business Services
Address:	835 E. 14th Street, Suite 200	Address:	835 E. 14th Street, Suite 200
City, State, ZIP:	San Leandro, CA 94577	City, State, ZIP:	San Leandro, CA 94577
Phone:	510-667-3500	Phone:	510-667-3501
Email:	mmclaughlin@sanleandro.k12.ca.us	Email:	Sanderson-knox@slusd.us

Term				**Service Fees**	**Data Usage Fees**	**Total Fees**
Annual Period 1	9/1/2018	to	8/31/2019	$15,500.00	$3,000.00	$18,500.00
Annual Period 2	9/1/2019	to	8/31/2020	$15,500.00	$3,000.00	$18,500.00
Annual Period 3	9/1/2020	to	8/31/2021	$15,500.00	$3,000.00	$18,500.00

Does Client require a PO?	
Effective Date of Agreement:	

PLEASE READ THIS CAREFULLY: Client's use of the Social Sentinel® service (the "Service") will be governed by the terms and conditions of this Order Form and the Social Sentinel Service Terms of Use (the "TOU") (together, the "Agreement") in effect as of the Effective Date provided on this Order Form (the "Effective Date"). By signing this Order Form, Client agrees to be bound by the terms and conditions of both the Order Form and the TOU, effective as of the Effective Date. Client may access the TOU at the website **https://socialsentinel.com/terms-of-use-education/** (the password to access the TOU is "**ssiedutou18**") or obtain the TOU from the Sales Contact identified on this Order Form.

The "Term" for this Agreement will commence on the Effective Date and will continue for the duration of the Term as set forth in this Order Form, subject to the Termination provisions of the TOU. No terms, provisions or conditions of any purchase order or other business form issued by Client relating to this Agreement will have any effect on the rights, duties or obligations of the parties under, or otherwise modify, this Agreement, regardless of any failure of Social Sentinel to object to such terms, provisions or conditions. The person signing this Order Form represents and warrants that the person has the authority to bind Client and agrees that this Agreement may be electronically signed. The parties agree the electronic signatures appearing on this Order Form are intended to authenticate this writing and have the same force and effect as hand-written signatures for purposes of validity, enforceability and admissibility.

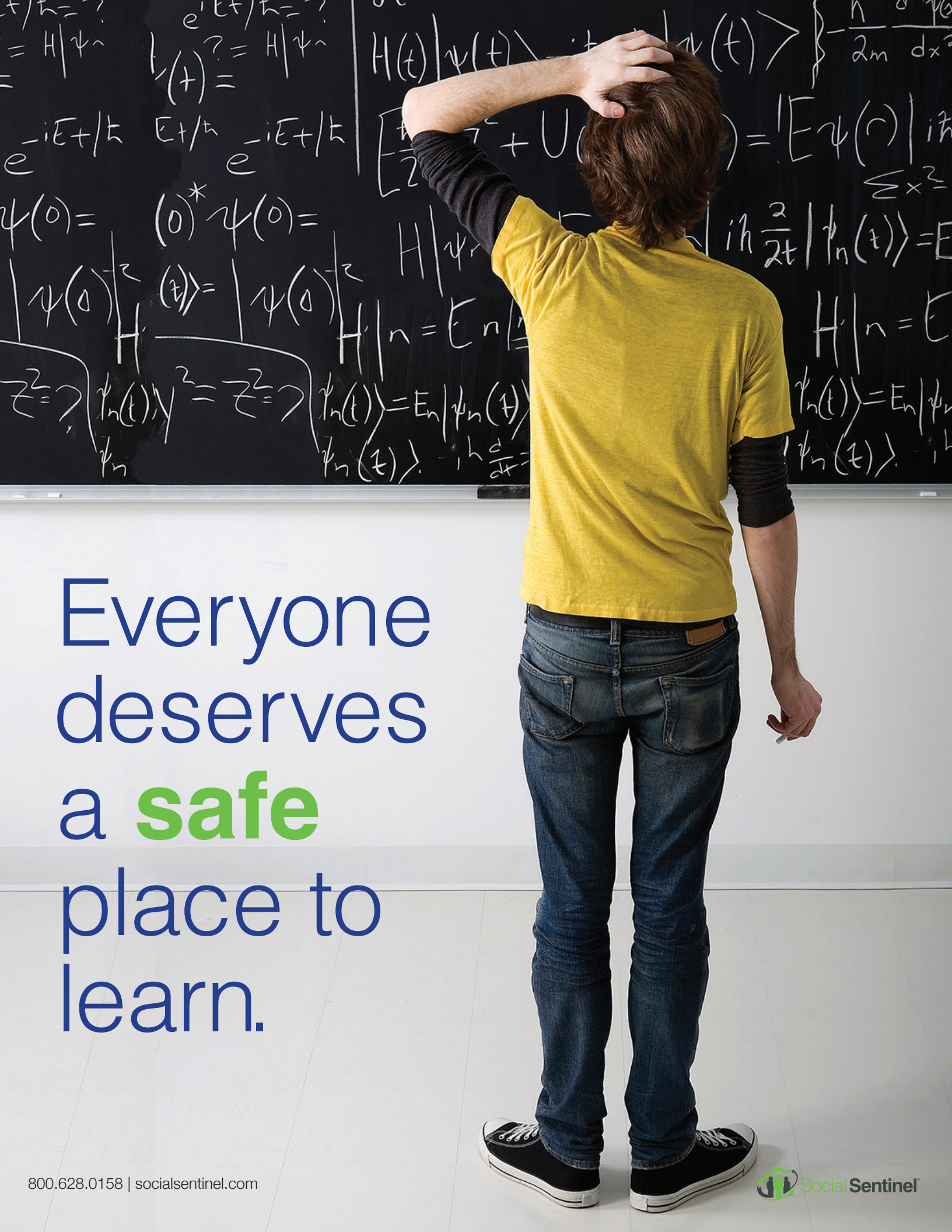
SOCIAL SENTINEL, INC.	**CLIENT:**
Signature:	**Signature:**
Print Name: Dr. Gary J. Margolis	**Print Name:**
Title: Founder & CEO	**Title:**
Date:	**Date:**

Schools are safer with Social Sentinel.

Get alerted to threats shared on social media.

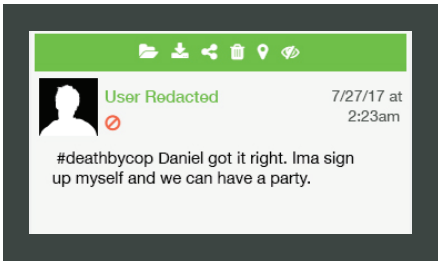


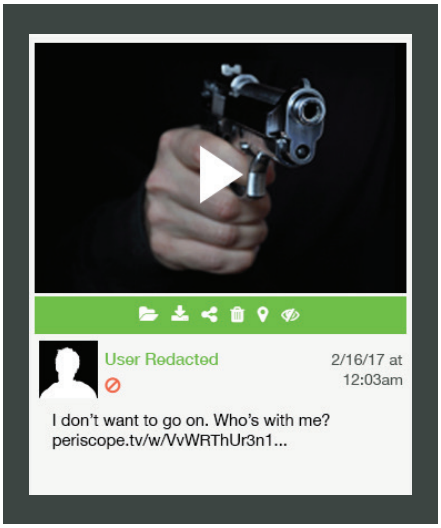
Social Sentinel®

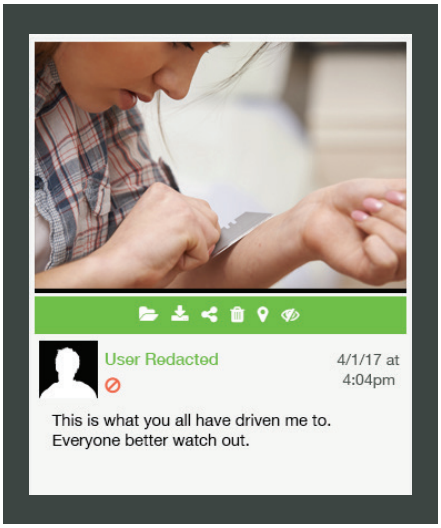

Everyone
deserves
a safe
place to
learn.
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SocialSentinel

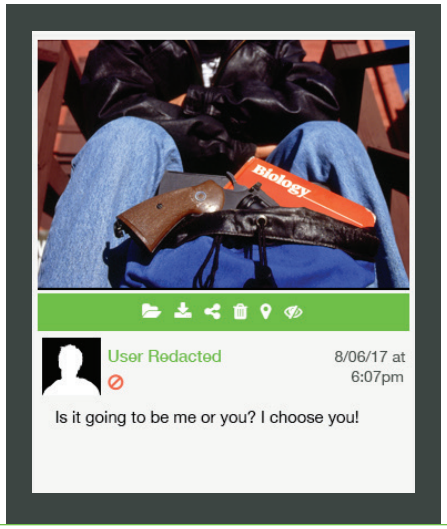
A threat can come from anyone, anywhere, anytime. Let us help you be aware.

In a time when social media is the primary vehicle through which people publicly express themselves, cry for help, share feelings, and make threats (real and false), the Social Sentinel® service helps demonstrate that you have done everything possible to provide a safe environment for students, faculty, staff, and visitors — all while respecting the rights of everyone in your community.









We help you...

Target threats, not people.

Every alert stems from the Sentinel Search℠ Library. We apply over 450,000 behavioral threat indicators to over 1 billion publicly available social media posts per day to surface threats on your behalf – regardless of who is posting the threat and where that author is located.

Mitigate risks to fulfill your Duty of Care.

Whether it's your parent community, faculty, board, or your insurance company, you can say, "We didn't wait to hear about it – we put a system in place to do everything that we could to be notified immediately so that we had the facts and could begin assessment in near real-time."

Maximize efficiency and minimize FTE engagement.

The Social Sentinel system works in the background, reviewing billions of posts per week, alerting you to a small number of concerning posts associated with your community for your team to assess and address.

Incorporate social media into your threat assessment process following existing policies and procedures.

You can verify how the system is being used by ensuring that the rules are applied to identify threats. You can show your community that you respect the rights to privacy and association by incorporating constraints that ensure your users aren't targeting individuals or groups, and prevent "fishing expeditions." We'll even provide you with an operating procedures guide.



How we do it

1



Access

Social Sentinel has approved access to over 1 billion public posts daily.

2



Process

We apply over 450,000 behavioral threat indicators from the Sentinel Search℠ Library.

3



Match

We map alerts to your team via our patent-pending RMap℠ matching process powered by your Local+℠ Lists.

4



Alert

You get an alert in near real-time and process it through your standard operating procedures.

Review an alert in 5 steps

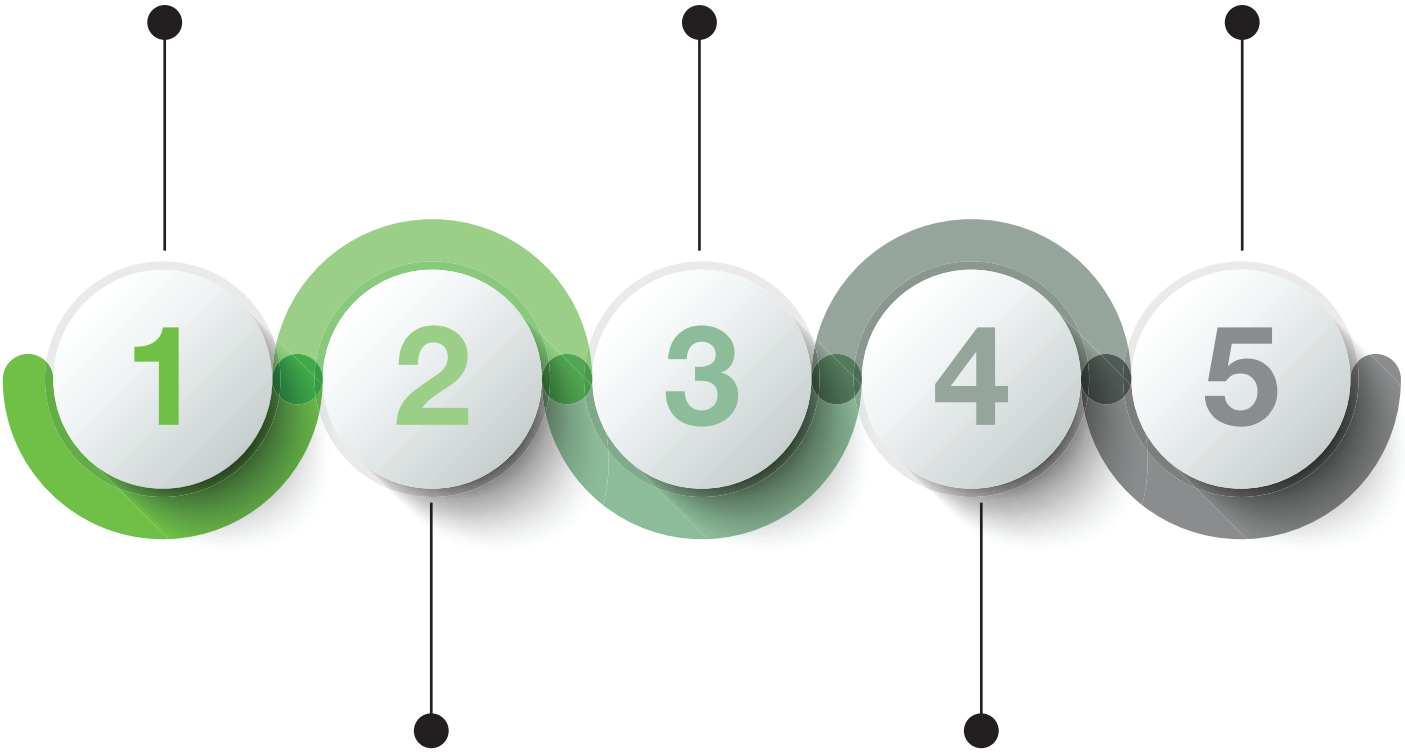
1 Receive alert
Client receives alert and begins to evaluate it.

2 View alert
Client clicks on the "View Post" alert and is taken to the author's social media account.

3 Review alert
Client reviews the alert in context, noting more information about the author as well as reviewing the author's post history.

4 Alert findings
Client decides if there is a need to take immediate action, no action, or if they need to look into the threat further.

5 Take action
Client follows the district's existing policies and procedures as they would with a tip received in any other manner.



Assessment time per alert: 3 to 15 Minutes*

**Assessment time ESTIMATED based on client feedback.*





Helping you create safer schools






Social Sentinel®

Get alerted to threats
shared on social media

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Social Sentinel FAQ

Why does Social Sentinel exist?

Safety is a human right, and our need to be connected is a human drive. The explosive proliferation of social media finds some users posting their harmful intentions—publicly—towards the people and places where we learn, work and play. Our service provides clients with insights into those public threats to help maintain the safety of their communities. We do this with a commitment to protect our collective (and constitutional) rights to: privacy, freedom of association, and freedom of speech; a commitment found in the DNA of the design and delivery of our service.

What is Social Sentinel?

For over three years the Social Sentinel® service (Social Sentinel) has provided near real-time awareness of possible safety/security threats made on public social media. We built our service to assess public social media across multiple platforms to detect potential acts of harm or threats relevant to our clients.

Such threats could range from mass shootings to destruction of your property. Social Sentinel's service is an important safety and security tool among many needed today to create awareness of possible tragedies, and to provide a window of time to assess and respond accordingly. We believe that early intervention is a critical step in preventing such tragedies from becoming a reality.

Who uses Social Sentinel?

Any organization that creates a gathering of people with the intent to learn, work, or have fun. For example: schools, colleges, universities, sports teams, arenas, festivals, convention centers, corporate campuses, theaters, and more.

How does Social Sentinel find threats?

We assess public posts for matches against our proprietary Sentinel Search℠ Library to determine if they contain the language of harm. This pre-populated collection of more than a half million behavioral threat indicators was developed by experts in mental health, public safety, security, linguistics and data science. The Library continually evolves and adapts to address changes in language and expression under the guidance of our Librarian, linguists and data science team.

How does Social Sentinel work?

Our system has four stages:

Access: Social Sentinel has authorized access to over one billion public social media posts daily.

Process: We scan for more than a half million behavioral threat indicators found in our Sentinel Search℠ library.

Match: We map alerts to your team via our proprietary matching processes powered by unique characteristics of your assets.

Alert: Get alerts in near real time and process them through your existing threat assessment protocols.

How are alerts shared with a client?

Alerts can be sent via text and/or email to our clients' users, and they can access alerts through our online application. The recipients and their preferred delivery methods can be updated at any time.

Does Social Sentinel see private posts?

No. we do not identify alerts from private posts. We have developed our industry-leading standard to protect constitutional rights while allowing for meaningful, preventive public safety action.

Is Social Sentinel a monitoring, surveillance or investigation tool?

No, and this is an important distinction. Aligning with our commitment to protecting constitutional rights, we developed Social Sentinel to be a threat alert service that provides information about imminent safety and security issues. Our solution is not built as an investigative tool, and cannot be used as such.

Does Social Sentinel violate an author's right to privacy?

No. We believe that privacy is a human right as much as a constitutional right. Our service accesses only public social media, which can be seen by anyone, anywhere, anytime. If the author's account is marked as private, or they use a closed social network, our service does not have access.

Access to data from social media partners: Social Sentinel accesses data from our social media partners through specific, approved uses cases and via permissions outlined in API Terms of Use. Social Sentinel does not use any of this data, including from Facebook and Instagram, for monitoring. For Instagram, use of the data is limited to public content that explicitly includes the client's named assets. For Facebook, use of data is limited to a client's public FB page and does not include other public social media content.

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