

**That's Not Cool Transcript CC**

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THIS IS A CLOSED CAPTIONING TEST.

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TEST:

TEST...

.  
HELLO, MY NAME IS JENNIFER ROSE AND I WOULD LIKE TO WELCOME YOU TO TODAY'S WEBINAR CALLED "THAT'S NOT COOL."

TODAY'S WEBINAR IS A PART OF AN ONGOING WEBINAR.

IT IS SPONSORED AND FUNDED BY THE CHILDHOOD INITIATIVE.

AFTER SIGNING UP FOR TODAY, YOU WILL RECEIVE ONGOING EMAILS NOTIFYING YOU OF UPCOMING WEBINARS.

IT WILL RUN UNTIL 3:00 ESTERN TIME.

YOU CAN REPORT TECHNICAL ISSUES USING THE CHAT SCREEN.

YOU WILL GET MORE INFORMATION ABOUT THE CHAT FEATURES WE HAVE ABOUT THIS WEBINAR.

BEFORE WE GET TO THAT, IT IS MY PLEASURE TO INTRODUCE TO YOU CARMEN SANTIAGO.

SHE'S RESPONSIBLE FOR OVERSEEING THE IMPLEMENTATION OF PREVENTION AND INTERVENTION, PROGRAMS IN SEVERAL STATES FUNDED THROUGH THE FORMULA GRANT.

SHE SERVES AS THE TEAM LEAD FOR THE CHILDHOOD INITIATIVE.

CARMEN, NOW I'LL HAND IT OVER TO YOU.

CARMEN?

CARMEN?

>> YOU KNOW WHAT, JENNIFER?

I THINK CARMEN MIGHT HAVE DIALED WITH A PARTICIPANT CODE.

CARMEN --

>> OH, SO SHE'S MUTED.

.  
[LAUGHTER]

I WILL HAVE TO UNMUTE EVERYBODY AND START OVER.

HOLD ON ONE SECOND.

>> GREAT.

>> CARMEN, HANG IN THERE.

WE'LL BE RIGHT WITH YOU.

>> CARMEN, TO UNMUTE YOUR LINE, PLEASE PRESS STAR 6.

>> CAN YOU HEAR ME NOW?

>> YES, WE CAN HEAR YOU.

>> OKAY.

THANK YOU.

>> SORRY ABOUT THAT.

>> NO PROBLEM.

GOOD AFTERNOON AND WELCOME TO TODAY'S WEBINAR.

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MY NAME IS CARMEN SANTIAGO.

WE HAVE DELIGHTED TO BE PARTNERING WITH "FUTURES WITHOUT VIOLENCE."

THIS INITIATIVE IS BEING SUPPORTED ACROSS MANY FEDERAL AGENCIES, AS YOU CAN SEE ON THE SLIDE.

AND WE ARE -- WE HAVE THREE MAIN GOALS.

TO PREVENT AND REDUCE CHILDREN'S EXPOSURE TO VIOLENCE.

TO MITIGATE HARMFUL EFFECTS OF VIOLENCE AND TO SPREAD KNOWLEDGE ACROSS THE COUNTRY ON HOW TO HELP.

DEFENDING CHILDHOOD HAS SEVERAL STRATEGIES AND COMPONENTS.

FIRST, THERE ARE SITES ACROSS THE COUNTRY, INCLUDING TWO TRIBAL SITES.

THEY ARE IMPLEMENTING TO MEET THE NEEDS OF CHILDREN AND YOUTH.

THERE'S ALSO A RESEARCH COMPONENT LEAD BY THE CENTER OF CORE INNOVATION.

IN 2012, THE ATTORNEY GENERAL RELEASED A TASK FORCE REPORT, OUTLINING RECOMMENDATIONS ON HOW WE SHOULD RESPONDS TO CHILDREN EXPOSED TO VIOLENCE.

A SECOND TASK FORCE WAS CREATED TO MAKE RECOMMENDATIONS FOR NATIVE AMERICANS AND ALASKAN NATIVE CHILDREN.

WE WANT TO ADVANCE OUR COLLECTIVE UNDERSTANDING ABOUT STRATEGIES THAT WORK.

SO, WE INVITE EACH OF YOU WHO ARE LISTENING TO THIS WEBINAR TODAY TO FIND WAYS WITHIN YOUR OWN COMMUNITIES TO PROTECT CHILDREN AND TO HELP THEM HEAL AND THRIVE.

I WOULD LIKE TO THANK THE SPEAKERS, ELEANOR AND YESENIA AND OUR HOST, "FUTURES WITHOUT VIOLENCE," AND YOU, OUR PARTICIPANTS, FOR JOINING US TODAY.

>> THANK YOU SO MUCH, CARMEN.

AND THANKS FOR BEING WITH US AND ALL YOUR SUPPORT FOR THIS REALLY IMPORTANT. I'M GOING TO HAND IT BACK TO MIE TO LET US KNOW ABOUT THE TECHNOLOGY FEATURES.

>> THANK YOU, JENNIFER.

CAN YOU HEAR ME?

>> YEP.

>> OKAY, GREAT.

HI, EVERYBODY, MY NAME IS MIE FUKUDA AND I'M A PROGRAM SPECIALIST.

I WANT TO THANK YOU ALL AGAIN FOR JOINING US.

WE'RE EXPERIENCEING A LITTLE BIT OF TECHNICAL PROBLEMS.

IT MIGHT JUST BE ON MY END.

IF YOU HAVE QUESTIONS FOR ME, PLEASE TYPE IT IN THE CHAT BOX AND I'LL TRY TO GET BACK TO YOU AS SOON AS POSSIBLE.

BUT, BEFORE WE START THE PRESENTATION, I WANTED TO GO OVER A LITTLE BIT OF THE TECH INFORMATION.

YOU CAN LISTEN TO THE PRESENTATION ON YOUR PHONE OR OVER YOUR COMPUTER SPEAKERS.

IF YOU WISH TO JOIN US THROUGH THE PHONE, DIAL 1-866-647-3411.

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AND THE PARTICIPANT POINT PASSCODE IS LISTED.  
DIAL STAR 6 WHEN YOU DIAL IN TO LIMIT BACKGROUND NOISE.  
YOU WILL SEE A CLOSE CAPTIONING POD ON THE BOTTOM OF YOUR SCREEN.  
YOU ARE ABLE TO SCROLL UP AND DOWN IN THE BOX, BUT PLEASE NOTE THAT WHEN YOU MANUALLY SCROLL THROUGH THE TEXT, THE AUTO-SCROLL FEATURE WILL BE DISABLED.  
CLICK ON THE AUTO-SCROLL BOX ON THE UPPER RIGHT-HAND CORNER OF THE CAPTIONING BOX.  
AT THE END OF THE PRESENTATION, WE HAVE A DEDICATED -- A FEW MINUTES FOR QUESTIONS AND ANSWERS.  
WE WILL BE TAKING BREAKS TO TAKE ANY QUESTIONS.  
SO, PLEASE TYPE IN YOUR QUESTIONS AS THEY COME INTO THE CHAT BOX, WHICH IS AT THE RIGHT-HAND SIDE OF YOUR SCREEN.  
WE'LL DO OUR VERY BEST TO ANSWER ALL OF THE QUESTIONS BY THE END OF THE PRESENTATION.  
FOR TECHNICAL SUPPORT, AS I HAVE MENTIONED BEFORE, PLEASE SEND ME A PRIVATE CHAT MESSAGE BY CLICKING ON THE RIGHT-HAND --  
RIGHT UPPER CORNER OF THE CHAT BOX, THERE'S A DROP-DOWN MENU, YOU CAN CHOOSE THE, START CHAT WITH HOST, AND I'LL GET YOUR QUESTIONS.  
I'LL INCLUDE INFORMATION IN THE CHAT BOX, AS WELL.  
AT THE END OF THE WEBINAR, YOU'LL BE PROMPTED TO ANSWER A SHORT SURVEY.  
YOUR FEEDBACK IS VERY, VERY IMPORTANT TO US.  
AND ALSO, JUST TO LET EVERYBODY KNOW, A RECORDING OF TODAY'S WEBINAR AND A PDF WILL BE AVAILABLE AFTER THE PRESENTATION.  
WE HOPE YOU ENJOY IT.  
BACK TO YOU, JENNIFER.  
>> GREAT, THANKS SO MUCH, MIE.  
ALL RIGHT, LET'S GET STARTED.  
SO, IN HONOR OF TEEN DATING VIOLENCE AWARENESS MONTHS, WE THOUGHT IT WAS THE PERFECT TIME TO SHOW YOU THE "FUTURES WITHOUT VIOLENCE."  
I WOULD LIKE TO INTRODUCE MY COLLEAGUES, WHO ARE GOING TO SHARE WITH YOU SOME OF THE NEW UPDATES AND THINGS THAT THEY'VE BEEN WORKING ON.  
FIRST, I'D LIKE TO INTRODUCE TO YOU ELEANOR DAVIS.  
SHE'S A YOUTH ADVOCATE, ACTIVIST AND ARTIST.  
SHE GRADUATED WITH A BACHELORS IN SOCIALIOLOGY AND THEATER.  
SHE IS THE FOUNDER OF THE FIRST FLOOR THEATER IN CHICAGO.  
SHE CARRIES WORK WITH HER NOW INTO THE VIOLENCE PREVENTION MOVEMENT.  
ELEANOR WORKS ON NATIONAL PROGRAMS AND CAMPAIGNS AROUND, HEALTH, ABUSE AND RELATIONSHIPS.  
ELEANOR DEVELOPS DIGITAL TOOLS AND PROMOTES HEALTHY RELATIONSHIP SKILLS.  
SHE BELIEVES IN CREATING SOCIAL CHANGE AND DEVELOPING YOUTH LEADERSHIP.  
I'D ALSO LIKE TO INTRODUCE YESENIA GORBEA.  
YESENIA WORKS ON DEVELOPING CAMPAIGNS THAT ENGAGE A VARIETY OF AUDIENCES.

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YESENIA'S EXPERTISE LIES IN CAMPAIGN MESSAGES AND MOMENTUM INTO SOCIAL NORM CHANGE.

SHE WORKED AT THE NEW YORK CITY ANTI-VIOLENCE PROJECT, WHERE SHE PROVIDED CRISIS INTERVENTION COUNSELING AND SERVICES TO LBGT SURVIVORS OF VIOLENCE.

SHE HAS DONE SOCIAL WORK IN NEW YORK.

IT IS MY PLEASURE TO HAND IT OVER TO ELEANOR AND YESENIA.

>> HELLO, EVERYONE, AND WELCOME TO THE THAT'S NOT COOL WEBINAR.

THANK YOU, EVERYONE FOR BEING HERE.

WE'RE SO EXCITED TO TELL YOU ALL MORE ABOUT THE PROGRAMMING WE'VE BEEN WORKING ON AND NEW DEVELOPMENTS WE HAVE MADE WITHIN THE PROGRAM.

I THINK, FIRST OFF, YOU KNOW, "THAT'S NOT COOL" IS A PROGRAM OUT OF "FUTURES WITHOUT VIOLENCE" AND WE WORK WITH HIGHLY-AGED YOUTH ON TEEN DATING ABUSE PREVENTION SO I'M REALLY CURIOUS, SINCE THIS IS GOING TO BE A WEBINAR ON WORKING WITH YOUNG PEOPLE AND THE DIGITAL AGE AND TECHNOLOGY, WE'RE KIND OF CURIOUS -- WE SEE THAT YOU'VE ALL BEEN INTRODUCING YOURSELVES, WHICH IS AMAZING.

WE'RE CURIOUS ABOUT THE CONTEXT IN WHICH YOU ARE WORKING WITH PEOPLE.

IT WOULD BE GREAT IF YOU COULD WRITE ON THE SIDE, WHEN YOU HAVE A MOMENT, HOW YOU WORK WITH YOUTH.

ARE YOU WORKING WITH YOUTH DIRECTLY?

ARE YOU PRIMARILY IN MARKETING TOWARDS THEM OR WORKING WITH THEM ON SOCIAL MEDIA?

HOW ARE YOU ENGAGING WITH YOUTH IN YOUR WORK?

SO, AS THAT GOES, I'LL INTRODUCE THE OUTLINE.

WE'RE GOING TO GO THROUGH AND GIVE YOU AN INTRODUCTION TO "THAT'S NOT COOL" AND SOME OF THE TRANSITIONS THAT THE PROGRAM HAS MADE IN RECENT-MONTHS AND YEARS.

AROUND NEW TOOLS AND STRATEGIES WE'VE BEEN USING TO ENGAGE YOUNG PEOPLE AROUND TEEN DATING ABUSE PREVENTION AND WE'RE GOING TO GO THROUGH OUR STRATEGIES FOR ORGANIZING YOUNG PEOPLE ONLINE, SOCIAL MEDIA ACTIVATION AND WE'RE GOING TO TALK ABOUT CREATING NEW ENGAGING TOOLS AND USING PLATFORMS TO USE AND WE'LL TALK ABOUT ONLINE COMMUNITIES.

THEN, WE'RE ALSO GOING TO TALK ABOUT OUR PHILOSOPHY AROUND YOUTH-DRIVEN WORK.

WE'RE GOING TO TALK ABOUT A COUPLE OF PROJECTS WE WORK ON AND AN EVENT THAT WE PUT ON THAT WAS A "THAT'S NOT COOL" SUMMIT, EXAMPLES THAT WE STRIVE TO MAKE ALL OF OUR WORK DRIVEN BY THE YOUTHS WE WORK FOR.

SO, WHY DO PREVENTION ONLINE?

AT THIS POINT, I'M SURE THAT WE'RE ALL WELL-AWARE THAT THE INTERNET IS A, YOU KNOW, BIG PHENOMENON.

YOU KNOW, NEARLY 3/4 OF TEENS HAVE OR HAVE ACCESS TO A SMARTPHONE, I'M SURE ADULTS, YOU SEE THIS ALL THE TIME.

VERY, VERY COMMON.

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AND WE ALSO KNOW AT "THAT'S NOT COOL," THAT WHILE TECHNOLOGY HAS SORT OF GREAT THINGS THAT IT OFFERS AND, YOU KNOW, WONDERFUL INSITES INTO COMMUNICATION AND HAS ALLOWED US TO COMMUNICATE WITH PEOPLE ACROSS THE GLOBAL, IT PRESENTS CHALLENGES THAT ALLOW ABUSIVE BEHAVIORS.

TECHNOLOGY HELPS US AND IT CAN ALSO HURT US IN A LOT OF WAYS.

SO, "THAT'S NOT COOL" HAS BEEN A PROGRAM THAT FOCUSES ON DIGITAL DATING ABUSE.

WE PROVIDE YOUTH AND ADULT ALLIES WITH THE TOOLS TO PREVENT AND IDENTIFY TEEN DATING VIOLENCE IN THE DIGITAL PHASE.

WE'RE RAISING AWARE AWARENESS ABOUT POWER, PRESSURE AND CONTROL AND HOW TECHNOLOGY DOES THAT.

WE TALK ABOUT TEXTURAL HARASSMENT, OVERTEXTING, OVERCALLING, A LOT.

WE TALK ABOUT PRESSURE TO SHARE EMBARRASSING OR NUDE OR PRIVATE VIDEOS OR PHOTOS.

WE TALK ABOUT CYBER BULLYING, ALL SORTS OF STUFF.

SO WE DRAW ATTENTION TO THOSE BEHAVIORS.

AND OUR TARGET AUDIENCE IS REALLY 13 TO 18.

WE FOCUS ON HIGH SCHOOL STUDENTS.

THE REASON WHY THAT AGE GROUP IS SO IMPORTANT TO US IS BECAUSE THEY ARE STARTING TO EXPLORE RELATIONSHIPS AND THEY'RE STARTING TO THINK ABOUT, CRITICALLY, YOU KNOW, WHAT DO I WANT RELATIONSHIPS TO BE LIKE?

WHAT BEHAVIORS ARE OKAY WITH ME?

WHAT BEHAVIORS ARE MAYBE NOT OKAY OKAY WITH ME?

THAT'S THE POINT WHERE WE REALLY WANT TO START TALKING TO THEM ABOUT WHAT'S HEALTHY AND WHAT'S NOT HEALTHY.

SO, WHAT'S UP WITH "THAT'S NOT COOL"?

WE STARTED IN 2009 AS SORT OF A VERY BROAD-REACHING PSA CAMPAIGN.

WE HAVE A WEBSITE WE WORK ON.

WE HAD DIFFERENT TOOLS THAT WE PROMOTED TO REALLY JUST SORT OF RAISE AWARENESS ABOUT DIGITAL AWARENESS ABUSE.

AND THINKING ABOUT HEALTHY AND UNHEALTHY RELATIONSHIP BEHAVIORS.

IN THE PAST YEAR, IT HAS MATURED INTO A COMMUNITY OF ADULT LEADERS AND ALLIES. WE HAVE MAINTAINED A BROADNESS AND GONE DEEP IN TERMS OF REALLY ALLOWING THE PROGRAM TO -- SORT OF ALLOWING YOUNG PEOPLE TO LEARN ORGANIZING SKILLS AND ENGAGE MORE DEEPLY WITH THE CONTENT AND THE MESSAGING AND START, YOU KNOW, LEARNING SKILLS THAT THEY CAN ORGANIZE THEIR PEERS AND THROW EVENTS ON THEIR OWN AND RAISE AWARENESS IN THEIR OWN COMMUNITIES AND WORKING WITH ADULT ALLIES TO WORK BETTER WITH THE YOUTH THEY KNOW.

REALLY SORT OF GROWING UP, MATURING INTO A COMMUNITY.

NOT JUST GOING BROAD, BUT GOING DEEP.

WHAT THAT MEANS IS WE'VE REALLY REVAMPED AND RELAUNCHED A LOT OF THE TOOLS. WE HAVE REDONE OUR WEBSITE AND WE HAVE NEW MOBILE APPLICATIONS THAT WE HAVE.

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WE LAUNCHED AND RELAUNCHED THE AMBASSADOR PROGRAMS.

WE HAVE OVER 800 AMBASSADORS.

WE HAVE A WHOLE NEW SECTIONS THAT ARE TOOLS FOR ADULT ALLIES USED TO ORGANIZE, TEACH AND LEARN.

WE'VE FOCUSED REALLY HARD ON OPTIMIZING OUR SOCIAL MEDIA TO REALLY GET THE MESSAGE OUT THERE.

WE THROW OUR FIRST-EVER YOUTH SUMMIT EVER, WHICH BROUGHT TOGETHER IN ONE PLACE TO REALLY START GOING DEEP ON THIS ISSUE TO TALK ABOUT HOW TO REALLY MAKE CHANGE ON THIS ISSUE.

SO, WE TEASED OUR NEW WEBSITE A LITTLE BIT.

HERE IS OUR HOMEPAGE.

RIGHT NOW, WE HAVE A PANEL THAT'S SPECIFIC TO TEEN DATING VIOLENCE AWARENESS MONTH.

THIS IS WHAT IT LOOKS LIKE.

IT'S BRAND NEW.

WE ENCOURAGE YOU ALL TO CHECK IT OUT.

IT'S BEAUTIFUL, WE'RE SO PROUD.

THERE'S TONS OF RESOURCES AVAILABLE FOR YOUNG PEOPLE WHO REALLY WANT TO EDUCATE THEMSELVES AND FOR ADULTS WHO WORK WITH YOUNG PEOPLE AND WANT TO MAKE A DIFFERENCE, AS WELL.

NOW, I'M GOING TO PASS IT OVER TO YESENIA AND SHE'S GOING TO TAKE US INTO SOME OF THE THINGS WE DO AT "THAT'S NOT COOL."

>> THANK YOU SO MUCH, ELEANOR.

I THINK ONE OF THE MAIN THINGS -- THE MAJOR SHIFTS THAT WE'RE MAKING, NOT JUST A PROGRAM, IS THAT REALLY SEEING "THAT'S NOT COOL" SHIFT INTO A HUB OF TRAINING AND TECHNICAL ASSISTANCE BOTH FOR BOTH YOUTH AND ADULT ALLIES AND YOUTH THAT WANT TO BE LEADERS AND ORGANIZERS.

THE REASON WE TOOK THAT APPROACH IS THAT WE REALIZED AFTER AWHILE, WHAT WE HAVE BUILT IN TERMS OF A COMMUNITY ONLINE ARE PEOPLE WHO WANT TO BE ACTIVATED TO DO THIS WORK.

THEY WERE LOOKING FOR THE RIGHT TOOLS, THE TRAINING ON HOW TO BE AN ORGANIZER AND HOW TO DO PREVENTION WORK.

THEY WANTED TO BE PEER EDUCATORS.

A LOT OF YOU, I'VE NOTICED IN THE CHAT BOX, YOU DO A LOT OF STUDENT LEADERSHIP PROGRAMS AND WORK INSIDE THE HIGH SCHOOLS AND IMPLEMENTING DIFFERENT CURRICULA AND EDUCATION AND SOME OF YOU, IT SEEMS LIKE YOU'RE ON THE INTERVENTION SPECTRUM AND YOU TALK ABOUT HOW YOU WORK WITH SURVIVORS OF VIOLENCE.

WHAT'S AMAZING ABOUT WORKING WITH YOUNG PEOPLE, ESPECIALLY IF YOU'RE TALKING ABOUT YOUNG PEOPLE WHO ARE SURVIVORS OF VIOLENCE, ASSUMING YOU'RE ABLE TO DO THE PREVENTION, A LOT OF THEM ARE MOTIVATED TO GIVE BACK TO THE FIELD AND TO BECOME ADVOCATES IN THIS WORLD, AS WELL.

IT'S A MATTER OF FIGURING OUT HOW TO DO THAT AND HARNESS THE POWER OF THE

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YOUNG PEOPLE WHO ARE EAGER TO BE A PART OF THIS CONVERSATION.  
ESPECIALLY IN SERVING THEM THE BEST WAY TO BE DRIVEN BY OUR WORK.  
WHAT THAT HAS BROUGHT US TO, ESPECIALLY BECAUSE WE'RE WORKING ON A  
NATIONAL SCALE, WE KNOW THAT ONLINE YOUTH ORGANIZING IS ONE OF THE BEST  
WAYS TO GATHERING YOUNG PEOPLE.  
YOUNG PEOPLE ARE ONLINE ALL OF THE TIME AND FOR THE MOST PART, WE'RE LOOKING  
AT -- I THINK THE CHART SAID ABOUT 56% OF YOUNG PEOPLE ARE ONLINE DAILY AND  
ABOUT 24% OF THEM ARE ONLINE ALMOST CONSTANTLY WHICH MEANS THAT THEIR  
LIVES -- THEY'RE TIED TO THEIR DIGITAL SELVES AND THEIR DIGITAL PERSONAS.  
BRINGING THEM ON AN ONLINE PLATFORM IS A WAY TO KEEP THEM INVOLVED.  
WE'LL TALK ABOUT THREE, I GUESS, ASPECTS OF ONLINE YOUTH ORGANIZATION.  
FIRST IS SOCIAL MEDIA ACTIVATION.  
WE'RE GOING TO BASICALLY BEING USING "THAT'S NOT COOL" AS A CASE STUDY.  
WE'RE GOING TO TALK ABOUT THE WORK WE'VE DONE WITH ONLINE YOUTH ORGANIZING  
AND HOPEFULLY THAT WILL HELP INFORM THE WORK YOU COULD POTENTIALLY DO.  
WE HOPE TO OPEN IT UP FOR QUESTIONS AND HOPE TO TELL YOU HOW YOU CAN  
INTEGRATE ONLINE ORGANIZATION AND SOCIAL MEDIA.  
WE'RE GOING TO START WITH SOCIAL MEDIA ACTIVATION AND WE'LL TALK ABOUT HOW  
TO CREATE MEETING TOOLS OR GIVE YOU TIPS AND TRICKS FOR IF YOU'RE CREATING AN  
ENGAGING ONLINE TOOL, WHAT ARE THE BEST PRACTICES OUT THERE AND ONLINE  
COMMUNITY MANAGEMENT, WHICH IS -- IT'S A LITTLE BIT LIKE SOCIAL MEDIA ACTIVATION.  
SOCIAL MEDIA ACTIVATION ASSUMES YOU ARE ACTIVATING A BROAD RANGE OF FOLKS.  
ONLINE COMMUNITY MANAGEMENT ASSUMES YOU HAVE A SPECIFIC COMMUNITY OF  
FOLKS YOU'RE TRYING TO ACTIVATE ON A REGULARLY BASIS RATHER THAN A GENERAL  
TARGET AUDIENCE.  
STARTING WITH SOCIAL MEDIA ACTIVATION.  
BECAUSE WE'RE USING "THAT'S NOT COOL," YOU'LL SEE HERE IN OUR CHART ALL THE  
DIFFERENT WAYS IN WHICH WE ENGAGE ONLINE WITH "THAT'S NOT COOL."  
YOU'LL NOTICE IN THE TOP BOX IS ALL THE SOCIAL MEDIA PLATFORMS WE'RE ON.  
ALL OF THESE ARE CRITICAL BECAUSE YOUNG PEOPLE AREN'T JUST IN ONE PLACE,  
THERE'S A LOT OF INFORMATION OUT THERE THAT SAYS, THEY'RE ALL ON FACEBOOK  
AND THEY'RE ALL ON INSTAGRAM.  
THEY'RE A LITTLE BIT OF EVERYWHERE.  
YOUNG PEOPLE GRAVITATE, GENERALLY-SPEAKING, TO VERY VISUAL CONTENTS.  
SO FOR THE MOST PART, YOU'RE GOING TO SEE A HUGE NUMBER OF YOUNG PEOPLE,  
ESPECIALLY IN THE 13 TO 18 CATEGORY ON INSTAGRAM.  
FOR THE MOST PART, YOU'RE GOING TO SEE VERY VISUAL FOCUS WORK.  
ON TOP OF THAT, THERE ARE FEW ORGANIZATIONS OUT THERE -- THERE ARE FEW  
ORGANIZATIONS THAT CAMPAIGN THAT TRY TO INTEGRATE THE YOUTH OF --  
APPLICATION GENERALLY ON YOUR PHONE TO ALSO HAVE SOME MORE PREVENTION.  
NOT JUST "THAT'S NOT COOL," BUT PLANNED PARENTHOOD DO THIS.  
YOU DOWNLOAD THE APP FROM YOUR PHONE, RATHER THAN GOING THROUGH YOUR  
BROWSER TO A WEBSITE.

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SO THE APPLICATION GUIDES YOU THROUGH A PROCESS.  
FOR EXAMPLE, "THAT'S NOT COOL" HAS PARTNERED WITH KICK.  
SOME OF YOU MAY OR MAY NOT HAVE HEARD OF KICK.  
IT IS ESSENTIALLY A MESSAGING APP THAT YOUNG PEOPLE USE AND ACTUALLY IT'S ONE OF THE MOST POPULAR MESSAGES APPS.  
RIGHT ON PAR WITH SNAPCHAT IN TERMS OF NUMBERS OF USERS.  
THEY USE IT TO MESSAGE ONE ANOTHER.  
THEY ALSO USE IT TO CONNECT AND GO INTO NOT NECESSARILY CHATROOMS, BUT TO CHAT WITH A NUMBER OF CAMPAIGNS ON THERE.  
SO WE ACTUALLY DID A CAMPAIGN, WHICH ELEANOR IS GOING TO TALK ABOUT LATER.  
ONE OF THE COOL THINGS ABOUT KICK IS IF YOU HAVE A CAMPAIGN ON THERE, YOU CAN ALSO CREATE KIND OF LIKE A -- A CHAT TEMPLATE SO THAT THE YOUNG PEOPLE CAN CHAT BACK AND FORTH WITH YOU ABOUT DIFFERENT ISSUES ABOUT HAVING HEALTHY RELATIONSHIPS AND DATING.  
WE CREATED THIS CHAT SO PEOPLE CAN ASK US ABOUT THEIR RELATIONSHIP QUESTIONS AND IT GUIDES THEM BACK TO RESOURCES THAT CAN SUPPORT THAT HELP, SUPPORT THOSE YOUNG PEOPLE.  
WHEN WE'RE TALKING ABOUT RELATIONSHIPS, WE HAVE TO HAVE THE SAFETY PLANNING MEASURES AND CRISIS.  
WE HAVE PUT THAT INTO THE KICK TEMPLATE CHAT.  
WHENEVER SOMEBODY ASKS FOR HELP, WE GIVE THEM THE HOTLINE.  
THERE ARE COOL, INNOVATIVE WAYS TO INITIATIVE THESE APPS.  
FEEL FREE TO REACH OUT TO US, WE HAVE TIPS AND BEST PRACTICES ON HOW TO DO THAT.  
OUR RESPECT EFFECT APP ARE PART OF OUR DATING TOOL SECTION SO I'M GOING TO LEAVE THAT FOR YOU GUYS.  
IN TERMS OF SOCIAL MEDIA ACTIVATION, WE KNOW WE NEED TO ACTIVATE YOUNG PEOPLE ONLINE THROUGH SOCIAL MEDIA AND A LOT OF TIMES WHEN YOU'RE IN THAT SPACE, NOT ONLY DO YOU WANT A VARIETY OF CONTENT, BUT YOU WANT A VOICE.  
WE HAVE A VOICE THAT SPEAKS TO OUR AUDIENCE THAT'S FAMILIAR.  
IT MEANS TRYING TO DETERMINE WHAT KIND OF ROLE DO YOU WANT TO PLAY AS A PREVENTION ORGANIZATION OR AN OUTREACH ORGANIZATION.  
ARE YOU ONLINE BECAUSE YOU WANT TO DO PREVENTION EDUCATION?  
OR ARE YOU ONLINE BECAUSE YOU WANT TO PROVIDE INTERVENTION?  
DEPENDING ON THE GOAL AND ROLE YOU'RE PLAYING ONLINE, YOU CAN DETERMINE WHAT THE VOICE IS, THE CONSTANT VOICE THAT YOU'LL HAVE ONLINE.  
SOME OF THE FUN THINGS YOU CAN DO ON SOCIAL MEDIA -- WE'RE GOING TO SHOW YOU IN A SECOND --  
LET ME GO TO THE NEXT SLIDE AND GIVE YOU AN EXAMPLE.  
YOU CAN SEE THE EXAMPLE OF A CREATIVE WAY TO GET YOUNG PEOPLE ACTIVATED ONLINE.  
IT'S KIND OF HARD TO SEE HERE, WE HAVE TWO FACEBOOK POSTS.  
SO, THOSE GO HAND-IN-HAND WITH THE ONLINE COMMUNITY MANAGEMENT.



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WE'RE LUCKY ENOUGH HERE THAT WE HAVE OUR "THAT'S NOT COOL" SOCIAL MEDIA COMMUNITY AND OUR AMBASSADOR COMMUNITY MANAGER, WHO IS SITTING HERE WITH US.

SHE MANAGES OUR COMMUNITY OF YOUNG PEOPLE.

ONE OF THE COOL THINGS WE DO IS WE HAVE MONTHLY MISSIONS OR KIND OF ACTIVITIES THAT WE TRY TO ACTIVATE YOUNG PEOPLE ON, ON A REGULAR BASIS.

WE DID A POP CULTURE CALL-OUT.

A LOT OF PEOPLE, YOU HAVE TO WORK WITHIN THEIR WORLD, RIGHT.

WE HAVE TO TALK ABOUT THINGS THAT ARE RELEVANT TO THEM, OFTEN TALKING ABOUT POP CULTURE OR MUSIC OR ART.

IT'S A REALLY ENGAGING WAY TO PULL YOUNG PEOPLE IN AND HAVE A CONVERSATION WITH THEM IN A WAY THAT MAKES SENSE TO THEM.

WE ASKED THEM, ON FACEBOOK, ONE MONTH, TO GIVE US EXAMPLES OF HEALTHY OR UNHEALTHY RELATIONSHIPS THAT THEY'VE SEEN EITHER IN MUSIC OR ON THEIR, YOU KNOW, THE SHOWS THAT THEY WATCH.

WE GOT A LOT OF FOLKS ENGAGING.

THEY SENT US SONGS.

THEY SENT US TV SHOWS.

THEY TALKED ABOUT WHY THEY THOUGHT SOMETHING WAS A HEALTHY RELATIONSHIP AND WHY IT WAS AN UNHEALTHY RELATIONSHIP AND A VERY RICH DISCUSSION EMERGED FROM THAT.

SO THAT'S A WAY TO KIND OF PAVE THE WORK THAT YOU PROBABLY DO, IN PERSON.

SO ALL OF THIS IS NOT NECESSARILY NEW TO YOU, IT'S JUST TRANSFERRING ALL THOSE SKILLS AND CONVERSATIONS YOU WOULD HAVE IN YOUTHS AND SCHOOLS AND PUTTING THEM ON A FACEBOOK PLATFORM.

>> WE'RE GOING TO TRANSITION A LITTLE BIT FROM TALKING ABOUT TALKING TO SOCIAL MEDIA EXPLICITLY TO TALKING ABOUT THESE TOOLS THAT YESENIA WAS TALKING ABOUT, LIKE KICK AND OTHER THINGS WE DEVELOPED TO ENGAGE AND TEACH YOUNG PEOPLE. WHAT ARE BEST PRACTICES OR THINGS WE HAVE LEARNED ABOUT THOSE TOOLS AND WHAT MAKES THEM SUCCESSFUL?

SO, THE FIRST THING IS, SOCIAL FEEDS AND SHAREABLE USER GENERATED CONTENT ARE KEY.

THAT MEANS BEING ABLE TO HAVE A PLATFORM WHERE USERS CAN SHARE THINGS THEY HAVE MADE OR CREATED OR WANT TO SAY.

GOOD EXAMPLES ARE TWITTER, IN INSTAGRAM AND FACEBOOK.

VERY, VERY POPULAR, VERY IMPORTANT FOR USERS TO FEEL LIKE THEY HAVE A VOICE IN THE EXPERIENCE.

THAT IT'S NOT JUST YOU TALKING AT THEM.

VISUALLY DRIVEN.

THERE'S A REASON WHY INSTAGRAM IS SO POPULAR RIGHT NOW.

FACEBOOK IS PROMOTING VIDEOS RIGHT NOW.

VISUALLY-DRIVEN CONTENT IS WHAT A LOT OF USERS ARE MIGRATING TOWARDS IN TERMS OF WHAT THEY'RE INTERESTED IN SEEING.

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MESSAGES APPS ARE VERY IMPORTANT.

IT IS IMPORTANT THAT USERS HAVE THE ABILITY TO COMMUNICATE WITH EACH OTHER. GAMES.

GAMEIFICATION IS NOTHING NEW.

WE ALL KNOW THAT THAT'S A SUCCESSFUL WAY TO ENGAGE PEOPLE, PARTICULARLY YOUNG PEOPLE.

THE MORE YOU CAN ASSIGN POINTS TO USERS OR HAVE A JOURNEY, IT'S GOING TO MAKE THE EXPERIENCE MORE FUN AND ENGAGING.

STORYTELLING AND NARRATIVE, WE'LL TALK MORE ABOUT THIS WITH OUR TOOL.

A VERY, VERY IMPORTANT AND EASY WAY TO REALLY ENGAGE USERS IN SORT OF WHAT YOU'RE TALKING ABOUT, IS TO TELL A STORY.

SO, THE FIRST EXAMPLE OF A TOOL THAT USES ALL THOSE THINGS IS THE RESPECT EFFECT.

THIS IS A NATIVE ACT WE'VE BEEN DEVELOPING AT "THAT'S NOT COOL" FOR AWHILE.

IT HAS NOT LAUNCHED YET, BUT IT WILL SO KEEP YOUR EYES AND EARS PELED.

IT WILL LAUNCH AROUND PROM SEASON.

IT'S AN ONGOING COMMUNITY ENGAGEMENT TOOL.

YOU CAN DOWNLOAD IT FROM GOOGLE PLAY AND THE APPLE STORE.

IT'S A HEALTHY RELATIONSHIP SKILL-BUILDING APP.

IT ALLOWS YOU TO LEARN AND PRACTICE SKILLS THAT WILL ALLOW THEM TO HAVE HEALTHY RELATIONSHIPS IN THEIR FUTURE AND IT'S GAMEIFIED, ON A POINT SYSTEM AND A CHALLENGE-BASED TOOL.

SO THE OBJECTIVE -- I SEE SOMEONE WHO CAN'T WAIT FOR THE APP TO BE LAUNCHED. ME, EITHER.

WE KNOW THAT THERE'S A LOT OF NEGATIVE STUFF ONLINE, BUT WE ALSO KNOW THERE'S A LOT OF POSITIVE STUFF ONLINE SO WHAT WE REALLY WANT TO DO IS RECLAIM THE POSITIVE ENERGY OF THE DIGITAL STATE AND HIGHLIGHT ALL THE AWESOME STUFF THAT'S HAPPENING THERE, ALL THE COMPLIMENTS AND RESPECT AND ALL THE HEALTHY RELATIONSHIP STUFF.

WE WANTED TO HIGHLIGHT AND AMPLIFY THOSE ACTIONS AND WE WANTED TO MAKE RESPECT COOL.

WE DID A LOT OF SORT OF MARKET RESEARCH, YOU COULD CALL IT THAT, THAT I'LL TALK ABOUT A LITTLE LATER.

AND WE REALLY HEARD FROM YOUNG PEOPLE THAT, YOU KNOW, RESPECT IS AND CAN BE COOL AND WE REALLY WANTED TO CREATE A TOOL THAT WE FELT REALLY EMBODIED THAT.

THIS IS A REALLY IMPORTANT ONE, TO DEFINE HEALTHY RELATIONSHIP SKILLS.

THAT WAS SOMETHING THAT WE FOUND A LOT IN OUR WORK WITH "THAT'S NOT COOL."

"THAT'S NOT COOL" DOES A REALLY GOOD JOB ABOUT DEFINING WHAT'S NOT COOL, WHAT BEHAVIORS WE DON'T WANT TO SEE.

WE FELT IT WAS IMPORTANT TO PROVIDE A TOOL ABOUT WHAT DO WE WANT TO SEE?

WHAT ARE HEALTHY RELATIONSHIPS?

WHAT IS A HEALTHY RELATIONSHIP?

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WHAT DOES IT LOOK LIKE?

WHAT DOES IT FEEL LIKE?

WHAT SKILLS DO YOU NEED TO PRACTICE AND LEARN SO YOU CAN HAVE HEALTHY RELATIONSHIPS IN YOUR LIFE?

LASTLY OF COURSE, WE WANTED TO BUILD TEEN LEADERSHIP.

WE WANTED TO HONOR THEM AS THE CONTENTS EXPERTS ON THIS TOPIC.

SO, REALLY WHAT IT DOES, REALLY BRIEFLY, I WON'T GO SUPER IN-DEPTH BECAUSE YOU CAN DOWNLOAD THE APP WHEN IT GOES LIVE IN THE SPRING.

IT IS A CHALLENGE APP.

EVERY DAY, A NEW CHALLENGE COMES TO THE TOP AND EACH CHALLENGE, A USER CAN COMPLETE BY TAKING A VIDEO, TAKING A PHOTO OR CHOOSING A PHOTO FROM THEIR PHONE AND TALKING ABOUT WHAT THEY DID.

THIS EXAMPLE IS TAKE 30 MINUTES TO YOURSELF TO DO YOUR FAVORITE THING TODAY, THAT IS A CHALLENGE.

THEY COMPLETE THE CHALLENGE, THEY TAKE A PHOTO AND YOU GET POINTS.

YOU CAN'T REALLY SEE THAT COPY.

IT SAYS, NICE, THAT'S FIVE POINTS.

THE USER IS BEING TOLD WHAT SKILL THEY WORKED ON.

SO, THEY'RE BEING TOLD, YOU COMPLETED A SELF-CARE SKILL AND HERE'S HOW SELF-CARE SKILLS ARE GOING TO LEAD TO HEALTHY RELATIONSHIPS.

WE'RE REALLY EXPLICIT ABOUT WHAT WE'RE WORKING ON HERE, WHICH IS HEALTHY RELATIONSHIP SKILLS.

AND THIS IS AN EXAMPLE, TOO, THIS TEXT, APOLOGIES, IT MIGHT BE A LITTLE SMALL.

IT IS SHOWING HOW WE GOT TO THOSE CHALLENGES FROM THOSE HEALTHY RELATIONSHIP SKILLS.

WE DID A LOT OF RESEARCH AND LANDSCAPE ANALYSIS OF HEALTHY RELATIONSHIP CURRICULA AND NARROWED IT DOWN TO SETTING BOUNDARIES FOR YOURSELF IS AN EXAMPLE.

HIGHER SELF-CONFIDENCE.

A LOT OF PROTECTIVE FACTORS, KNOWING WHO TO GO TO FOR HELP IF SOMEONE DOES HAPPEN IS A SKILL.

THE ABILITY TO GIVE COMPLIMENTS OR ACKNOWLEDGE IS A SKILL.

WE WORKED WITH YOUNG PEOPLE, WHICH I'LL TALK A LITTLE BIT LATER, TO TURN THOSE SKILLS INTO CHALLENGES.

AN EXAMPLE OF A CHALLENGE THAT HELPS PEOPLE SET BOUNDARIES IS, IT'S OKAY FOR YOU TO SAY NO.

THIS IS ACTUALLY A REALLY FUN CHALLENGE.

I'VE DONE IT MYSELF ON THE BETA VERSION.

IT'S -- YOU KNOW, IT'S FUNNY AND SILLY AND IT'S AN EASY THING TO DO, BUT WHAT IT IS, IS IT'S HITTING HOME THIS IDEA ABOUT BOUNDARIES AND HOW EASY IT IS TO SET THEM.

>> I SAW ONE QUESTION.

NOW, THE QUESTION WAS, WHAT CAN WE DO WITH THE [INDISCERNIBLE]

>> GOOD QUESTION.

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>> YOU WEREN'T GOING TO ANSWER IT?

YOU WERE JUST GOING TO ASK IT?

[LAUGHTER]

>> WELL, YEAH, THAT'S A REALLY GOOD QUESTION.

WE'VE TALKED A LOT ABOUT THOSE POINTS.

YOU CAN TURN THEM IN FOR COOL PRIZES, WHICH I THINK IS KIND OF THE END GAME.

FOR A LOT OF GAMEIFIED SYSTEMS OR TOOLS OUT THERE THAT HAVE POINTS THAT YOU CAN TURN THEM IN FOR SOMETHING, WHETHER IT'S PHYSICAL SWAG OR BADGES.

LOT OF DIGITAL TOOLS NOW HAVE BADGES OR COOL THINGS YOU CAN PUT ON YOUR PROFILE THAT SORT OF REFLECT THAT YOU'VE GOTTEN A CERTAIN AMOUNT OF POINTS.

ON THE APP, WE HAVE A LEADERBOARD, WHICH ALLOWS YOU TO SEE WHO, AROUND THE COUNTRY, IS LEADING IN TERMS OF POINTS WHICH IS ANOTHER WAY TO HIGHLIGHT PEOPLE WHO ARE ACTIVE AND ENGAGED.

>> INITIALLY, WE WERE GOING TO START OFF WITH A SELF-REINFORCING FEEDBACK LOOP.

WHAT WE HEARD FROM A LOT OF YOUNG PEOPLE WAS THAT THEY DIDN'T NECESSARILY NEED A PRIZE, ALTHOUGH THAT WAS NICE.

IN OUR FOCUS GROUPS, THE YOUNG PEOPLE SAID, JUST BEING RECOGNIZED IS ENOUGH. THEY REALLY LIKE THE LEADERBOARD IN THE SENSE THAT THERE'S A LITTLE BIT OF COMPETITION, BUT NOT IN THE WHO WINS, BUT IF I TRY THIS AND I PRACTICE ENOUGH, I CAN BE A LEADER.

SO, I THINK --

>> THAT'S WHERE THE TITLE COMES FROM.

>> MORE OF A RESPECT EFFECT YOU'RE SPREADING.

INITIALLY, THE POINTS ARE FOR THE LEADERBOARD BUT OUR HOPE IS TO EVENTUALLY EVENTUALLY CREATE A USER JOURNEY FOR AMBASSADORS.

SO, EVENTUALLY, IT CAN BE SOMETHING WHERE, YOU KNOW, AS A CERTAIN AMOUNT OF POINTS, YOU HAVE A NOVICE INVESTOR AND YOU CAN TURN THOSE POINTS INTO A LEAD AMBASSADOR, SO TO SPEAK.

>> SO, WE DO SOMETHING SPECIFIC WITH THE POINTS IN OUR GAME.

BUT THERE'S AN ENDLESS AMOUNT OF CREATIVE OPTIONS YOU HAVE, IN TERMS OF IF YOU'RE CREATING YOUR OWN DIGITAL TOOLS.

YOU CAN GET REALLY CREATIVE WITH WHAT THOSE POINTS.

SOMETIMES THE ACKNOWLEDGE IS ENOUGH.

SO, THE NEXT TOOL I'M GOING TO TALK ABOUT IS THE ONE YESENIA TALKED ABOUT WHERE SHE WAS TALKING ABOUT OUR PARTNERSHIP WITH THE KICK MESSAGES APP.

THIS IS A TOOL WE CREATED IN PARTNERSHIP.

THIS IS CALLED COOL/NOT COOL.

IT'S A WEB-BASED APPLICATION SO IT WASN'T NATIVE.

YOU DON'T DOWNLOAD IT FROM THE ITUNES STORE, YOU GO TO A URL.

IT WAS DESIGNED TO BE MOBILE FIRST.

WHETHER YOU WENT TO IT ON YOUR PHONE, ON A TABLET, ON A COMPUTER, IT WOULD BE RESPONSIVE TO THAT FORMAT AND YOU COULD PLAY IT ANYWHERE.

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THE SIZE YOU'RE SEEING IT ON THAT SCREEN IS FOR A PHONE BUT YOU CAN MAKE IT AS BIG AS YOUR COMPUTER SCREEN AND IT WOULD GET BETTER.

>> ONE OF THE THINGS THAT'S REALLY COOL IS NOT ONLY WOULD YOU FIND COOL/NOT COOL IF YOU WENT TO THE URL --

>> GO, TRY IT OUT.

IT'S VERY FUN.

>> IT ALSO, LIKE I SAID, BECAUSE WE DID PARTNERSHIP WITH KICK, A LOT OF YOUNG PEOPLE -- THE MAJORITY OF OUR TEENS ARE THROUGH KICK BECAUSE A LOT OF PEOPLE ARE BROWSING.

THEY USE KICK TO MESSAGE THEIR FRIENDS AND TO BROWSE DIFFERENT CONTENT AND BECAUSE WE PARTNERED WITH KICK, THEY PROMOTED COOL/NOT COOL FOR ABOUT TWO WEEKS.

YOU COULD CLICK ON COOL/NOT COOL OR CHAT WITH OUR CHAT BOX.

>> IT WAS A REALLY COOL WAY FOR YOUNG PEOPLE TO FIND THE COOL/NOT COOL APP. IT WAS A GAME AND IT BASICALLY FOLLOWED THE LIVES OF A GROUP OF FRIENDS IN A HIGH SCHOOL SETTING.

IT FOLLOWED THEM THROUGH A COUPLE DIFFERENT RELATIONSHIPS.

THERE WERE THREE LEVELS TO THE GAME AND EACH LEVEL FOLLOWED A DIFFERENT RELATIONSHIP THAT INCLUDED MAYBE ONE PRIMARY PARTNERSHIP AND A COUPLE FRIENDS AND THROUGHOUT -- I LIKE TO SAY IT WAS AN ADVENTURE BECAUSE EVERY PAGE YOU WOULD BE TOLD A LITTLE BIT MORE ABOUT WHAT WAS HAPPENING IN THE RELATIONSHIP BETWEEN THESE TEENAGERS AND YOU WERE ASKED TO DECIDE IF YOU THOUGHT THE BEHAVIOR WAS COOL OR NOT COOL AND YOU CHOOSE AND YOU'RE TAKEN TO ANOTHER SCREEN THAT SHOWS YOU HOW YOUR ANSWER COMPARES WITH THE MAJORITY OF OTHER ANSWERS OUT THERE.

WHAT PERCENTAGE OF USERS THOUGHT THAT BEHAVIOR WAS COOL?

THOUGHT COOL?

IT TELLS YOU MORE ABOUT THE CONTEXT OF WHY THAT BEHAVIOR WAS COOL OR UNCOOL WITHOUT TELLING USERS THEY WERE WRONG OR INCORRECT.

IT'S A LEARNING GAME.

IT TOOK PEOPLE THROUGH THREE LEVELS.

GOING BACK TO SOME OF THOSE THINGS AT THE BEGINNING, THIS USED A LOT OF NARRATIVE AND STORYTELLING.

IT WAS GAMEIFIED, IT WAS LEVELED UP.

YOU LEVELED UP EACH TIME AND AT THE END, YOU SORT OF COMPLETED OR YOUR WON. THE CONTENTS WAS HIGHLY VISUAL AND DRIVEN BY THE IMAGES OF THESE TEENAGES AND THEY WERE INCREDIBLY BEAUTIFUL.

IF YOU GO TO THE WEBSITE, YOU'LL TAKE A LOOK AT THOSE BEAUTIFUL RENDERINGS OF THE PEOPLE.

OBVIOUSLY, IT WAS A HEALTHY RELATIONSHIP, DECISION-MAKING AND SKILL-BUILDING APPLICATION.

THEY WERE ABLE TO IMAGINE THEMSELVES IN THESE SITUATIONS AND MAKE A CHOICE.

>> SO THEN, BACK TO TALKING ABOUT ONLINE COMMUNITY MANAGEMENT.

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IT IS VERY TIED TO SOCIAL MEDIA ACTIVATION.

SPECIFICALLY, ONLINE COMMUNITY MANAGEMENT MEANS YOU HAVE A VERY LOYAL FOLLOWING, WHO IS NOT JUST, YOU KNOW, LIKING OR POTENTIALLY EVEN JUST COMMENTING ON YOUR SOCIAL MEDIA, BUT IT'S ACTIVATED OFFLINE AND BRINGING IT BACK ONLINE.

FOR EXAMPLE, IF YOU HAVE A COMMUNITY OF YOUNG PEOPLE WHO ARE ORGANIZING IN THEIR LOCAL COMMUNITIES AND THEY MIGHT PUT ON AN EVENT AND POST THAT EVENT ONLINE, YOU'RE KIND OF GUIDING A PROCESS, ONLINE, TO EVENTUALLY GET THOSE YOUNG PEOPLE TO GROW AND EXPAND AND, YOU KNOW -- IMPLEMENT PREVENTION EDUCATION IN THEIR COMMUNITIES.

SO, WE WANTED TO HIGHLIGHT KIND OF WHAT WE'VE NOTICED ARE BEST PRACTICES FOR DOING ONLINE COMMUNITY MANAGEMENT, BOTH FROM OUR LEARNED EXPERIENCE AND THE WORK WE'VE DONE IN THE FIELD AND THE LESSONS WE'VE TAKEN FROM OTHER PARTNERS AND WHAT WE'VE SEEN EMERGE IN THE TEXT PHASE.

WE ARE IN, YOU KNOW, THE HEART OF SILICON VALLEY SO WE GET TO LEARN A LOT FROM THE MISTAKES AND ALSO FROM THE OPPORTUNITIES FOR CHANGE THAT COME OUT OF THE TEXT PHASE.

BECAUSE WE HAVE A HIGHER, I THINK, STANDARD WHEN IT COMES TO MANAGING YOUNG PEOPLE AND MAKING SURE THAT THEY ARE IN A SAFE ENVIRONMENT, WE HAVE A FEW, KIND OF, GUIDELINES WE HAVE.

THE FIRST OF WHICH IS CREATING A BRAVE SPACE.

THIS IS ACTUALLY A PHRASE THAT COMES FROM OUR YOUNG PEOPLE, WHICH IS THAT WE CAN'T REALLY GUARANTEE THAT EVERY SPACE IS GOING TO BE SAFE OR THAT YOU'RE GOING TO BE SAFE IN A SPACE.

INSTEAD, WE CAN ENCOURAGE ALL OF THE PARTICIPANTS, ALL OF THE FOLKS IN THAT SPACE TO BE BRAVE ENOUGH TO BE AN UPSTANDER AND SUPPORT SOMEONE THAT NEEDS THE SUPPORT OR TO BE BRAVE ENOUGH TO HEAR THAT SOMETHING THEY DID WAS PERHAPS SOMETHING THAT HURT SOMEONE AND LEARN FROM THAT EXPERIENCE.

THE NEXT THING IS -- ACTUALLY, TO SPEAK TO THAT, WE REGULARLY POST, IN OUR COMMUNITY FEED, ABOUT WHAT IT MEANS TO HAVE A BRAVE SPACE AND WE ENCOURAGE PEOPLE TO PRACTICE THAT WITH US.

ON TOP OF THAT, I MENTIONED A LITTLE BIT THAT WE DO MONTHLY MISSIONS.

ONE -- THAT'S ONE OF THE STRATEGIES WE USE TO ENGAGEMENT.

WE ALSO POST FRESH CONTENT ON A REGULAR BASIS.

WE HAVE SARAH, WHO CREATES NEW GRAPHICS AND POSTS NEW PIECES OF INFORMATION, STATISTICS, ALSO TALKING ABOUT POP CULTURE.

FOR EXAMPLE, TODAY, WE WERE POSTING ABOUT THE ISSUES THAT CAME UP WITH KESHA, WHICH IS AN IMPORTANT ISSUE FOR YOUNG PEOPLE.

WHAT'S BEEN HAPPENING IN TERMS OF HER LEGAL STUFF.

WE POSTED ABOUT AN ARTICLE ON KESHA AND THE ISSUES WE WERE TALKING ABOUT THEN CONVERSATIONS FROM THAT, I THINK, HAVE FOLLOWED.

>> I THINK WHAT THAT REALLY SPEAKS TO IS REALLY UNDERSTANDING YOUR AUDIENCE AND UNDERSTANDING WHAT'S IMPORTANT IN THE WORLD OF A YOUNG PERSON TODAY

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AND SPEAKING TO IT, THE KESHA ISSUE IS SOMETHING THAT'S HAPPENING AND EVERYONE KNOWS ABOUT.

WHAT WE REALLY WANT TO DO IS SPEAK TO IT AND ALLOW THEM TO HAVE A CONVERSATION BASED ON WHAT WE TALK ABOUT AROUND THAT.

SO, I THINK THAT POINT AROUND THE CONSISTENCY AND CONSISTENT VOICE IS REALLY IMPORTANT TO KNOW WHO YOU ARE TALKING TO AND KNOW YOUR AUDIENCE.

>> WE HAVE A LEARNING AND SHARING ENVIRONMENT.

PEOPLE WILL POST QUESTIONS ABOUT THEIR OWN RELATIONSHIP.

WHAT'S INTERESTING ABOUT THAT, EVEN THOUGH WE MODERATE ALL OF THESE CONVERSATIONS, WHAT HAPPENS IS THAT, WHEN YOU HAVE YOUNG LEADERS, OFTEN TIMES THEY HAVE THESE CONVERSATIONS AMONG THEMSELVES AND THEY'RE ABLE TO SUPPORT ONE ANOTHER IN THEIR CONVERSATIONS.

SO, OTHER YOUTH ADVOCATES AND LEADERS WILL TALK TO THEIR PEER AND ANSWER SOME OF THOSE QUESTIONS AND WE'LL FOLLOW-UP WITH THEM AND MAKE SURE THAT EVERYTHING'S OKAY.

IN THAT WORK, WHAT YOU'RE DOING IS SOLIDIFYING THEIR ADVOCACY FIELD.

AS WELL AS WHEN YOU'RE ONLINE, YOU'RE GOING TO COME UP WITH --

OR, YOU'RE GOING TO COME ACROSS ISSUES OF CONFLICT.

WHAT WE'VE LEARNED IN THE ONLINE SPACE IS THAT UNLIKE OUR KNEE-JERK REACTION IS THAT IF SOMEONE SAYS SOMETHING, WHAT YOU WANT TO DO IS REACH OUT TO THAT PERSON.

IF THE CONTENTS IS OFFENSIVE OR HARMFUL, YOU REMOVE THE CONTENT AND REACH OUT TO THAT PERSON AND SAY WHY WHAT THEY DID WAS HARMFUL AND HOW IT HARMED SOMEONE AND HOW THEY CAN CHANGE THEIR BEHAVIOR IN THE FUTURE.

WHAT WE HAVE LEARNED IS THAT IF YOU HAVE A PERSON ONLINE WHO IS TROLLING, AS WE SAY IN THE ONLINE WORLD, HARASSING OTHER USERS, YOU JUST BAN THEM FROM THE SPACE AND YOU DON'T REACH OUT TO THEM AND TELL THEM WHY THEY'RE BANNED, THEY'LL CONTINUE TO REPEAT THE BEHAVIOR.

IF YOU GO TO THEM AND SAY WHAT THEY'RE DOING AND HOW IT WAS HARMFUL AND TELL THEM HOW THEY CAN CHANGE THEIR BEHAVIOR, THEY ACTUALLY REDUCE THE NUMBER OF REOCCURRING INCIDENCES FOR HARASSMENT.

WE KNOW THAT WORKS IN PERSON SO WHY SHOULDN'T WE DO IT AGAIN IN THE ONLINE SPACE.

>> IT IS REALLY GIVING THEM THE OPPORTUNITY TO LEARN AND CORRECT THEIR BEHAVIOR, THAT'S REALLY ALL IT IS.

>> AND ALSO, REALLY CRITICAL TO MANAGING ANY ONLINE SPACE, ESPECIALLY TALKING ABOUT THESE ISSUES, AS WE ALL KNOW, WE'LL HAVE INSTANCES OF DISCLOSURE.

HAVING THE PERSON MODERATING THE ONLINE SPACE, HAVING THE TOOLS TO MANAGE THOSE DISCLOSERS AND ASSESS FOR -- LET'S SAY THEY ARE IN AN UNHEALTHY OR ABUSIVE RELATIONSHIP AND HAVE THE TOOLS TO HAVE THAT CONVERSATION WITH A YOUNG PERSON IS CRITICAL.

OUR ONLINE COMMUNITY MANAGER IS TRAINED AND KNOWS HOW TO DO THOSE RISK ASSESSMENTS AND HOW TO FOLLOW-UP AND MAKE SURE THE YOUNG PERSON IS

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CONNECTED TO THE RIGHT RESOURCES AND MAKE SURE THEY HAVE THE RIGHT SUPPORT THEY NEED.

SO, WE DON'T -- WE MAKE SURE THAT THERE'S A QUICK TURNAROUND ON THOSE ISSUES. BECAUSE THAT'S PRETTY CRITICAL TO BEING, I THINK, A FACE THAT PROVIDES THAT SORT OF CONVERSATION.

>> IT SPEAKS TO THE POINT WE HAVE MADE, HAVING A DESIGNATED COMMUNITY MANAGER AND HAVING THAT CONSISTENT VOICE AND THAT CONSISTENT PRESENCE BECAUSE YOU WOULD HATE TO HAVE SOMETHING LIKE THAT COME UP AND NOT HAVE THAT CONSISTANCE PRESENCE.

>> WHAT WE'VE NOTICED IS THAT OUR ONLINE MANAGER, SARAH, SHE BUILT A RELATIONSHIP WITH THE YOUNG PEOPLE IN OUR COMMUNITY.

BECAUSE THE RELATIONSHIP IS SOLIDIFIED, THEY I REALLY REACH OUT TO HER TO GET THE SUPPORT THEY NEED AND I THINK IN THAT WAY, BUILDING THAT SPACE, YOU KNOW, IT KIND OF -- IT HAS ITS OWN RETURN BECAUSE OF THAT VOICE AND THAT RELATIONSHIP THAT THEY'VE BUILT.

>> EXACTLY.

>> HERE'S AN EXAMPLE OF SOME CREATIVE POSTS THAT WE'VE DONE TO ENGAGE OUR YOUNG PEOPLE.

THE FIRST OF WHICH IS MY FAVORITE BECAUSE I LOVE POLLS AND VOTING ALL THE TIME ONLINE AND IT'S KIND OF LIKE A QUIZ THING.

WE ASKED YOUNG PEOPLE -- WHAT'S INTERESTING ABOUT SOCIAL MEDIA IS THAT IT ALLOWS YOU TO HAVE IMPROMPTU FOCUS GROUPS.

ON THAT DAY, WE WERE THINKING, WE WANT TO ASK OUR COMMUNITY WHAT APPS THEY USE THE MOST.

WE PUT UP A POST AND WE HAD A POLL AND ASKED THEM, WHAT ARE THE APPS THAT YOU ARE USING?

WE PUT DIFFERENT OPTIONS THERE.

THEY KIND OF RESPONDED BASED OFF OF THEIR EXPERIENCES AND THAT ALLOWS US TO KIND OF TRACK WHAT WE SHOULD BE DOING.

WHERE SHOULD WE BE PUTTING OUR CONTENTCONTENT?

ONE OF OUR AMBASSADOR MISSIONS WAS FOR THEM TO CREATE IMAGES OR GRAPHICS TO HELP US UPDATE OUR COVER PHOTOS.

SO, FOR EXAMPLE, ON FACEBOOK YOU HAVE YOUR PROFILE PHOTO AND YOUR COVER PHOTO AND THAT'S THE STANDARD NOW IN MOST SOCIAL MEDIA PLATFORMS.

THEY SUBMITTED A NUMBER OF PIECES OF ART THAT NOW WE KIND OF ROTATE ON OUR COVER PHOTOS ON A REGULAR BASIS AND IT CREATES A COMMUNITY THAT REALLY FEELS LIKE IT THEIRS.

>> SPEAKING OF OUR AMBASSADOR, FOR THE MOST PART, THIS IS THE COMMUNITY WE'RE REFERRING TO.

THEY'RE THE HEART OF OUR CAMPAIGN.

THEY STARTED BY SIGNING ON AND SAYING, YES, WITH BELIEVE IN ENDING TEEN DATING VIOLENCE.

THEY HAVE ORGANIZING, IN THEIR LOCAL COMMUNITY, THEY'RE PUTTING ON, YOU KNOW,



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EVENTS.

THEY ARE TALKING AT CLUBS.

THEY ARE DOING AWARENESS CAMPAIGNS IN THEIR SCHOOLS.

WHAT THIS MEANS IS THAT, YOU KNOW, WHEN YOU'RE CREATING A COMMUNITY LIKE THIS, YOU WANT TO GIVE THEM A ROLE, YOU WANT TO GIVE THEM A SPACE.

WE'VE CREATED A COMMUNITY ONLINE AND OFFLINE.

YOU CAN BOTH GO ONLINE AND CONNECT WITH ONE ANOTHER.

OFFLINE, YOU WANT TO CREATE IN-PERSON SPACES.

GIVING THEM THE RIGHT LEADERSHIP TOOLS, RATHER THAN CONSISTENT FOLLOW-UP.

WE NEED TO BE CONSISTENT WITH YOUTH.

OBVIOUSLY, RECOGNIZING AND INCENTIVIZING THEIR WORK.

IT DOESN'T HAVE TO BE NECESSARILY -- YOU KNOW, FUNDS.

FUNDS DO GO A LONG WAY, BUT A LOT OF YOUNG PEOPLE, I THINK, THEY WANT TO BE RECOGNIZED FOR THE WORK THEY'RE DOING.

>> SO, NOW WE ARE TALKING ABOUT ORGANIZING ONLINE AND WE HAVE TALKED ABOUT THE TOOLS WE HAVE CREATED AND WE TALKED TO YOU ABOUT OUR SOCIAL MEDIA ACTIVATION STRATEGIES AND NOW WE'RE GOING TO PIVOT A LITTLE BIT TO TALK ABOUT THE PHILOSOPHY BEHIND HOW WE WORK WITH THE YOUTH THAT WE WORK WITH AND THAT'S REALLY AROUND INSURING THAT OUR WORK IS DRIVEN BY THEIR VOICES.

YOU KNOW, WE REALLY BELIEVE IN YOUTH-DRIVEN YOUTH.

WE WANT TO EMPOWER YOUTH LEADERSHIP.

WE BELIEVE THEY ARE THE EXPERTS ON THEIR LIVES AND THE EXPERIENCES THAT THEY'RE HAVING AROUND TEEN DATING ABUSE AND SO WE WANT TO LIFT UP THEIR VOICES AND MAKE THEM A PART OF THIS WORK WITH US SO WE'RE MOVING FROM HAVING YOUNG PEOPLE TO CONSULTANTS IN THIS WORK TO HAVING YOUNG PEOPLE AS PARTNERS IN THIS WORK.

RATHER THAN CREATING RESOURCES FOR YOUNG PEOPLE, WE'RE CREATING RESOURCES WITH THEM.

SO, WHAT THAT MEANS IS THAT WE'RE ENCOURAGING ADULTS TO WORK WITH YOUTH TO FORGE REALLY STRONG RELATIONSHIPS WITH THEM.

WE HAVE ADULT ALLIES WHO ARE PARTNERS WITH THEM.

A LOT OF WHAT WE DO, WHEN WE DEVELOP TOOLS AND CREATE NEW RESOURCES IS THAT WE INSURE THAT YOUTHS ARE INFORMED.

WE MAKE SURE YOUTHS ARE INVOLVED EVERY STEP OF THE WAY.

SO AN EXAMPLE OF HOW WE DID THIS, WE TALKED ABOUT THE RESPECT EFFECT APP, BUT WHAT WE DIDN'T TALK ABOUT WAS THE CREATION OF THE APP.

IT WAS HIGHLY-INVOLVED.

IT WAS A MULTI-PHASE DEVELOPMENT PROCESS AND YOUTH WORK IN -- INVOLVED EVERY STEP OF THE WAY.

IT REALLY HELPED THEM SORT OF TELL US WHAT THEY WANTED.

SO THE FIRST PHASE WAS WE DID LANDSCAPE WORKSHOPS WHERE WE HAD CONVERSATIONS ABOUT THE DIGITAL BEHAVIOR AND RELATIONSHIPS AND TALK TO THEM ABOUT WHAT DID THEY WANT TO SEE IN A TOOL LIKE THIS?

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AT THE BEGINNING OF THIS PROCESS, WE WALKED INTO THESE WORKSHOPS NOT REALLY COMMITTED TO BUILDING AN APP.

WE WANTED TO BUILD A TOOL AND WE WANT THEM TO TELL US WHAT THEY WANT.

WE DON'T WANT TO SAY, WE MADE THIS THING FOR YOU, WE DECIDED IT WILL WORK.

WE WANTED US TO SAY, WE THINK THIS IS A CONVERSATION WE WANT TO ENCOURAGE AND ALLOW YOUNG PEOPLE TO HAVE, WHAT'S THE BEST MEDIUM FOR DELIVERING THAT? THAT WAS REALLY THE FIRST WORKSHOPS.

WE DID A LOT OF CONCEPT DESIGNING WITH THEM.

WE HAD THEM DRAW OUT WHAT MIGHT THIS TOOL LOOK LIKE, WHAT MIGHT IT DO.

IT ARRIVED THAT IT HAD TO BE A NATIVE APP.

WE HAD THEM DRAW IT OUT AND TELL US WHAT THEY WANTED.

WE DID A LOT OF CONCEPT TESTING.

AFTER THAT PHASE, WE CAME AWAY.

WITH IDEAS AND DIGITALS, THEY CAME UP WITH THREE CONCEPTS AND THEY WERE ACTUALLY INCREDIBLY DIFFERENTDIFFERENT.

THEY ALL HAD THE END GOAL OF ALLOWING YOUNG PEOPLE TO PRACTICE AND LEARN HEALTHY RELATIONSHIP SKILLS.

WE HAD THEM TELL US WHICH ONE THEY LIKED BEST AND WE WENT TO THEM, ONCE WE CHOSEN THE CONCEPT THAT WAS THE MOST SUCCESSFUL, WE HAD THEM HELP US BUILD THE CONTENT.

THEY STARTED WRITING SOME OF THE CHALLENGES WITH US AND THINKING ABOUT, WHAT ARE SOME CHALLENGES THAT WOULD BE FUN FOR YOU?

WE DON'T WANT TO DECIDE FOR YOU, WE WANT YOU TO TELL US WHAT WE WANT.

YOUTH VOICES WERE INVOLVED IN EVERY STEP OF THIS PROCESS.

THIS IS WHERE MARKET CULTURE MEETS -- WE WERE DOING FOCUS GROUPS AND TESTING AND, YOU KNOW, RESEARCH ABOUT YOUR TARGET MARKET WHILE ALSO REALLY DOING RESEARCH INTO WHAT YOUNG PEOPLE WERE REALLY INTERESTED IN AND WHAT THEY WANTED AND WHAT WAS GOING TO BE MOST USEFUL AND HELPFUL FOR THEM.

WE WANTED TO CREATE A TOOL THAT THEY WOULD USE AND THAT WOULD HELP THEM PRACTICE HEALTHY RELATIONSHIP SKILLS.

ANOTHER EXAMPLE OF OUR DESIRE TO DO REALLY YOUTH-DRIVEN WORK AT "THAT'S NOT COOL" IS THE "THAT'S NOT COOL" SUMMIT, YOUTH LEADERS ENDING DATING VIOLENCE.

WE BROUGHT TOGETHER 14 TEAMS FROM ORGANIZATIONS OR SCHOOLS OR COMMUNITY PROGRAMS THAT WERE DOING WORK DIRECTLY IN TEEN DATING ABUSE PREVENTION OR WORK ON THE FRINGE.

WE HAD SOME WORK THAT WERE DOING SEXUAL HEALTH WORK, SOME GROUPS DURING PURELY HEALTH WORK.

SOME GROUPS WERE BUILDING CAMPAIGNS IN SCHOOLS TO TALK ABOUT SEXUAL HARASSMENT.

A BUNCH OF DIFFERENT WORK THAT WAS RELATED, BUT SLIGHTLY DIFFERENT.

THESE TEAMS WERE FOUR OR FIVE YOUTH LEADERS AND ONE ADULT ALLY THAT WAS GOING TO SUPPORT THEIR WORK AND WE BROUGHT THEM ALL TOGETHER AND WE HAD

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TWO DAYS OF LEARNING AND SKILL-BUILDING AND REALLY ALLOWING THE YOUNG PEOPLE TO PRESENT ON THE WORK THEY WERE ALREADY DOING TO PREVENT VIOLENCE.

IN MY COMMUNITY, WE TRIED THIS AND THIS IS WHAT WORKED HERE.

THIS IS A CAMPAIGN WE DEVELOPED.

THIS IS WHAT WE'RE DOING ON OUR INSTAGRAM TO RAISE AWARENESS.

THERE WAS SKILL SHARING AND BUILDING AND PRACTICES SKILLS.

SO, YOU KNOW, REALLY --

WORKSHOPS ALLOWING PEOPLE TO THINK ABOUT WHAT SKILLS THEY'VE SEEN OR LEARNED THAT THEY COULD THING USE IN THEIR OWN COMMUNITIES AND SCHOOLS TO RAISE AWARENESS AND EACH TEAM CREATED AN ACTION PLAN FOR PROJECTS AND CAMPAIGNS THEY WOULD IMPLEMENT IN THEIR SCHOOLS AND COMMUNITIES WHEN THEY GOT BACK.

HIGHLIGHTING THE WORK EACH TEAM WAS ALREADY DOING AND THINKING ABOUT HOW THEY COULD DO THAT WORK BETTER OR HAVE A GREATER AFFECT OR HOW THEY COULD HIGHLIGHT IT MORE USING THE SKILLS THEY WERE LEARNING AT THE SUMMIT.

THE ADULT ALLIES WERE THERE TO SUPPORT THE WORK AND LEADERSHIP OF THE YOUTH.

WE HAD PANELS WITH YOUTH, THE MODERATORS WERE YOUTH.

IT WAS RAISING UP THE VOICES AND THE EXPERIENCE OF THE YOUNG PEOPLE AND ALLOWING ADULTS TO BE THERE TO LEARN FROM THOSE EXPERIENCES AND SUPPORT THAT LEADERSHIP AND EMPOWER THEM TO REALLY OWN THEIR POWER AND TO SORT OF THINK ABOUT WHAT STEPS THEY COULD TAKE TO MAKE THEIR WORK EVEN MORE EFFECTIVE IN THE END.

>> SO, THAT IS WHAT WE HAVE FOR YOU, IN TERMS OF WHAT WE WANTED TO SHARE ABOUT WHAT WE'VE DONE AT "THAT'S NOT COOL."

I KNOW WE'VE HAD SOME QUESTIONS WE'VE HAD THROUGHOUT THAT WE'VE BEEN CAPTURING.

WE WANTED TO SPACE AT THE END FOR ANYONE TO ASK QUESTIONS.

I'M ELEANOR AND THIS IS YESENIA AND WE'D LOVE TO ANSWER YOUR QUESTIONS.

>> LET ME ROLL BACK TO OUR QUESTIONS AND WE'LL START WITH SOME THAT HAVE ALREADY BEEN SUBMITTING.

PLEASE, START TYPING IN YOUR QUESTIONS WHILE WE ANSWER SOME OF THE BACKLOG QUESTIONS.

>> THAT ONE I SEE RIGHT THERE, DO YOU WARN THE YOUNGER PEOPLE THAT PERPETRATORS ALSO USE THESE APPS?

I THINK SHE WAS SPEAKING ABOUT APPS LIKE KICK AND INSTAGRAM AND THE ANSWER TO THAT QUESTION IS, OF COURSE, YES.

WE DEFINITELY MAKE SURE THAT ONLINE SAFETY IS A BIG PART OF THE CONVERSATIONS WE'RE HAVING WITH YOUNG PEOPLE AND IT'S WEAVED THROUGHOUT WITH BOUNDARY SETTING AND SAFETY.

WE MAKE SURE THAT PEOPLE KNOW THAT THE INTERNET IS NOT JUST COM PRISED OF THEIR FRIENDS, BUT PEOPLE WHO MIGHT HAVE ILL INTENTIONS AND HOW DO YOU KEEP

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YOURSELF SAFE, WHILE ENGAGING ONLINE.

>> WE REFER TO THE NATIONAL NETWORK TO END DOMESTIC VIOLENCE'S SAFETY TOOL. THEY ARE REALLY EXPERTS ON HOW TO BE SAFE ONLINE, ESPECIALLY IN THE CONTEXT OF BEING A SURVIVOR.

WE DON'T REPLICATE A LOT OF THEIR WORK, BUT INSTEAD WHAT WE TALK MORE ABOUT IS IDENTIFYING THOSE ABUSIVE BEHAVIORS.

I THINK THE OTHER THING IS, WHAT WE HAVE TO REMEMBER, YOUNG PEOPLE WHO MIGHT BE PERPETRATORS OR OFFENDERS, SO TO SPEAK, YOU KNOW, THERE IS OPPORTUNITY FOR CHANGE THERE.

RIGHT?

THERE IS OPPORTUNITY FOR US TO WORK WITH THOSE YOUNG PEOPLE AND HAVE THEM MODIFY THEIR BEHAVIOR.

WHEN YOU'RE TALKING ABOUT MEN USING THE ONLINE OR THE DIGITAL SPACE TO HARASS OR HARM A SURVIVOR, I THINK THAT'S WHERE WE CERTAINLY DRAW THE LINE WAY BEFORE THAT.

THAT'S SOMETHING WE HAVEN'T COME ACROSS IN THESE SPACES.

THE SPACES THAT WE'VE CREATED FOR OUR AMBASSADORS, WE'RE LOOKING AT A GROUP OF YOUNG PEOPLE WHO ARE COMMITTED TO MAKING CHANGE.

IT IS DIFFERENT THAN WHEN YOU'RE TALKING ABOUT FACEBOOK, AT-LARGE, WHERE YOU MIGHT HAVE A PARTNER TRYING TO CONTROL OR MANAGE A YOUNG PERSON IN A RELATIONSHIP.

SO, GIVEN THE SPECIFIC CONTEXT WE'RE TALKING ABOUT IN TERMS OF CREATING ONLINE COMMUNITIES AND ORGANIZING COMMUNITIES, IT LOOKS DIFFERENT THAN THE GENERAL AUDIENCE.

IF YOU ARE TALKING ABOUT WHAT ARE THE TOOLS AND RESOURCES WE OFFER YOUNG PEOPLE AND THE SAFETY WARNINGS?

WE ALWAYS HAVE THOSE CONVERSATIONS ON A -- LIKE ON A CASE-BY-CASE BASIS.

>> I THINK WHAT YESENIA IS SPEAKING TO, OVERALL, WHEN YOU'RE WORKING WITH YOUNG PEOPLE ONLINE, ALWAYS SAFETY IS PARAMOUNT.

WE'RE CONCERNED WITH HOW WE'RE TAKING CARE OF THE YOUNG PEOPLE WE'RE WORKING WITH AND HOW WE'RE INSURING THEIR SAFETY IN THE SPACES WE MANAGE AND HOW WE'RE TAKING CARE OF THEIR INFORMATION.

I WANTED TO THANK KIM FOR HER CALL-OUT, OUR EMAIL IS MISSPELLED HERE.

IF YOU WOULD LIKE TO EMAIL US, QUESTIONS OR THOUGHTS OR FOLLOW-UP, WE WELCOME THAT, DON'T COPY AND PASTE THE EMAIL ADDRESSES YOU SEE ON THE SCREEN.

OUR EMAIL ADDRESSES ARE BOTH AT FUTURESWITHOUTVIOLENCE.ORG.

>> I'M GOING TO ADDRESS THIS QUESTION THAT WAS REALLY FAR BACK.

ARE HAWAIIAN CHILDREN INCLUDED?

I WAS GOING TO ASK, IN WHAT CONTEXT?

>> THE ANSWER THAT I -- YEAH, ALL OF OUR PROGRAMS ARE NATIONAL.

SO THEY INCLUDE YOUNG PEOPLE FROM ALL OVER THE COUNTRY, NOT JUST --

>> YEAH, ONE OF THE THINGS WE REALLY STRIVE TO DO, ESPECIALLY IN THE REMAKE OF

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"THAT'S NOT COOL," IS WE'RE REALLY FOCUSING IN ON UNDER-SERVED POPULATIONS SO WE'RE LOOKING AT NOT JUST, YOU KNOW, YOUNG PEOPLE WHO ARE OBVIOUSLY FACING ALL THE BARRIERS, WE'RE ALSO LOOKING AT NATIVE YOUTH, ALASKA NATIVE YOUTH AS WELL AND HAWAIIAN NATIVE YOUTH AND WE'RE REALLY STRIVING TO EXPAND THE WORLD OF IMMIGRANT YOUTH AND YOUTH WHO HAVE EXPERIENCE WITH THE JUVENILE JUSTICE SYSTEM.

I THINK FOR NOW, WE'VE DONE SOME STRATEGIC PARTNERSHIPS AND A FEW ORGANIZATIONS THAT WORK WITH YOUTH OF COLOR FROM UNDERSERVED COMMUNITIES.

I THINK WE SHOULD CERTAINLY CONTINUE TO EXPAND.

>> I THINK THAT THERE'S A GREAT COMMENT ABOUT USING SOME OF THESE MATERIALS TO WORK WITH PARENTS.

I THINK THAT'S A REALLY GOOD CALL-OUT THAT OUR -- IF YOU VISIT [ITSNOTCOOL.COM](http://ITSNOTCOOL.COM), THERE ARE TONS OF RESOURCES FOR ADULTS THAT WORK WITH YOUTH AND HOW TO HAVE THESE CONVERSATIONS AROUND ONLINE SAFETY AND HARASSMENT AND DATING ABUSE AND CYBER BULLYING.

THIS WORK IS RELEVANT ACROSS THE BOARD WITH ANYONE THAT WORKS WITH YOUNG PEOPLE.

>> THE NEXT QUESTION IS, CAN YOU EMAIL US ALL THESE ONLINE TECHNOLOGY APPS AND LINKS SO WE CAN CHECK IT OUT?

IF YOU WANT TO LOOK AT IT RIGHT NOW, BEFORE WE SEND UP A FOLLOW-UP EMAIL, YOU CAN GO TO OUR WEBSITE AND THERE IS ALL THE INFORMATION WE'VE TALKED ABOUT.

EVERYTHING FROM THE TOOLS WE'VE TALKED ABOUT AND COOL/NOT COOL.

FEEL FREE TO CHECK OUT OUR WEBSITE AND MORE INFORMATION WILL BE FORTHCOMING.

>> IF YOU DO WANT TO KNOW MORE AND KEEP IN TOUCH WITH "THAT'S NOT COOL" AND WE CONTINUE TO GROW AND DEVELOP NEW RESOURCES, INCLUDING IF YOU WANT US TO LET YOU KNOW WHEN THE RESPECT EFFECT APP LAUNCHES, YOU CAN SIGN UP AND WE'LL KEEP IN TOUCH WITH YOU AS WE DO MORE WEBINARS AND LAUNCH MORE TOOLS.

>> AND THEN, OUR LAST QUESTION, WHICH I THINK IS WHAT -- HOW DO YOU START AN AMBASSADOR PROGRAM?

>> THAT'S A GOOD QUESTION.

IT'S SUCH A BIG ONE.

THE PRIMARY THING IS THAT IT'S GOING TO LOOK VERY DIFFERENT DEPENDING ON WHO YOUR AUDIENCE IS AND WHAT YOU WANT TO WORK ON.

I THINK THE FIRST THING IS THINK HARD ABOUT WHO YOU WANT AS AN AMBASSADOR AND THINK ABOUT WHAT IS THE GOAL OF YOUR AMBASSADOR PROGRAM?

I THINK THERE ARE MANY DIFFERENT MODELS OF AMBASSADOR PROGRAMS.

THE MOST COMMON ONE WE HEAR ARE BRAND AMBASSADORS.

I THINK WE'VE HEARD ABOUT LEVI BRAND AMBASSADORS. THEY HAVE AMBASSADORS TO SPREAD AWARENESS OF THAT BRAND.

IS THAT A MODEL YOU'RE INTERESTED IN?

ARE YOU CREATING A RESOURCE OF TOOL OR BRAND THAT YOU WANT TO RAISE

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AWARENESS OF?

IS IT MORE OF A "THAT'S NOT COOL" MODEL WHERE YOUR AMBASSADORS ARE REALLY -- IN SOME WAYS, THE "THAT'S NOT COOL" ARE SORT OF BRAND AMBASSADORS BUT IT'S A COMMUNITY OF LEARNING AND PRACTICE.

I SEE THE ANSWER RIGHT THERE, MORE OF THE "THAT'S NOT COOL" MODEL.

THEY'RE GOING OUT AND DOING WORK IN THEIR COMMUNITY.

THEY'RE ORGANIZING.

THEY'RE TABLING AND PUTTING UP EVENTS AND TALKING WITH THEIR PEERS ABOUT THIS ISSUE.

IT'S ABOUT MAKING THOSE DECISIONS, WHAT ARE YOUR GOALS FOR THE PROGRAM?

WHAT DO YOU WANT FOR THE YOUNG PEOPLE TO DO?

>> I LIKE THE IDEA OF AN AMBASSADOR PROGRAM CAN TURN INTO A PEER PROGRAM.

THAT TAKES A LOT OF TIME AND INFRASTRUCTURE AND CHANGE.

IF THAT'S SOMETHING YOU ARE INTERESTED IN, THAT'S A SEPERAL CONVERSATION IN HAVING THEM BE KEY COMPONENT IF YOU'RE GOING TO HAVE A PEER EDUCATOR MODEL.

SO I THINK WE CAN HAVE -- IF YOU'RE INTERESTED IN THAT CONVERSATION, WE'RE HAPPY TO TALK TO YOU ABOUT THAT.

IT IS A BIGGER LIFT TO HAVE THEM BE REALLY TARGETED TO PEER EDUCATORS RATHER THAN JUST SPREADING AWARENESS OR BRINGING THIS ISSUE TO A COMMUNITY.

>> I THINK A GOOD JUMPING OFF POINT IS JUST SORT OF THINKING ABOUT IT ALMOST LIKE A JOB DESCRIPTION.

IF YOU WERE WRITING A JOB DESCRIPTION FOR THE AMBASSADORS FOR THE IDEAL PROGRAM PROGRAM YOU WANT TO CREATE, WHAT WILL THOSE AMBASSADORS DO?

THAT MIGHT START YOU THINKING ABOUT WHAT THAT AMBASSADOR PROGRAM MIGHT LOOK LIKE MORE BROADLY.

I HOPE THAT'S HELPFUL.

>> SO, I THINK THAT WE'RE ALL OUT OF QUESTIONS AND WE CAN WRAP IT UP A LITTLE EARLY.

>> THAT'S AWESOME.

[LAUGHTER]

>> NEVER THOUGHT WE COULD DO IT, BUT WE DID IT.

>> THANK YOU, GUYS.

>> YEAH, EVERYONE, GO CHECK ON THATSNOTCOOL.COM AND PLEASE EMAIL US.

WE'RE HAPPY TO CONTINUE ANY CONVERSATIONS ABOUT ANY OF THIS STUFF, WE LOVE IT.

>> THIS IS JENNIFER ONE LAST TIME.

THANK YOU, BOTH, ELEANOR AND YESENIA FOR ALL OF YOUR WORK AND PASSION AND FOR FUTURES, FOR ALWAYS CARVING THE WAY FOR A FEW AND INNOVATIVE AND CHILD-TEEN-LED WORK AND CARMEN, FOR YOUR ONGOING SUPPORT OF THE WORK THAT'S HAPPENING.

AND THANK YOU, ALL, FOR TAKING THE TIME TO BE WITH US TODAY AND THE WORK THAT EACH OF YOU ARE DOING IN YOUR COMMUNITY.

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>> THANKS, EVERYONE.

IF YOU COULD TAKE A MOMENT TO FILL OUT THIS EVALUATION.

IF YOU CLOSE THE BOX, IT SHOULD GO BACK TO THE LINK.

ONCE AGAIN, THANK YOU FOR JOINING US.

WE'RE GOING TO CLOSE THE WEBINAR AND WITH ANY QUESTIONS, PLEASE EMAIL ME,  
YESENIA, OR ELEANOR.

THANK YOU SO MUCH.

HAVE A GREAT DAY.