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As a result, this presentation cannot be, is not, and should not be construed as a mandate from US Youth Soccer setting forth policies relating to the hiring, monitoring, suspension, or termination of employees by its members.

Rather, the contents of this presentation are only suggestions on possible issues to consider when dealing with employees in the youth soccer world."

US YOUTH SOCCER®

The Game for All Kids!®

Soccer
in a digital world

An overview

Meeting Purpose

To

Inform and

Educate you

about operating your
States, Leagues & Clubs
in today's

DIGITAL WORLD

Agenda

- Probing Questions
- Evolution of Mobile
- Sexting
- Child Predator Characteristics
- Know who is calling
- Monitoring beyond Trust
- Club/Team Websites
- Social networking
- Possible Steps for Protection
- Suggested Best Practices

Soccer in a Digital World

- The risks of the Internet don't stop when the computer is turned off.

- With the advent of smart devices available that connect to the Internet, there are ever increasing opportunities for kids and teens to be put at risk online.

- The challenge for parents is that the risk isn't always from a "stranger" on the other side.

- Sites like YouTube allow individuals to post video's without necessarily knowing who else may see.

Soccer in a Digital World

- What kind of relationship do we promote?

- As an association, do you have a policy to include standards and penalties for inappropriateness for staff, whether paid or volunteer, regarding:
  - the use of Smart Phones and camera capabilities while engaged in soccer activities?
  - the use of coach/player interactions via the electronic digital channels?

- How does your association/club safeguard personal information, so that no individual contact information, beyond team representatives (e.g. coach/assistant coach/manager/trainer), is published on any website? What happens if someone is found to have violated this?

- Is there an issue with posting game statistics:
  - Tracking of who scores?
  - Tracking of who gets yellow/red cards?

Evolution of Mobile

The mobile phone has become the favored communication hub for the majority of American teens.

- Cell-phone texting has become the preferred channel of basic communication between teens and their friends and cell calling is a close second.
- Some 75% of 12-17 year-olds now own cell phones, up from 45% in 2004. Phones have become indispensable tools in teen communication patterns.
- Fully 72% of all teens – or 88% of teen cell phone users — are text-messagers. That is a sharp rise from the 51% of teens who were texters in 2006. More than half of teens (54%) are daily texters.

Amanda Lenhart **Teens and Mobile Phones** Pew Internet & American Life Project, 4/20/2010 Presentation http://pewinternet.org/Reports/2010/Teens-and-Mobile-Phones/Summary-of-findings.aspx

Evolution of Mobile

- Daily text messaging among American teens shot up in the 18 months between February, 2008 and September 2009, from 38% of teens texting friends daily in to 54% of teens texting daily.
- Half of teens send 50 or more text messages a day, or 1,500 texts a month, and one in three send more than 100 texts a day, or more than 3,000 texts a month.
- Older teen girls ages 14-17 lead the charge on text messaging, averaging 100 messages a day. The youngest teen boys are the most resistant to texting – averaging 20 messages per day.
- Text messaging has become the primary way that teens reach their friends, surpassing face-to-face contact, email, instant messaging and voice calling as the go-to daily communication tool for this age group. However, voice calling is still the preferred mode for reaching parents for most teens.

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Evolution of Mobile

Girls more fully embrace most aspects of cell phone-based communication.

As we see with other communicative technologies and applications, girls are more likely than boys to use both text messaging and voice calling and are likely to do each more frequently.

- Girls typically send and receive 80 texts a day; boys send and receive 30.
- 86% of girls text message friends several times a day; 64% of boys do the same.
- 59% of girls call friends on their cell phone every day; 42% of boys call friends daily on their cell phone.
- Girls are also more likely than boys to text for social reasons, to text privately, and to text about school work.
- 59% of girls text several times a day to "just say hello and chat"; 42% of boys do so.
- 84% of girls have long text exchanges on personal matters; 67% of boys have similar exchanges.
- 76% of girls text about school work, while 64% of boys text about school work.

Amanda Lenhart **Teens and Mobile Phones** Pew Internet & American Life Project, 4/20/2010 Presentation http://pewinternet.org/Reports/2010/Teens-and-Mobile-Phones/Summary-of-findings.aspx

“Sexting”:
The Art Of Flirty Text Messaging

- Over the last few years, you should be familiar with text messaging. Texts are short, "email like" messages you can send to people with your cell phone. Texts are widely used because they're super useful for asking a fast question or sending a short message.

- Sexting: The use of text messaging to flirt or send sexually suggestive messages. Sexting may include semi-nude or nude photos to others on a cell phone. Some see sexting as a tool used to constantly flirt and create sexual tension with another individual.

Amanda Lenhart **Teens and Sexting,** Pew Internet & American Life Project, 12/15/2009
Presentation http://pewinternet.org/Reports/2009/Teens-and-Sexting.aspx

“Sexting”:

- As Administrators –should you inform and educate staff about the impact of “Sexting”?
- 4% of cell-owning teens ages 12-17 say they have sent sexually suggestive nude or nearly nude images or videos of themselves to someone else via text messaging, a practice also known as “sexting”; 15% say they have received such images of someone they know via text message.
- Focus group findings show that sexting occurs most often in one of three scenarios:
  1. Exchanges of images solely between two romantic partners
  2. Exchanges between partners that are then shared outside the relationship
  3. Exchanges between people who are not yet in a relationship, but where often one person hopes to be.
- “Teens explained to us how sexually suggestive images have become a form of relationship currency. They are also passed along to friends for their entertainment value, as a joke or for fun.”

Amanda Lenhart **Teens and Sexting,** Pew Internet & American Life Project, 12/15/2009
Presentation http://pewinternet.org/Reports/2009/Teens-and-Sexting.aspx

Child Predator Characteristics

- There are several characteristics that may signal the personality of a child predator. These may include the following:
  - Child predators are typically afraid of adult intimacy.
  - Child predators search out children who are vulnerable and easily manipulated. Texting/Sexting and cell phones help predators…
  - A child predator may refuse to take responsibility for his actions.
  - A child predator generally needs to control others.
  - A child predator may have been abused as a child.
  - A child predator often has a great desire for power.
  - Child predators typically have a low self-esteem.

Lifetips.com – "Move up on Life" - http://childprotection.lifetips.com/cat/63584/child-predators/index.html

Example

- A 41-year-old former soccer coach was in court today to be sentenced for sexually assaulting a young teen whose parents had hired him to help her with her soccer skills. COACH NO-NAME was sentenced to two years in jail and 10 years to life on Sex Offender Intensive Supervision Probation. He must also register as a sex offender.
- In February 2009 the teen, who was 17 at the time, reported to police that COACH NO-NAME had sexually assaulted her numerous times in 2005 and 2006 when she was 13 and 14 years old.
- COACH NO-NAME was a private soccer coach. When he first began working with the teen he was also working for the XXX soccer club. The teen said that in the beginning of their sessions together she liked him and looked up to him. She thought of him as a male role model.
- Shortly after the coaching sessions began in 2005, COACH NO-NAME told the teen that he was suicidal. He told her that she was the only one who knew and asked her not to tell anyone. The teen became worried and feared that if he did kill himself it would be her fault.
- After COACH NO-NAME told the teen that he was suicidal, their relationship changed. ***He began to call her on her cell phone.*** He told her that he loved her. ***He became jealous of her friends and tried to control where she went, what she did and with whom.***
- After one practice session in a park, COACH NO-NAME convinced the teen to go with him to his townhouse. This was the first of the sexual assaults. Over time there were many sexual encounters and COACH NO-NAME would frequently make threats of suicide, describing to the teen how he might do it. *The teen told investigators that she recalled one time, after an assault, that she began crying because he told her on the phone that he would kill himself because she didn't "like it."*
- COACH NO-NAME pled guilty to sexual assault of a child, a class 4 felony, on February 22, 2010.

http://www.co.jefferson.co.us/news/news_item_T3_R1722.htm

Example

- A former elite soccer coach in ABC has been sentenced to six years in prison for sexually assaulting several young players.

- COACH EEE plead guilty to 26 charges relating to sexual contact with boys between the ages of 12 and 14, as well as luring children on the Internet. The assaults took place between 2001 and 2009, mainly in Coach EEE's car or in hotel rooms before and after games. His victims were all male soccer players. Coach EEE had sexual contact with four boys and sent sexual emails to around 10 more.

- "*Parents learned to **trust** him, and children too*," said prosecutor Julie. "So he breached that trust."

http://www.ctv.ca/CTVNews/TopStories/20101001/que-soccer-abuse-101001/

Example

Search warrants target high school soccer coach

- Former BBB High School teacher and soccer coach had an improper relationship with a player, according to police investigating the matter. According to affidavits in support of warrants to search the coach's apartment and BBB High School computer, the teenage female soccer player told police that she was in love with the 26-year-old coach and that they shared a bed on two occasions last month.

- Last week, police took a camera, digital storage devices, binders, clothing and a teddy bear from the coach's apartment and Wednesday took photos, a letter and other items. The applications for the search warrants indicated police were seeking evidence of the crime of sexual assault of a child by a school staff person, a felony punishable by up to six years in prison and a $10,000 fine.

- According to the affidavit in support of the search warrant, other soccer players expressed concern about the relationship between their teammate and the coach, based on their behavior toward each other and their postings on Facebook. Last week, two players told police they found that the coach had taken down her Facebook page.

http://www.jsonline.com/news/crime/84046057.html

Club/Team Websites

- Technology exists for almost any team to create its own website.
  - Easily created using website design templates or packaged web software (e.g. eteamz.com, clubexpress.com, clubwebsites.org, clubwizard.com, hometeamsonline.com).

- The Risks?
  - Many of these team web sites may be used to identify, single out, and make contact with a player– whether at home or during soccer events.

Example: Info Available

"9/28/20XX - Important information

There will not be practice tomorrow (Wednesday). Thursday is a game in Novi. The game begins at 5:30pm. Please have your daughter there between 4:15pm and 4:30pm. They are wearing the black uniform. There may be practice on Friday depending on how Thursday goes.
If you have not paid your August payment, please so immediately, the next statements are coming soon!

(Game/Practice sites were listed in another area on the site)

10/2/20XX - Practice on Sunday!!!!!

Congratulations on the convincing win over Brighton!
Also, if Ashley use to text your daughter changes in the schedules, please have her resend Ashley her number. Her phone died and we were unable to retrieve the numbers. Ashley's cell is 888-555-1234. Please e-mail me to let me know you received this, if there is someone you know that may not check their e-mail, please let them know."

Example: Just a Name…

A unique name from a roster and a quick search:

Her first, last name, and approximate age based on her team.

Her jersey number and a team photo with her image.

By Googling her name, a press photo was found on an unrelated article which confirmed which player she was in the team photo.

Her parents first name, last name, and place of employment.

Her school, teacher's name, and school address and schedule.

A phone number to contact her mother.

A photo of her father and her mother from the father's Facebook website.

Email & Text Communication

- It is recommended that parents monitor kids' emails & text messages to assure:
  - no inappropriate communication occurs
  - communications directly between coaches and their players aren't "too friendly"
- Be aware!

Social Networking

- A **social network**[2] is a social structure made of nodes --generally individuals or organizations-- that are tied by subjects such as values, visions, ideas, financial exchange, friendship, kinship, dislike, conflict or trade. "Soccer" could be a subject tying a network together.

Social network. (2009, January 4). In *Wikipedia, The Free Encyclopedia*. Retrieved 03:37, January 6, 2009, from http://en.wikipedia.org/w/index.php?title=Social_network&oldid=261912053

Social Networking

- Some familiar social networking sites:
  - MySpace
  - Facebook
  - Twitter
  - YouTube
  - Path

Interesting Notables

- Much of the drop in blogging among younger internet users may be attributable to changes in social network use by teens and young adults.
- Nearly three quarters (73%) of online teens and an equal number (72%) of young adults use social network sites.
- By contrast, older adults have not kept pace; some 40% of adults 30 and older use the social sites in the fall of 2009.
- Many of the functions that blogging served for teens in the mid-2000s for communicating about their lives and updating their activities for their friends have become central activities on social networking sites.
- "Microblogging and status updating on social networks have replaced old-style 'macro-blogging' for many teens and adults.

Amanda Lenhart **Social Media and Young Adults,** Pew Internet & American Life Project, 2/03/2010
Presentation http://pewinternet.org/Reports/2010/Social-Media-and-Young-Adults.aspx

Suggested methods for protection

- **Be careful posting personal information** - Limit the number of people who have access to contact information or details about interests, habits, or employment. Reduce exposure to bullies.
- **Avoid escalating a situation** - Responding with hostility is likely to provoke. Consider ignoring the issue. Change accounts if messages continue, a stronger case may be made for legal action.

Suggested methods for protection

- **Document activity** – Consider keeping records of any online activity (emails, web pages, instant messages, etc.), including relevant dates and times. In addition to archiving an electronic version, consider printing a copy.
- **Report cyber-bullying to appropriate authorities** – If being harassed or threatened, report activity to local authorities.

Source: http://getnetwise.org

Suggested Best Practices

- Never log in with user names that reveal true identity or that are provocative
- Never reveal your passwords, phone numbers or address
- Notify parents or administrators if inappropriate physical or digital contact is made
- Never post information that reveals your identity
- Never post inappropriate photos or ones that may reveal your identity (for example: school names on shirts)
- Never share any information with strangers met online
- Never meet face-to-face with strangers met online
- Never open attachments from strangers

Source: Get NetWise = http://kids.getnetwise.org/

Final Considerations

- Only a very small number of teens report uncomfortable online contact; most ably handle the contact by deleting or ignoring it
- Very little association between contact and information posted online
- Bullying is reported by same % of teens as stranger contact; and yet happens more offline
- Parents more likely to use non-technical methods of protection; rulemaking around content
- Balance promise of technology with pitfalls
- Safety in a mobile environment?

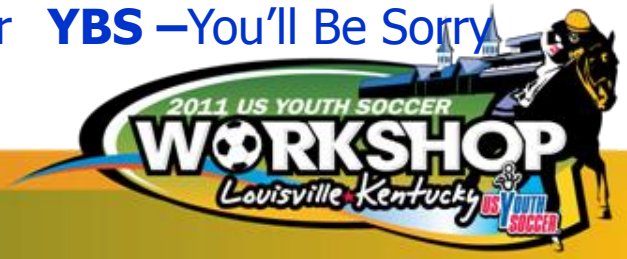
Teens, Online Stranger Contact & Cyberbullying What the research is telling us…
Amanda Lenhart NECC Internet Safety Town Hall June 30, 2008 San Antonio, TX

R U NtheNo about Chat?

121
One-to-one
53x
Sex
ADR
Address
AFK / BAK
Away from keyboard/ Back at keyboard
ASL?
Age, sex, location?
BRB
Be right back
BF
Best Friend
Cyber
Cybersex, sex over the computer

F2F
Face to face
IOW
In other words
IMO
In my opinion
LMIRL
Let's meet in real life
LOL
Laugh out loud
LMIRL
Let's meet in real life
LULAS
Love you like a sister
MorF
Male or female
NIFOC
Naked in front of computer

PA/ PAL/ POS/ P911
Parent alert/are listening/ over shoulder/
SorG Straight or gay
TDTM
Talk dirty to me
TMI
Too much information
WRN?
What's your real name?
WTGP
Want to go private?
WU - What's up?
WUF?
Where are you from?
WYCM?
Will you call me?
YBS –You'll Be Sorry



Online Resources

Here is a list of additional websites which can further help provide insights and information:

- **Ncmec.com** - National Center for Missing & Exploited Children (NCMEC)
- **Missingkids.com** – Website from NCMEC which allows the tracking of missing kids
- **Cybertipline.com** - Congressionally mandated CyberTipline is a reporting mechanism for cases of child sexual exploitation including child pornography, online enticement of children for sex acts, molestation of children outside the family, sex tourism of children, child victims of prostitution, and unsolicited obscene material sent to a child. Reports may be made 24-hours per day, 7 days per week online at www.cybertipline.com or by calling 1-800-843-5678. **It's monitored by the FBI and the Center for Missing and Exploited Children.**
- **Netsmartz.org** – An Internet, safety-education resource for children (5-17), parents, guardians, educators, and law enforcement
- **Nsopr.gov** – National Sex Offender Public Registry
- **Snopes.com** – Checkout fictitious amber alerts, scams, and emails

Online Resources

KidShield.com: Ten Safety Net Steps for Safe Surfing
http://kidshield.com/steps/index.htm

SafeKids.com
http://safekids.com/child-safety-on-the-information-highway/

WebWiseKids.org
http://webwisekids.org/index.asp?page=ourPrograms

KidsHealth.org
http://kidshealth.org/parent/positive/family/net_safety.html

- **US National Cyber Security Alliance (NCSA)**
  - http://www.staysafeonline.org/
- **GetSafeOnline** - http://www.GetSafeOnline.org
- **Onguard Online** - http://www.onguardonline.gov/
- **GetNetWise** - http://kids.getnetwise.org/
- **Yahoo Parents' Guide** - http://safely.yahoo.com/

Online Resources

- **RegisteredOffenderslist.Org** - Registered Sex Offenders List
- **Pcsndreams.com** – PC's & Dreams – a website which provides education and computer software monitoring resources
- **Predatornews.blogspot.com** – News links from around the world about the Internet predators that get caught trying to groom children on the Internet.
- **Familywatchdog.com** – provides services, education, and products all geared to keeping the entire family safe on the internet.
- **Nationalalertregistry.com** - designed to provide sexual offenders registry information directly to the public by conducting a ZIP Code search which will can notify you if a sexual offender has moved into your community as well as provide you with a complete profile of the sexual offender.
- **Enough.org** – a sight whose mission is to Make the Internet Safer for Children and Families.

Online Resources

The Internet is a playground for sexual predators. Learn how to protect your children with these Internet safety resources.

- United States Computer Emergency Readiness Team (CERT): Keeping Children Safe Online
  http://www.us-cert.gov/cas/tips/ST05-002.html
- FBI Publications: A Parent's Guide to Internet Safety
  http://www.fbi.gov/stats-services/publications/parent-guide/parent-guide
- CyberAngels Online Safety Education Program
  http://www.cyberangels.org/
- ProtectKids.com http://protectkids.com/dangers/onlinepred.htm

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