



Alerting You to Threats
Shared Publicly on Social Media

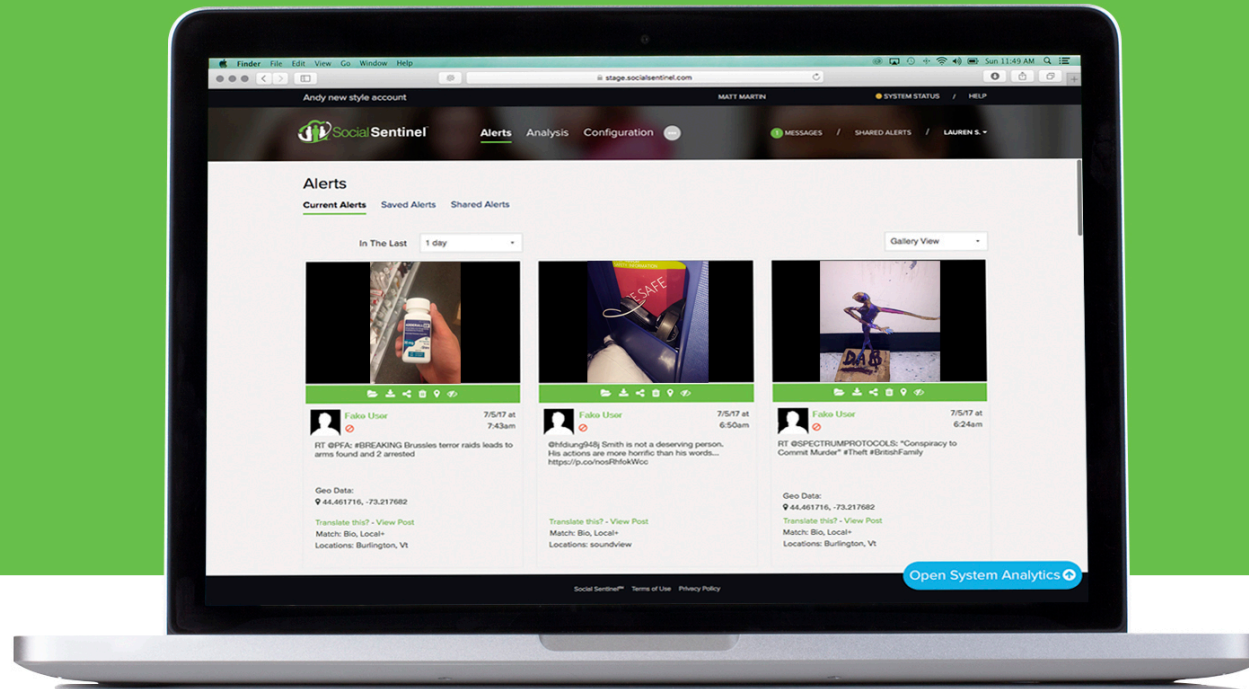


Helping You Find the Needles in the Digital Haystack



How The Social Sentinel Service Works

You receive an alert when a public safety match is made



1 Billion Posts



Sentinel SearchSM
Library



Your Local+SM
People, Places, Events

Social Sentinel Sources



Instagram



Meetup



Flickr



Twitter



Facebook Pages



Tumblr



Google+



Vimeo



Wordpress



You Tube



Periscope



4Chan
(Coming Soon)



User Redacted



6/29/17 at
1:13pm

I pray for someone to shoot up the school
@XYZ <https://t.co/34Jue&H44>

Geo Data:

[Translate this?](#) - [View Post](#)

RMap™ Match: Bio, Local+

I pray for someone to shoot
Up the school @XYZ
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No image was associated with this post.



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6/29/17 at

1:13pm

Why am I so chubby i'm going to end it all


Geo Data:

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RMap™ Match: Bio, Local+

Why am I so chubby
I'm going to end it all

What Do I Do with an Alert



6/29/17 at 1:13pm

Brendan M. Cotter

We're Just Starting to Comprehend How Social Media Breeds Shootings -

Geo Data:

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RMap™ Match: Bio, Local+

“Everyone knows before us”

Safety issue posted on social media

Once notified, staff jumps into action to evaluate using standard policies and procedures

Don't hesitate

Social media enables information (not always accurate) to spread like wildfire

Proactive Steps Staff Takes

- Creating false profiles and “friending” students
- Using PIO’s social media monitoring service
- Periodically checking certain students’, parents’ or employees’ social media accounts

If you don't hear about it first...

- Parents and students feel uneasy
- Attendance drops
- Media frames the story – missing facts
- Instruction time impacted
- Hard costs incurred



Impact of Social Media

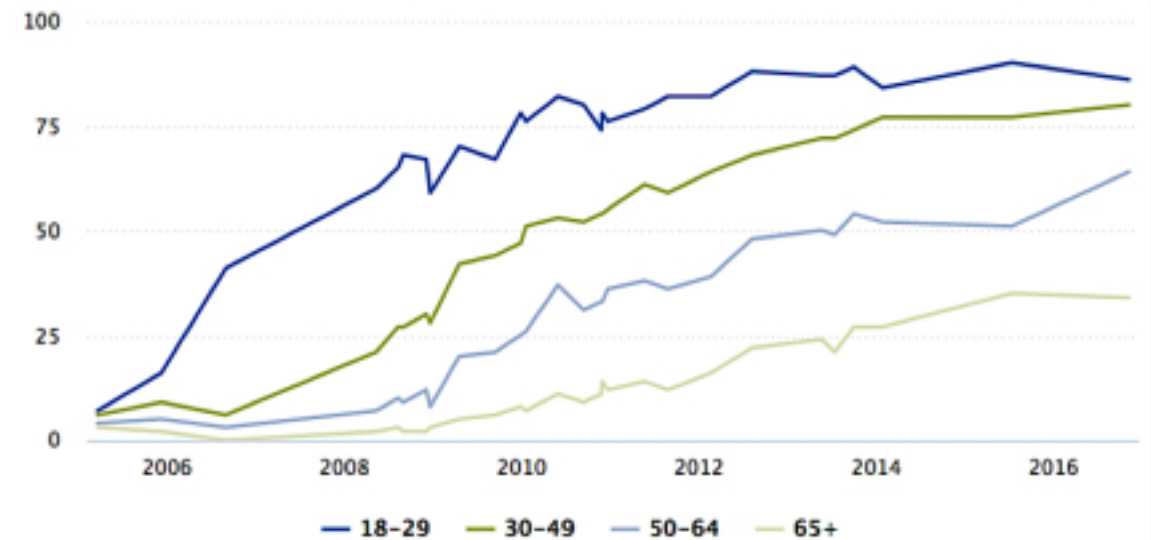
The use of social media is no longer widespread... it's pervasive.

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.”

According to the Pew Research Center and consumer insight service Experian Simmons

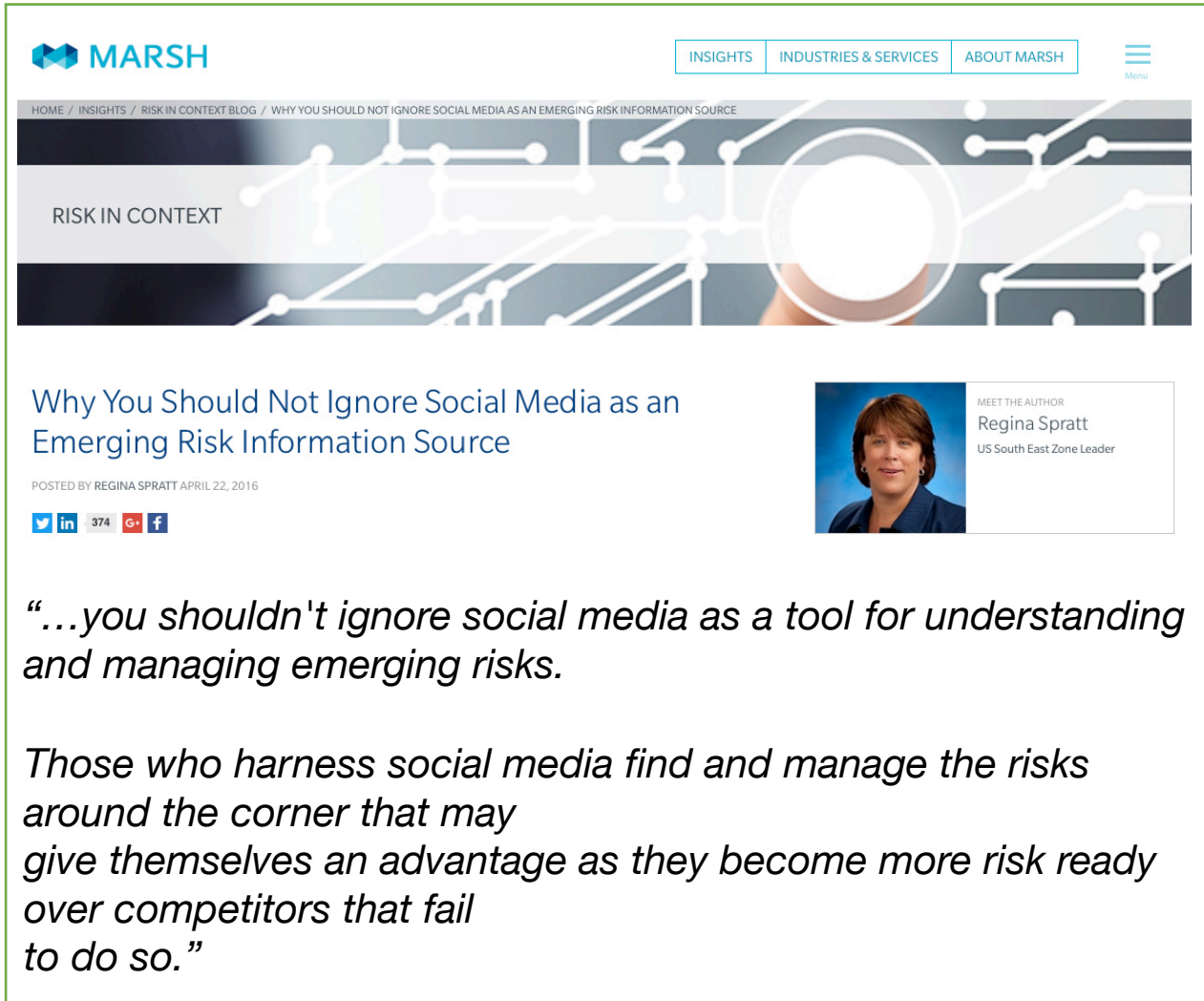
Social Media Use by Age

% of U.S. adults who use at least one social media site, by age



Source: Surveys conducted 2005-2016
Pew Research Center

Emerging Risks



MARSH INSIGHTS INDUSTRIES & SERVICES ABOUT MARSH

HOME / INSIGHTS / RISK IN CONTEXT BLOG / WHY YOU SHOULD NOT IGNORE SOCIAL MEDIA AS AN EMERGING RISK INFORMATION SOURCE

RISK IN CONTEXT

Why You Should Not Ignore Social Media as an Emerging Risk Information Source

POSTED BY REGINA SPRATT APRIL 22, 2016

MEET THE AUTHOR
Regina Spratt
US South East Zone Leader

“...you shouldn't ignore social media as a tool for understanding and managing emerging risks.

Those who harness social media find and manage the risks around the corner that may give themselves an advantage as they become more risk ready over competitors that fail to do so.”



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MARKETS POLITICS **FEATURES** FBN TV

MEDIA & ADVERTISING CLOUD INNOVATION BUSINESS LEADERS TECHNOLOGY

Experts on Why Suicidal Thoughts Have Doubled in Youth

By Jade Scipioni | Published May 09, 2017 | Lifestyle and Budget | FOXBusiness

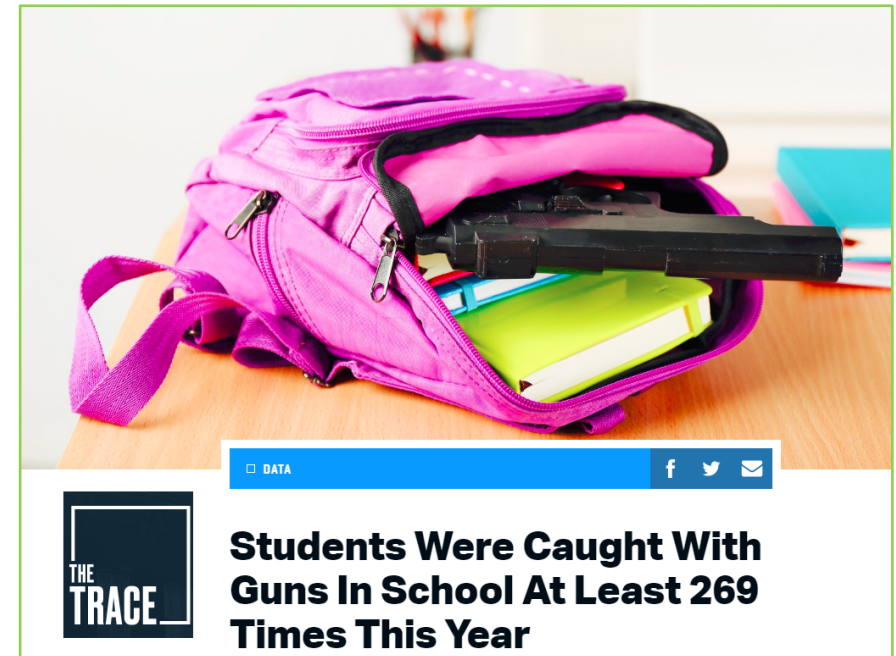
Experts on Why Suicidal Thoughts Have Doubled in Youth

NJ millionaires-on-welfare bust: More arrests to come, prosecutor says

6 things to do the day you retire

America's Fastest-Declining Soda Brands

Bar Rescue's Jon Taffer: I'm not sure I would open a bar today



DATA

Students Were Caught With Guns In School At Least 269 Times This Year

THE TRACE

No image was associated with this post.



User Redacted

6/29/17 at
1:13pm

Teen is tossing out racial slurs while having road rage - now pointing gun #racism
<https://t.co/hCtjUZelps>

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Teen is tossing out racial slurs while having road rage - now pointing gun #racism
<https://t.co/hCtjUZelps>

Sentiments from a Client

From: Matt Carmichael
Sent: Tuesday, December 6, 2016

All,

This is without a doubt amazing. Great teamwork. **Today you saved a life and I am very proud of each of you. The process with Social Sentinel is hands down the best.** More formal appreciation to follow but please let me express my immediate gratitude.

Wow, sincerely,

Matthew E. Carmichael
Chief of Police
University of Oregon Police Department

Sentiments from a Client

From: David Perry
Sent: Tuesday, July 5, 2017

We witnessed the power of a Proactive Social Media Threat alert today! **Our team engaged quickly and thoughtfully to check on the welfare of a student who appeared to be in crisis.**

As we worked to make contact with the student it became more obvious that our intervention was necessary. By leveraging as many possible resources to protect our campus community, overall safety is improved. Partnering with Social Sentinel allows us the visibility and accuracy of threats in public social media in a manner that is compliments our many of our public safety initiatives.

David Perry
Chief of Police
Florida State University

No image was associated with this post.



User Redacted



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XYZ is first on my hit list

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User Redacted



6/29/17 at
1:13pm

I'm through before I become desperate



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I become desperate

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User Redacted

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@XYZAndre or if you bring a gun to campus

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@VCFAndre or if you bring
a gun to campus

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TBH I want to die... I hate myself so much

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My school is getting shot up tomorrow

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6/29/17 at
1:13pm

@XYZname @XYZperson She was raped
while unconscious. Are you joking?
They gonna fight now 🤔😞😞😞😞

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