***A picture containing text, clock

Description automatically generated***

This project was supported by the Cybersecurity and IT Pathways grant from the Florida Department of Education through Cyber Florida, project number 291-1231C-2C001, funding authority 84.425C-D CRRSA ACT ESSER II 84.425D & GEER II 84.425C, FAIN#: S425C210052. More information at cyberflorida.org/pathways/

**Chapter Case**

Chapter 18 Social Media

The Chapter Case was written for the Florida Public School System DIGITAL INFORMATION TECHNOLOGY (8207310) course. Funded by the Cyber/IT Pathways Program, Cyber Florida, and the Florida Department of Education.

# Chapter 18 Social Media

## Ken’s Social Media Safety Research

Ken just finished taking a class on Internet safety. He knew that social media was a place where lots of good and bad things can happen. Ken wanted to know more about social media and what their companies can do to protect the safety of their users. He remembered that when he joined several social media platforms, he would just ignore the terms of use. He just wanted to start using the social media platform and socialize with his friends. But this time, he was concerned about safety and researched the terms of use for three popular social media platforms. Here is a sample of what Ken found from Instagram, Snapchat, and Twitter:

## Instagram: Maintain Our Supportive Environment by not Glorifying Self-injury

The Instagram community cares for each other, and is often a place where people facing difficult issues such as eating disorders, cutting, or other kinds of self-injury come together to create awareness or find support. We try to do our part by providing education in the app and adding information in the Help Center so people can get the help they need.

Encouraging or urging people to embrace self-injury is counter to this environment of support, and we’ll remove it or disable accounts if it’s reported to us. We may also remove content identifying victims or survivors of self-injury if the content targets them for attack or humor.[[1]](#footnote-1)

## Snapchat: Rights You Grant Us

Many of our Services let you create, upload, post, send, receive, and store content. When you do that, you retain whatever ownership rights in that content you had to begin with. But you grant us a license to use that content. How broad that license is depends on which Services you use and the Settings you have selected.

For all content you submit to the Services, you grant Snap and our affiliates a worldwide, royalty-free, sublicensable, and transferable license to host, store, cache, use, display, reproduce, modify, adapt, edit, publish, analyze, transmit, and distribute that content. This license is for the purpose of operating, developing, providing, promoting, and improving the Services and researching and developing new ones.

This license includes a right for us to make your content available to, and pass these rights along to, service providers with whom we have contractual relationships related to the provision of the Services, solely for the purpose of providing such Services.[[2]](#footnote-2)

## Twitter: Targeted Harassment

We consider targeted behavior as malicious, unreciprocated, and intended to humiliate or degrade an individual(s). We prohibit the following behavior on the platform:

* Posting multiple Tweets, over a short period of time, or continuously posting replies with malicious content, to target an individual. This includes accounts dedicated to harassing an individual or multiple individuals.
* Mentioning or tagging users with malicious content.[[3]](#footnote-3)

## Case Questions

1. Review the terms of use samples from the three social media platforms listed above. Choose one and describe in your own words why you think the platform has listed this term of use and how it can keep its users safe.
2. Think of a feature you could add to any social media platform of your choice that would help keep people safe. Describe the feature in detail and how you think it will keep the platform’s users safe.

1. Maintain our supportive environment by not glorifying self-injury, Community Guidelines, Facebook Help Center, website accessed on 5/23/2023: <https://www.facebook.com/help/477434105621119> [↑](#footnote-ref-1)
2. Rights You Grant Us, Snap Inc. Terms of Service, website accessed on 5/23/2023, <https://snap.com/en-US/terms> [↑](#footnote-ref-2)
3. Targeted harassment, Abuse and harassment, Twitter Help Center, website accessed on 5/23/2023, <https://help.twitter.com/en/rules-and-policies/abusive-behavior> [↑](#footnote-ref-3)