



# MODULE 7

## COLLABORATION AND COMMUNITY SUPPORT IN PREVENTING SOCIAL MEDIA RISKS



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## Lesson 7.2

# Developing Collective Strategies for Social Media Monitoring



**ERASMEDIAH**

Educational Reinforcement Against  
the Social Media Hyperconnectivity



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# Developing Collective Strategies for Social Media Monitoring

## Objectives:

- Promote awareness of the risks youth encounter on social media.
- Equip participants with knowledge of effective social media monitoring tools and strategies.
- Strengthen collaboration between schools, families, and youth workers.
- Foster a proactive mindset toward ensuring youth online safety.

## Key Message(s):

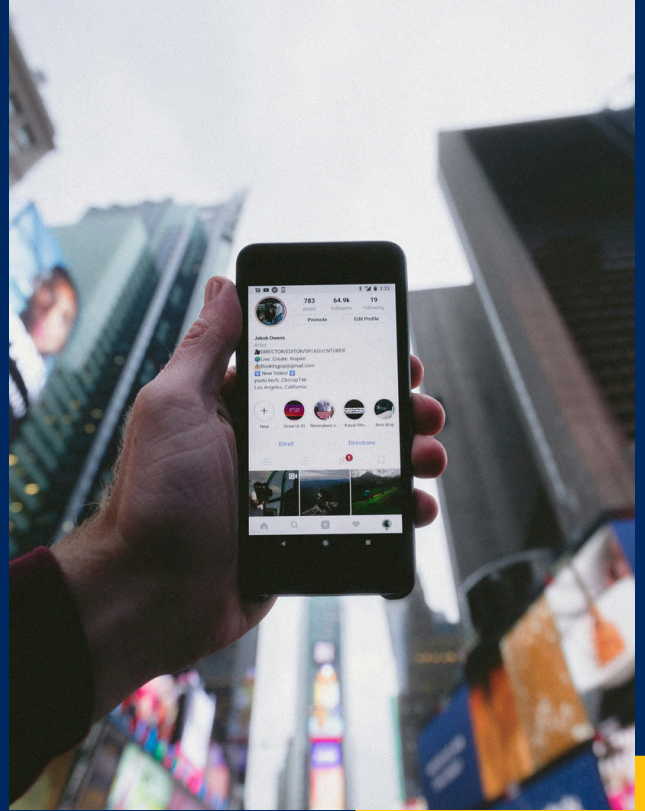
- Social media monitoring is not about spying—it's about safeguarding.
- A collaborative approach ensures that monitoring is respectful, effective, and supportive.
- Open communication between stakeholders is essential for successful monitoring.
- Proactive strategies help prevent issues before they escalate.
- Trust and mutual understanding between schools, families, and youth workers empower youth to use social media responsibly.



TYPE OF LESSON:







# Lesson Overview

Developing Collective Strategies for Social Media Monitoring focuses on equipping educators, families, and youth workers with tools and strategies to monitor social media in a collaborative, respectful, and proactive way. Participants will explore the importance of collective responsibility, identify key monitoring tools, and develop practical approaches to ensure the online safety and well-being of youth.

## **The workshop is organized into 4 steps:**

- 1: Why social media monitoring is crucial? (5 Min)
- 2: Key Stakeholders and Their Roles (5 min)
- 3: Exploring Tools and Strategies (15 min)
- 4: Collaborative Planning and Action (15 min)



## Step 1

# Why social media monitoring is crucial?

Social media monitoring is not just about tracking—it's about safeguarding users, fostering trust, and creating a healthier online community.

### Identifying Risks Early

- Detect harmful trends, misinformation, and risks before they escalate.
- Protect vulnerable groups from online threats.

### Understanding Online Behavior

- Gain insights into user interactions, trends, and emerging issues.
- Recognize patterns that impact mental health and community well-being.

### Building Safer Online Spaces

- Enable timely responses to cyberbullying, harmful content, and privacy violations.
- Foster a supportive and inclusive digital environment.

### Encouraging Responsible Use

- Promote awareness of social media risks and digital etiquette.
- Empower communities to take proactive roles in online safety.



## Step 1

# Why social media monitoring is crucial?

- Discuss why monitoring is necessary in today's digital age, particularly for youth:
  - To prevent cyberbullying, exposure to harmful content, and online exploitation.
  - To protect mental health by identifying signs of social media addiction, peer pressure, or low self-esteem.
- Share alarming statistics or studies (if available) about online risks faced by young people.

### Examples:

- Nearly 59% of teenagers have been contacted by strangers online, with 39% saying it made them feel unsafe or uncomfortable.
- 16% of school-aged children have experienced cyberbullying, with an increasing trend observed between 2018 and 2022.



## Step 2

# Key Stakeholders and Their Roles

## Role of Schools in Social Media Monitoring

- **Educating Students:**
  - Provide lessons on digital citizenship and responsible social media use.
  - Raise awareness of online risks, including cyberbullying, privacy breaches, & misinformation.
- **Monitoring School-Related Online Activity:**
  - Supervise social media platforms linked to school events, groups, or activities.
  - Address online behaviors that affect school safety & well-being.
- **Facilitating Communication:**
  - Act as a bridge between families & youth workers by sharing observations.
  - Host workshops or training for parents on social media risks & safety tips.
- **Encouraging Reporting Mechanisms:**
  - Promote a culture where students feel safe reporting online concerns.
  - Provide clear protocols for handling online harassment or inappropriate content.





## Step 2

# Key Stakeholders and Their Roles

## The Role of Families in Social Media Monitoring

- **Establishing Boundaries:**

- Set clear rules for social media use, such as time limits and appropriate platforms.
- Use parental control settings on devices to monitor activity while respecting privacy.

- **Maintaining Open Communication:**

- Encourage regular conversations with children about their online experiences.
- Be approachable so children feel comfortable discussing online challenges.

- **Modeling Positive Online Behavior:**

- Demonstrate healthy social media habits, such as limiting screen time and avoiding oversharing.
- Show respect for others in digital spaces to set a good example.

- **Collaborating with Schools and Youth Workers:**

- Share insights about online behaviors observed at home.
- Partner with schools in implementing shared monitoring strategies.





## Step 2

# Key Stakeholders and Their Roles

## The Role of Role of Youth Workers in Social Media Monitoring

- **Providing Specialized Support:**
  - Offer expertise in addressing online risks like cyberbullying, sextortion, or exposure to harmful content.
  - Focus on supporting vulnerable youth or those at higher risk.
- **Facilitating Training and Workshops:**
  - Conduct sessions for youth, parents, and educators on digital safety and well-being.
  - Share strategies for identifying and managing risky online behaviors.
- **Acting as Mediators:**
  - Bridge gaps between schools, families, and young people when conflicts arise online.
  - Provide neutral guidance to resolve issues collaboratively.
- **Encouraging Peer Support:**
  - Promote peer-to-peer education, empowering youth to share tips for staying safe online.
  - Help create a support system where young people hold each other accountable.



## Step 2

# Key Stakeholders and Their Roles

**Schools** play a vital role in educating students on digital citizenship and online risks, monitoring school-related social media activity, facilitating communication between families and youth workers, and promoting safe reporting mechanisms for online concerns. **Families** contribute by setting boundaries for social media use, maintaining open communication about online experiences, modeling positive online behavior, and collaborating with schools and youth workers to ensure effective monitoring. **Youth workers** provide specialized support in addressing online risks, facilitate training sessions for youth, parents, and educators, act as mediators in resolving online conflicts, and encourage peer support and empowerment for safe digital practices.

Together, these stakeholders create a comprehensive and collaborative approach to safeguarding youth online.



### Step 3

## Exploring Tools and Strategies

### Tools for Social Media Monitoring

Introduce participants to tools and technologies that can aid in monitoring social media activities effectively:

#### **Parental Control Apps:**

- Tools like Bark, Qustodio, and Family Link allow parents and guardians to monitor screen time, filter content, and track online activity.
- Key Features: Content filtering, alerts for inappropriate content, and real-time activity reports.

#### **Social Listening Tools:**

- Platforms like Hootsuite or Net Nanny help track keywords or phrases related to harmful content like cyberbullying or self-harm.
- These tools can alert youth workers or educators to potential threats.





### Step 3

## Exploring Tools and Strategies

### Tools for Social Media Monitoring

#### Platform-Specific Safety Features:

- Demonstrate built-in tools in social media platforms (e.g., Instagram's "Activity Dashboard," TikTok's "Family Pairing," or YouTube's Restricted Mode).
- Encourage participants to explore these tools for enhanced control.

#### Community-Based Monitoring:

- Discuss the value of digital communities, such as Facebook Groups or forums, where parents, teachers, and youth workers share tips and resources.



### Step 3

## Exploring Tools and Strategies

### Strategies for Proactive Social Media Monitoring

Discuss approaches to monitoring that are preventive, supportive, and respectful of youth autonomy.

#### **Set Clear Boundaries and Expectations:**

- Collaborate with youth to establish acceptable social media use.
- Create a written or verbal agreement outlining:
  - Time limits for social media use.
  - Acceptable types of content to engage with.
  - Consequences for breaching the agreement.

#### **Regular Check-Ins with Youth:**

- Hold weekly or bi-weekly conversations about their social media experiences.
- Use open-ended questions like:
  - “Have you seen anything online recently that made you uncomfortable?”
  - “Who do you interact with most on social media?”



### Step 3

## Exploring Tools and Strategies

### Strategies for Proactive Social Media Monitoring

#### **Teach Digital Literacy:**

- Educate youth about spotting misinformation, scams, and online dangers like grooming or phishing.
- Offer training on privacy settings, identifying fake accounts, and the risks of oversharing online.

#### **Foster Trust, Not Fear:**

- Reassure youth that monitoring is about their safety, not control.
- Emphasize the importance of transparency—avoid secretive monitoring to build trust.





### Step 3

## Exploring Tools and Strategies

### Balancing Monitoring and Respecting Privacy

#### Open Communication:

- Always inform youth that their online activity is being monitored and why.
- Frame monitoring as a collaborative effort to promote their well-being.

#### Empower Youth:

- Allow them to participate in decisions about the boundaries and rules.
- Encourage self-monitoring by teaching them to recognize and report unsafe situations.

#### Avoid Over-Surveillance:

- Monitor only when necessary and relevant to ensure safety.
- Avoid invading personal messages or interactions unless there is evidence of harm.



### Step 3

## Exploring Tools and Strategies

### Case Study Discussion

**Present a short case study to illustrate the successful application of monitoring tools and strategies.**

*Example: “A parent and teacher worked together to address a case of cyberbullying by using a monitoring app and engaging the student in conversations about online safety. As a result, the youth learned to block harmful accounts and report inappropriate behavior.”*

**Ask participants to reflect on how they could apply similar strategies in their contexts.**





## Step 4

# Collaborative Planning and Action

### Group Activity:

Divide participants into small groups (3–5 people). Each group should ideally include representatives from different stakeholder perspectives (e.g., a teacher, a parent, and a youth worker), ensuring a well-rounded approach to the plan.

Each group is tasked with designing a collective social media monitoring plan that includes:

- **Roles and Responsibilities:** Define what each stakeholder (school, family, youth workers) will contribute to the monitoring process.
- **Monitoring Tools:** Select one or more social media monitoring tools (apps, parental controls, social listening platforms) that the group finds most effective.





## Step 4

# Collaborative Planning and Action

- **Proactive Strategies:** Develop strategies for preventing issues before they arise, such as setting expectations, scheduling regular check-ins, and creating a “family-school agreement” for monitoring social media use.
- **Handling Challenges:** Discuss what steps would be taken if harmful online behavior is detected (e.g., cyberbullying, inappropriate content). Identify clear actions each stakeholder would take to resolve the issue (e.g., contacting parents, talking to the student, reporting the incident).



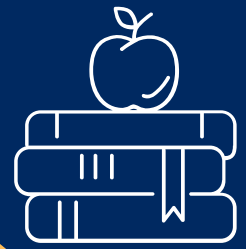
## Step 4

# Collaborative Planning and Action

**Group Presentations:** Each group presents their collective monitoring plan to the larger group. Encourage them to explain:

- How they allocated roles and responsibilities across stakeholders.
- The tools and strategies they selected for monitoring.
- How they plan to address potential issues or concerns that may arise.

**Feedback and Reflection:** After each presentation, allow time for questions, suggestions, and feedback from other participants. This can help refine and improve the plans further, creating a richer collaborative environment.



# Tools

## Monitoring and Parental Control Apps

- **Qustodio:** A comprehensive parental control app that allows parents and educators to monitor online activity, set screen time limits, and track social media use.
- **Bark:** A digital safety tool that monitors texts, emails, and over 30 apps (including social media platforms) for signs of cyberbullying, inappropriate content, and other concerning behaviors.
- **Net Nanny:** A well-known parental control software with robust monitoring tools for social media and internet activity.

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## Social Listening Tools

- **Hootsuite:** A social media management platform with social listening capabilities to track conversations and trends on various social media platforms.
- **Mention:** A social media listening tool that allows you to monitor online conversations in real-time.





# Tools

## Communication and Collaboration Tools

- **Google Classroom:** A learning management system that can be used by schools to communicate with students and families about online safety.
  - **Remind:** A communication platform that enables secure, direct communication between educators, parents, and students.
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## Digital Citizenship and Awareness Tools

- **Common Sense Media:** A trusted resource for families, educators, and youth workers to learn about digital citizenship, online safety, and media literacy.
  - **Be Internet Awesome (by Google):** An interactive program developed by Google to teach kids the fundamentals of digital safety and citizenship.
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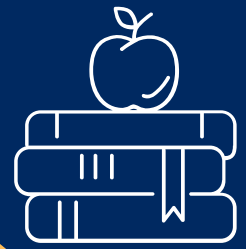
## Reporting and Incident Management Tools

- **Cyberbullying.eu:** This is a European website dedicated to providing resources, tools, and support for dealing with cyberbullying. It is an initiative of the European Youth Information and Counselling Agency (ERYICA).
- **INHOPE (International Hotlines Network):** INHOPE is an international association of hotlines that work to combat illegal and harmful content online, including cyberbullying and child sexual abuse material.



## Key Takeaway Summary

The Lesson emphasizes the importance of collaboration in social media monitoring, highlighting the roles that schools, families, and youth workers must play to ensure the safety and well-being of youth online. Each group has a unique responsibility: schools educate students about digital citizenship, families monitor daily use and set boundaries, and youth workers provide support and expertise for at-risk youth. Utilizing the right tools, such as parental control apps and social listening platforms, enhances the ability to monitor and respond to online behavior effectively. However, a proactive approach is preferred over reactive ones; setting clear boundaries, educating about digital safety, and holding regular check-ins are crucial in preventing issues before they arise. Balancing privacy and safety is key, as monitoring must respect youth's autonomy while maintaining their protection. By working together, stakeholders can create a unified, consistent approach to monitoring that fosters a safe online environment for youth, reinforcing the need for collective action to tackle online risks effectively.



# Instructions for youth workers, educators, and teachers

## **Objective:**

To equip participants with the knowledge and tools necessary to collaboratively design and implement effective social media monitoring strategies. This lesson aims to foster teamwork among schools, families, and youth workers, promoting the safe and responsible use of social media while addressing online risks such as cyberbullying, privacy concerns, and harmful content.

## **Materials Needed:**

- **Technical Requirements**

- Projector or screen for presentations.
- Laptops, tablets, or smartphones for participants to explore digital tools.
- Reliable internet connection for accessing online platforms and resources.

- **Digital Tools:**

- Access to live demonstrations of monitoring apps like Qustodio, Bark, or Net Nanny.
- Platforms for exploring social listening tools such as Hootsuite or Mention.

- **Presentation Slides:** For guiding discussions and sharing key concepts.

- **Handouts:**

- Role-specific action plans for schools, families, and youth workers.
- Overview of digital tools for monitoring and online safety.





## **Step 1: Why Communication is Key (5 Min)**

To set the context for effective social media monitoring, stakeholders must first understand the current social media landscape by staying informed about the platforms most commonly used by youth, such as TikTok, Instagram, and Snapchat, as well as emerging trends, risks like cyberbullying, and the positive opportunities social media provides.

Open communication is key—creating a non-judgmental environment where youth feel safe discussing their online experiences helps build trust.

Each stakeholder has a specific role: schools should focus on educating students about digital citizenship, families should foster trust through consistent monitoring and dialogue, and youth workers should provide guidance and support, particularly for at-risk youth.

It's important to emphasize a balanced approach by acknowledging the benefits of social media while addressing its challenges without resorting to excessive monitoring that could harm trust.

Lastly, all stakeholders must align on common goals, prioritizing youth safety, privacy, and mental well-being to guide their collaborative efforts effectively.





## Step 2: Key Stakeholders and Their Roles (5 min)

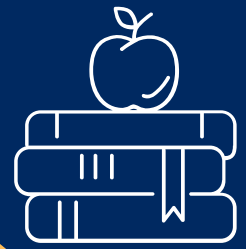
To create an effective social media monitoring strategy, it's essential to identify and engage all key stakeholders.

Start by recognizing the primary groups involved: schools, families, and youth workers. **Schools** should focus on educating students about digital citizenship, integrating online safety into the curriculum, and providing guidance on responsible social media use. **Families** play a crucial role in monitoring daily social media activity, setting boundaries, and fostering open communication about online experiences. **Youth workers**, on the other hand, provide specialized support to at-risk youth, offer counseling, and help bridge gaps between schools and families.

Establish clear roles and responsibilities for each stakeholder, ensuring collaboration and avoiding overlap. Encourage regular communication among all groups to align objectives, share insights, and build trust.

This collective approach strengthens the network of support around youth, ensuring a balanced and effective response to online risks.





### **Step 3: Exploring Tools and Strategies (15 min)**

When selecting tools and strategies for social media monitoring, stakeholders must focus on balance, practicality, and collaboration.

Schools should prioritize tools that integrate digital literacy and citizenship education into the curriculum, such as platforms that promote safe online behavior and critical thinking.

Families can use parental control apps like Qustodio or Net Nanny to set screen time limits, filter inappropriate content, and receive alerts about concerning online activities.

Youth workers should leverage social listening tools like Mention or Hootsuite to monitor trends and conversations that may indicate risks or emerging issues within the youth community.

It's crucial to choose tools that align with the age, needs, and privacy concerns of the youth while fostering open communication.

Stakeholders should work together to implement proactive strategies, such as regular check-ins, co-creating online use agreements, and educating youth on responsible digital habits, ensuring a comprehensive approach to safeguarding their online experiences.







#### **Step 4: Collaborative Planning and Action (15 minutes):**

To create an effective social media monitoring plan, stakeholders must embrace collaboration by clearly defining roles and responsibilities: schools educate, families monitor, and youth workers support at-risk youth. Use appropriate tools, plan proactively with regular check-ins, and address risks like cyberbullying. Prioritize trust by balancing privacy and safety through open communication and teamwork.

#### **Reflection Questions:**

Take a moment to reflect on what you've learned about collaborative social media monitoring. Consider the following: How can schools, families, and youth workers better coordinate to ensure consistent monitoring efforts? What tools or strategies do you think would be most effective in your context, and why? Reflect on the challenges of balancing privacy and safety—how can you build trust with youth while ensuring their online protection? Lastly, think about your next steps: What specific actions can you take to contribute to a proactive and collaborative monitoring plan in your community? Write down your thoughts and be prepared to discuss them with the group.

#### **Key Takeaways:**

The Lesson emphasizes the importance of collaboration between schools, families, and youth workers for effective social media monitoring. By clearly defining roles, using appropriate tools, and taking a proactive approach, stakeholders can address online risks like cyberbullying. Balancing privacy with safety is essential, and regular communication ensures a unified effort. Building trust and cooperation among all parties is key to creating a safe online environment for youth.



## **Follow-Up and At-Home Activities**

Encourage participants to discuss social media monitoring strategies with their families or colleagues. Ask them to identify one tool or strategy they can implement in their own environment. For at-home activities, participants can review digital safety resources with their children or students and create a simple monitoring plan together. Additionally, they can start a conversation about online behavior and establish guidelines for safe social media use.

### **Tips for Teachers:**

As a teacher, fostering a safe online environment for your students starts with open communication and education. Start by incorporating digital citizenship lessons into your curriculum, teaching students about respectful behavior, privacy, and the risks of social media. Engage parents by offering resources and encouraging them to monitor online activity at home. Use tools that can help you track and support students' online well-being, but always be mindful of respecting their privacy. Collaborate with youth workers and families to create a unified approach to monitoring and addressing online risks. Regular check-ins and workshops can keep the conversation ongoing, ensuring students feel supported in navigating the digital world safely.





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## QUIZ

1. What is the primary role of schools in a collaborative social media monitoring plan?
  - A. Monitoring students' social media accounts directly
  - B. Educating students about digital citizenship and online safety
  - C. Setting screen time limits for families
  - D. Managing all social media platforms for families
  
2. Which of the following is an important consideration when selecting digital monitoring tools for a collaborative plan?
  - A. The cost of the tool
  - B. The tool's ability to align with the needs of both students and stakeholders
  - C. The number of features the tool offers
  - D. The tool's popularity among schools
  
3. What is the key benefit of proactive planning in social media monitoring?
  - A. It allows stakeholders to respond after an issue occurs.
  - B. It reduces the need for ongoing collaboration.
  - C. It helps prevent issues like cyberbullying and online risks before they arise.
  - D. It focuses solely on monitoring and not on education.





## QUIZ

4. How can teachers balance privacy and safety when monitoring students' online activity?

- A. By directly monitoring students' private messages
- B. By engaging in regular open discussions with students about online safety and respecting their privacy
- C. By setting extreme privacy restrictions on students' devices
- D. By restricting access to all social media platforms

5. What is a major challenge in implementing a collaborative social media monitoring plan?

- A. Ensuring that students are not aware of the monitoring plan
- B. Coordinating and aligning roles and responsibilities among schools, families, and youth workers
- C. Only using digital tools without any human intervention
- D. Encouraging students to report all online issues





# Solutions

Question 1: B

Question 2: B

Question 3: C

Question 4: B

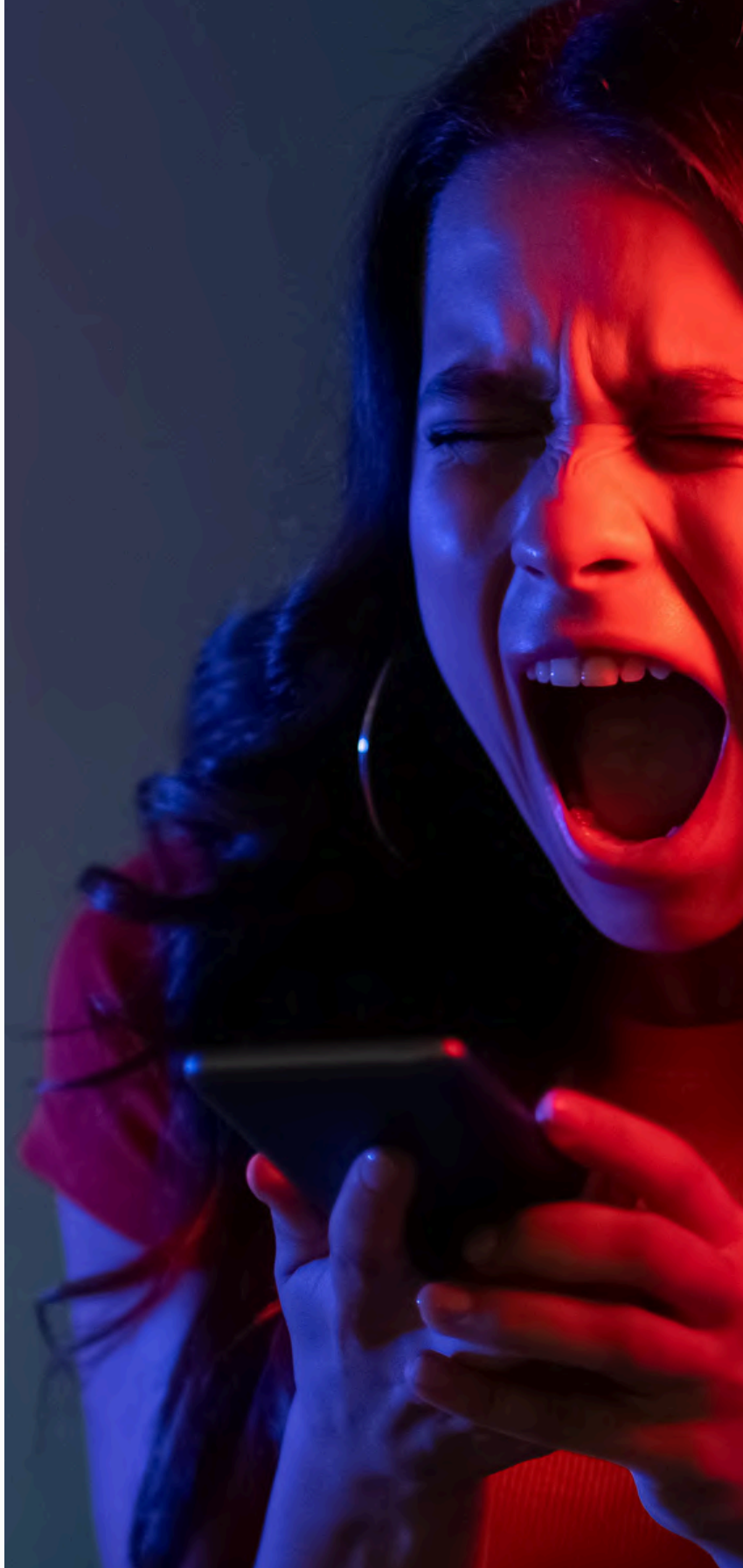
Question 5: B







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