Cyber Safety & Policy for your Camp—
LNT in a Digital Footprint World

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Background

- Winnebago camper 1969-1975
- Winnebago counselor/admin 1978-2009
- Teacher 1982-Present
- Director of Technology, St. Catherine's School 2007-Present
- Family Educator, Commonwealth Parenting 2009-Present
- CyberUSP19, LLC 2011, Cyber Use Safety & Policy

Purpose

- How to prepare staff for the reality of communication with the outside world at Camp
- How to educate staff and camp families for the change in communication when they're at camp
- Generational and Gender differences in use of communication
- How to protect images of campers/staff
- Policy & Safety Guidelines
- How to safeguard hardware, software & network
- LNT in a Digital World

Reality of Communication @ Camp for Staff

- College, Grad students and young professionals make up most of staff

- 24/7 connectivity

- Instant access

- Wild West approach to distribution & access

- Clear, transparent & ethical standards

Communicate - Why?

- Human behavior
- Family, School, Business, Organizations
- *Social*

How?

- Letter
- Phone
- Cell Phone
- Smart Phone
- Computer
- iPad

Where?

- Email
- Texts
- Facebook
- Skype
- Google Buzz

Parent ⬌ Camp Communication

- Expectations of camper/parent
  - ***Different*** from during the "off-season"
- Expectations of parent/camp
  - Known, revised, flexible?
- "Off-season" vs. summer
  - Differences?
- Staff/Parent
  - Protocol

Age & Communication

- Logic holds that older = less cyber use
- Needs and use…
- Grandparents learning the connection
- Parents relying on the connection
- Campers living the connection

Gender & Communication

"Camp was great!"

A Boy might say

OMG! U wnt blv it! had amzng tm. made so many bffs, cultr, kit, FBltr

A Girl might say…

Cyber Issues for Campers & Staff

- Videos/PSA's available @

- *http://cybertipline.com*

- *http://www.adcouncil.org/*

Protection from Posting

- Rules for posting
- Your logo and camp name (trademark?)
- Camper images
- Staff (including days off/nights out)
- There is no "off-season" when it comes to posting
- Images, Videos, Audio, Social Networking Groups

Cyber Safety & Policy

- Transparency
  - Evolving, community input, accessible
- Safety
  - Best interests of community
  - Best practices
- Policy
  - Handbook, affidavit, "rules & regs"

Issues

- Time away from camp
- Protecting your camp/name
- Posting
- Understanding "forever potential"
- Relationship levels

Cyber Ethics & Oreos

- Set up rules for cyber use/communication
- Staff-Camper, Staff-Parent
- Phones (home & cell)
- Cyber accounts
  - Email
  - Social Networks
  - Within Camp system

Disaster Recovery

- Camper Information System (CIS)

- Mozy.com, IDrive.com…

- Dropbox.com, Google Docs…

- Servers with tapes/disks

- Outsourcing the back-up

- Manual External Hard Drive

Security

- Password strength
- 90-day change
- Free
  - Avira (free-av.com)
  - Microsoft (microsoft.com/security/essentials/default.aspx)
- Under $100
  - Symantec (symantec.com)
  - BitDefender (bitdefender.com)

Protecting *your* *Camp*

- "Google" it
  - Search engines
    - Images, video, text
  - Facebook
    - Groups, albums, tags
  - YouTube
    - Tags, people
- reputationdefender.com

Digital Footprint - LNT

- The goal for the digital footprint is to equal our camping goals
- We have left no trace
- And if there is a trace, the campsite looks better than it did when we got there
- Interview question: What is *your* digital footprint?

Why LNT?

- "Joan Jett Factor" - reputation
  - Internships
  - High School Job
  - College/Grad School
  - Employment/Career
  - Relationships/Family

Create Trust/Ethical Use

- Regular conversation - *talk*
- Engage & Know
- Transparent & evolving policy
- Setting a good example
- Opportunity for Value Structure

Thank you

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