

# How to Talk About Social Sentinel.



# We Do Not Monitor or Surveil!

## Is Social Sentinel a monitoring, surveillance or investigation tool? NO!

Aligning with our commitment to protecting constitutional rights, we developed Social Sentinel to respectfully provide awareness about imminent safety and wellness climate concerns. **Our solution is NOT built as an investigative tool**, and cannot be used as such.

### Safeguarding your school

In October 2016, the [ACLU investigated social media monitoring companies](https://www.aclunc.org/blog/facebook-instagram-and-twitter-provided-data-access-surveillance-product-marketed-target) used by law enforcement agencies for surveillance purposes. Following the investigation, the largest social media companies denied data access to many monitoring solutions; forcing some out of business. [1]

The primary issues raised by the ACLU were two-fold. First, social media monitoring companies allowed their end-users to profile and/or surveil social media users. Second, they allowed end-users to enter whatever search parameters they wanted with no oversight or accountability.

### Social Sentinel protects your school from being accused of surveillance and monitoring by:

- Making relevant, safety-related associations between your listed school assets and entries from the Sentinel Search™ Library
- Restricting searches to safety and security topics only
- Allowing the school to audit interactions with the product, thus ensuring user follow-through and compliance

[1] Facebook, Instagram, and Twitter Provided Data Access for a Surveillance Product Marketed to Target Activists of Color <https://www.aclunc.org/blog/facebook-instagram-and-twitter-provided-data-access-surveillance-product-marketed-target>

# How Do We Turn Data Into Awareness?

We convert content from digital conversations into safety-related awareness about your school with the following process:

## **Identify & Scan**

Our technology continuously scans billions of online conversations. It looks specifically for safety-related posts and discussions containing threat indicators found in our proprietary (and ever-growing) Sentinel Search™ Library.

## **Connect & Validate**

We identify and scan that enormous data set, and respectfully associate those conversations to your school community - so you don't have to.

## **Assess & Analyze**

The data is assessed and analyzed against our groundbreaking technology. Our goal is to help you understand the climate of your community, increase your ability to influence the positive, and possibly prevent something tragic from happening.

## **Inform & Engage**

Through near real-time notifications and intuitive application dashboard analytics, we proactively increase your awareness of the discoveries our system makes.

# How Do We Find Threats?

# We Do Not Access Private Social Media Accounts!

We assess public posts and student email content for matches against our proprietary Sentinel Search™ Library to determine if they contain language indicative of harm.

This extensive, pre-populated collection of behavioral threat indicators was developed by experts in mental health, public safety, security, linguistics, and data science.

The Library continually evolves and adapts to address changes in language and expression.

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By design, we cannot scan private posts. Our service accesses only public social media, which can be seen by anyone, anywhere, anytime.

If an author's account is marked as private, or if an author uses a closed social network, our service does not have access.

We have developed our industry-leading standard to help protect the rights of individuals while allowing for meaningful, preventive public safety action.

Because our products connect through a single platform, you could possibly see private data through ShareIt if screenshots of concerning content are taken and shared by community members. This is known as leakage.

# How Do We Help?

## Public Social Media Sources That We Scan.

Safety is a human right, and our need to be connected is a human drive.

The explosive proliferation of digital conversations finds some users posting their harmful intentions—publicly—towards the people and places where we learn, work, and play.

Our products provide you with insights into those threats to help maintain the safety of your community. We do this with a commitment to protect our collective (and constitutional) rights to privacy, freedom of association, and freedom of speech; a commitment found in the DNA of the design and delivery of our service.

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### Social media sources that we scan.

We have direct integrations with Twitter, Facebook, Instagram, YouTube, and Reddit. We have a varying level of partnership with each. We also obtain a few other data sources via 3rd party aggregators.

# What is an Alert?

An alert is a notification of a post, submission, email, chat, or document that contains direct harm language associated with your school.

They are sent directly to your specified team members for review/validation/follow-up.

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# How Do We Deliver Alerts?

Alerts can be sent via text and/or email to your team's users, as well as through the Social Sentinel online application.

The recipients and their preferred delivery methods can be updated at any time.

# What are Discussion Posts?

Not everything we bring to your attention triggers an alert.

Some highlight discussions about current events or other socially-relevant topics. Our platform separates such emails from the alerts to provide thematic awareness of conversations within your community.

These findings are classified and delivered to a different queue as Discussions. Entries here feature content that, when analyzed in aggregate and over time, help broaden your district's insights into its safety and wellness climate.

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# What is the Sentinel Search Library?

Our proprietary Sentinel Search™ Library is an extensive collection of behavioral threat indicators.

Developed and curated continuously by experts in mental health, public safety, security, linguistics, and data science.