

# Keys to Cyberbullying Detection and Prevention

Bullies have moved off the school playground and onto the internet. As technology usage among teens continues to grow, malicious teens have moved their bullying activities to the web and social media. Retain Mobile and Retain Social help organizations mitigate risks by monitoring, filtering, and securely archiving social media, email, and mobile device communications.

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OpenText provides a complete solution to protect your students, school, and staff from potentially harmful situations by providing detection and prevention tools including keyword scanning, web and content filtering, and social media and mobile archiving.

As of 2012:

- 69% of U.S. teens own a smartphone device or their own computer
- Of those teens, 80% are active on one or more social media sites
- 81% of youths say bullying online is easier to get away with than bullying in person
- 42% of teenagers with tech access report being cyberbullied over the past year
- 34% of surveyed students experiencing cyberbullying in their lifetimes
- 21% of the sample reported being cyberbullied two or more times over the course of the previous 30 days.
- 1 in 3 kids have been threatened online, and three million children are absent from school each month because of bullying

Where can this type of harassment lead?

- Bullied kids are twice as likely to commit suicide as kids who are not bullied.
- 1 in 5 cyber-bullied teens think about suicide, and 1 in 10 attempt it.
- From 1985 to 2007, teen suicide rates have grown dramatically, alongside teen internet and tech usage.

## Two Key Solutions to Cyberbullying: Proactive and Reactive

There are two key approaches to prevent cyberbullying: One is reactive; the other is proactive. By implementing both solutions, your organization will have a dual-layer approach to assure that cyberbullying is stopped in its tracks. The following are potential proactive and reactive solutions to consider.

### 1. Proactive: Web Traffic Filtering and Keyword Scanning

Web Traffic Filtering allows messages to be intercepted before they are delivered. When a student, teacher, or other staff tries to post messages on social media or perform web searches, you need the ability to monitor, filter, and block potentially harmful content. Web Traffic Filtering prevents inappropriate posts, searches, and other internet content from entering or leaving your school. Email Keyword Scanning helps you curb cyberbullying, sexual harassment, and other inappropriate communication by flagging associated keywords and notifying administrators and other appropriate parties so they can intervene.

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This enables you to identify and scan for keywords such as gun, kill, maim, destroy, shoot, plot, and other illicit or harmful terms. These messages are flagged so that a potentially harmful situation can be defused before it creates an incident, disaster, or tragedy. Block or delete messages based on policies you create, thus preventing harmful communications from ever being distributed.

## **2. Reactive: Social Media and Mobile Device Archiving**

OpenText™ Retain Social media archiving provides you the ability to archive social media communications within your network. When students post anything to Facebook or Twitter, you need the ability to archive those communications in a central database. This data should be easily accessible, searched, and published. If anything inappropriate is posted by students, teachers, or staff on your network, you need to be able to find out about it. Mobile device archiving provides you the ability to archive mobile communications on any device. Archiving this data provides you with a record of the entire communication string to give you a full picture of what was said and to whom, thus protecting you from potential litigation. This data needs to be easily accessible, searched, and published.

## **Start Protecting Your School and Students Today**

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### **WEB AND CONTENT FILTERING**

OpenText provides you the ability to monitor, filter, and block HTTP traffic. It integrates with compatible ICAP systems to provide content filtering for incoming and outgoing internet traffic, including URL filtering, social media, and search filtering. It intercepts inappropriate or harmful content and alerts managers, administrators and other pertinent parties via email and the interface.

### **RETAIN SOCIAL MEDIA AND MOBILE ARCHIVING**

Retain Social, OpenText™ Retain Mobile, and OpenText™ Retain Email help organizations mitigate risks by securely archiving social media, email, and mobile device communications. This archived data can be instantly retrieved and reviewed to help ensure compliance; protect students, teachers, and other school staff; enforce policies; and reduce the liability of electronic communications in schools.

Learn more at  
[www.microfocus.com/opentext](http://www.microfocus.com/opentext)