



**4EVERYONE**

AMARILLO INDEPENDENT SCHOOL DISTRICT

# Assessment

- Employers in Amarillo requested AISD's help regarding facebook posts
- D.A.'s reported several incidents in which arrests resulted from texts and internet posts
- Cyber bullying continued to plague schools with more students considering suicide as a result
- Sexting continued to grow in popularity

# Collaborators

- Safe Schools/Healthy Students
- Communications at Amarillo ISD
- CBS affiliate
- NBC affiliate
- ABC Affiliate
- Community/business leaders in Amarillo
- AISD's Attorneys
- Family Support Services
- North Heights AEP and other high schools

# Primary Target

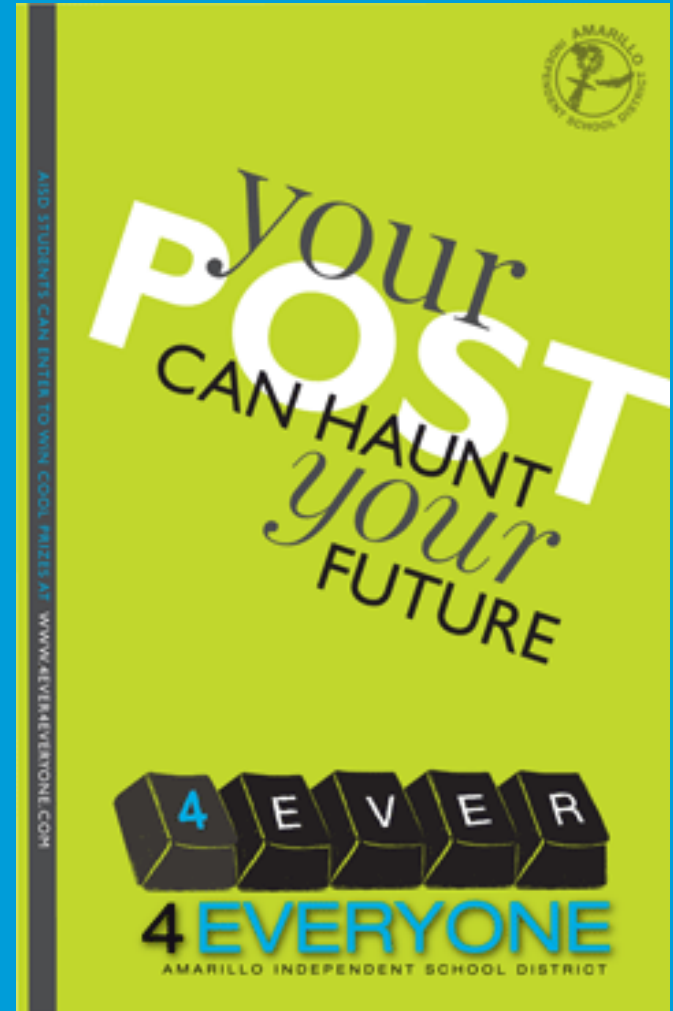
- Amarillo ISD High School and Middle School Students
- Parents and Community-at-large

# Goal

- To empower, equip and involve students in understanding how the choices that they make while using social media can have long-term consequences

# Monday

Colleges and employers go  
online to learn about you



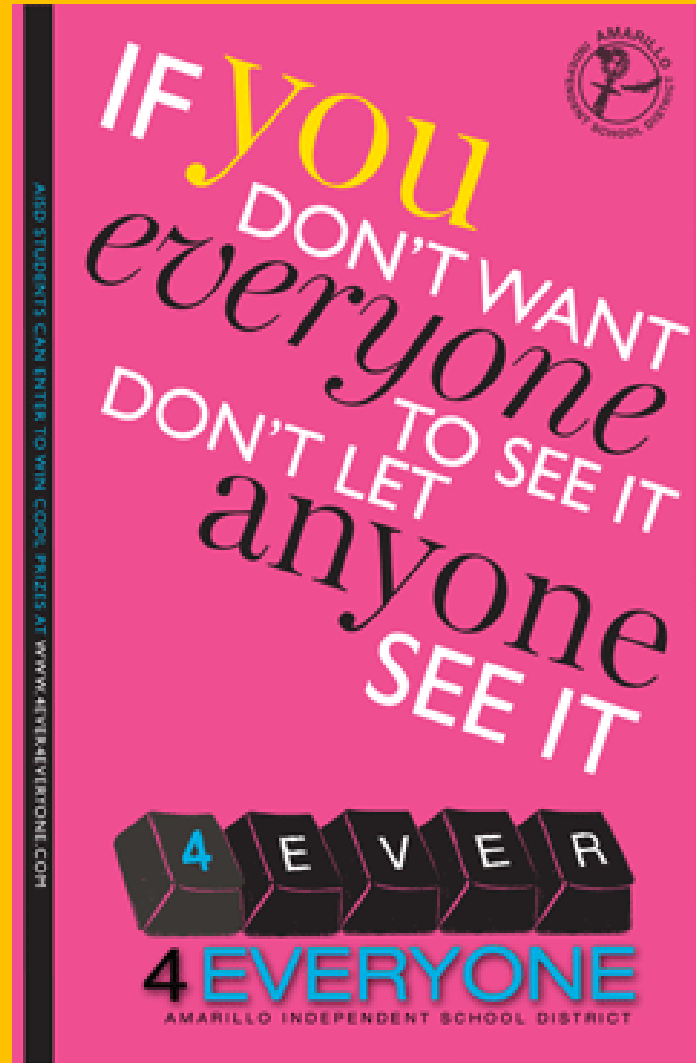
# Tuesday

Your posts can embarrass  
you and your family



# Wednesday

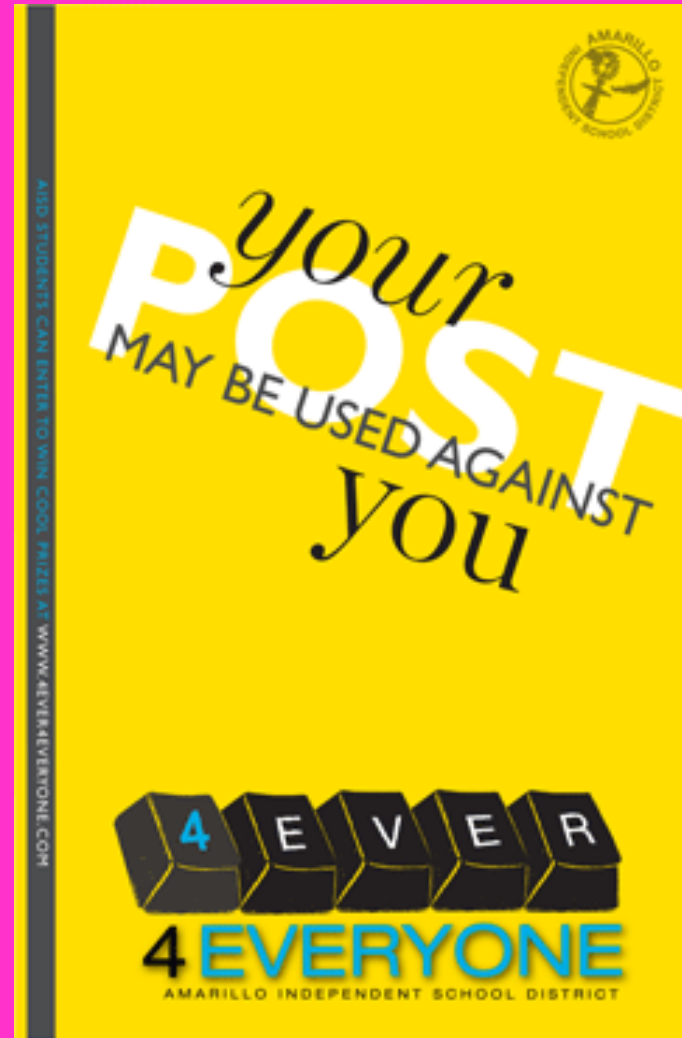
Safety and privacy issues





# Thursday

Legal and criminal issues



# Friday

## Cyberbullying



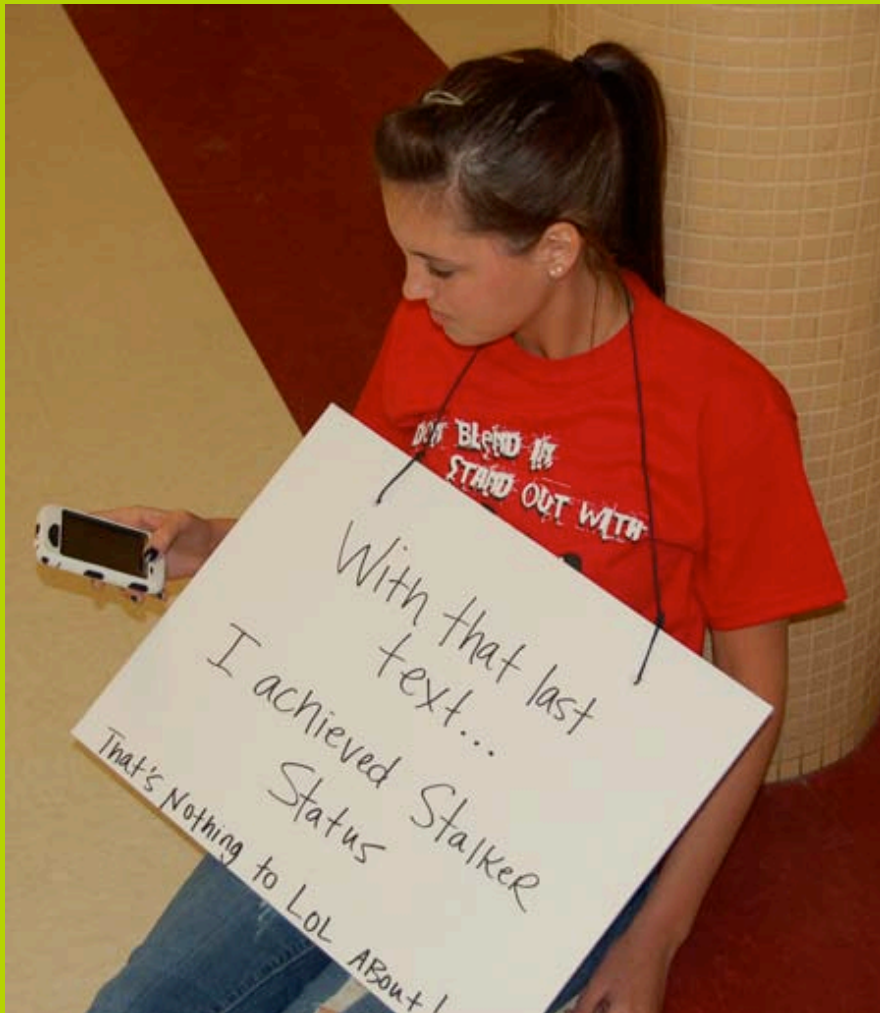
# The 4ever Project

- Videos shown at school each day and on news
- Posters, yard signs, mouse pads, buttons, notepads, thumb bands
- Teachers provided one lesson for each day
- Principal announcements
- Website and contest,  
[www.4ever4everyone.com](http://www.4ever4everyone.com)

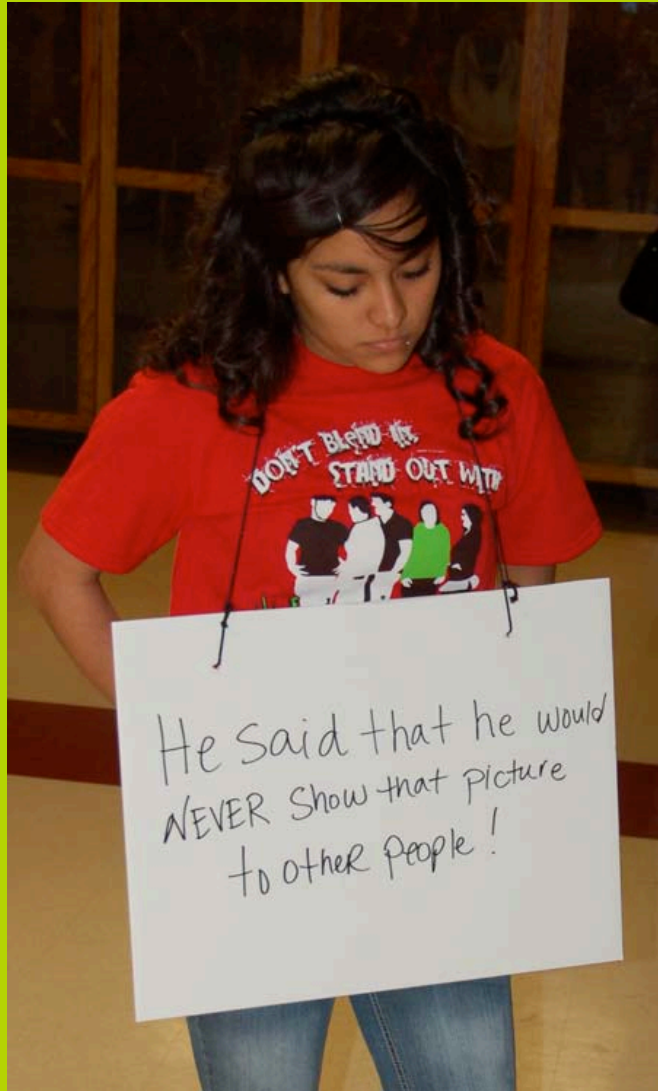
# The 4ever Project

- Palo Duro radio PSA
- Tascosa Flash Mob and Walking Awareness
- Amarillo High School Jail and Bail

# Flash Mob



# Flash Mob



# The 4ever Project

- It's 10:00. Do you know where your kids are and what they just posted online?
- PSA schedule
- :15 second PSAs at no cost
- News focus that week
- Superintendent Op Ed in newspaper
- Postcards to high school parents' homes

For more information:

[melynn.huntley@amaisd.org](mailto:melynn.huntley@amaisd.org)

Amarillo ISD

7200 I-40 West

Amarillo, TX 79106

806-326-1339