



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

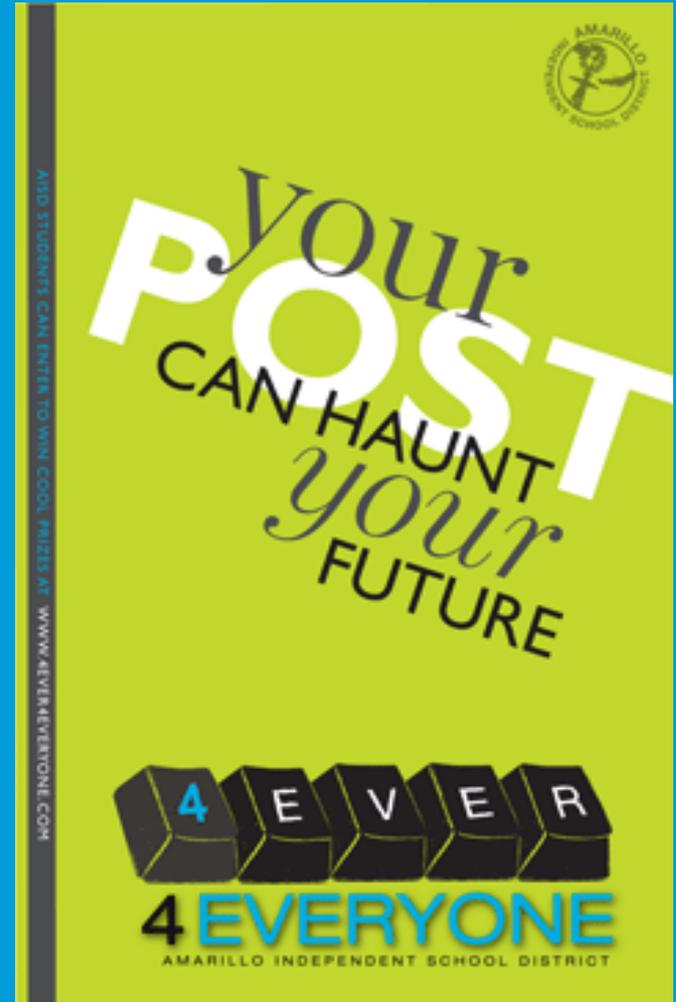
- Amarillo ISD High School and Middle School Students
- Parents and Community-at-large

Goal

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

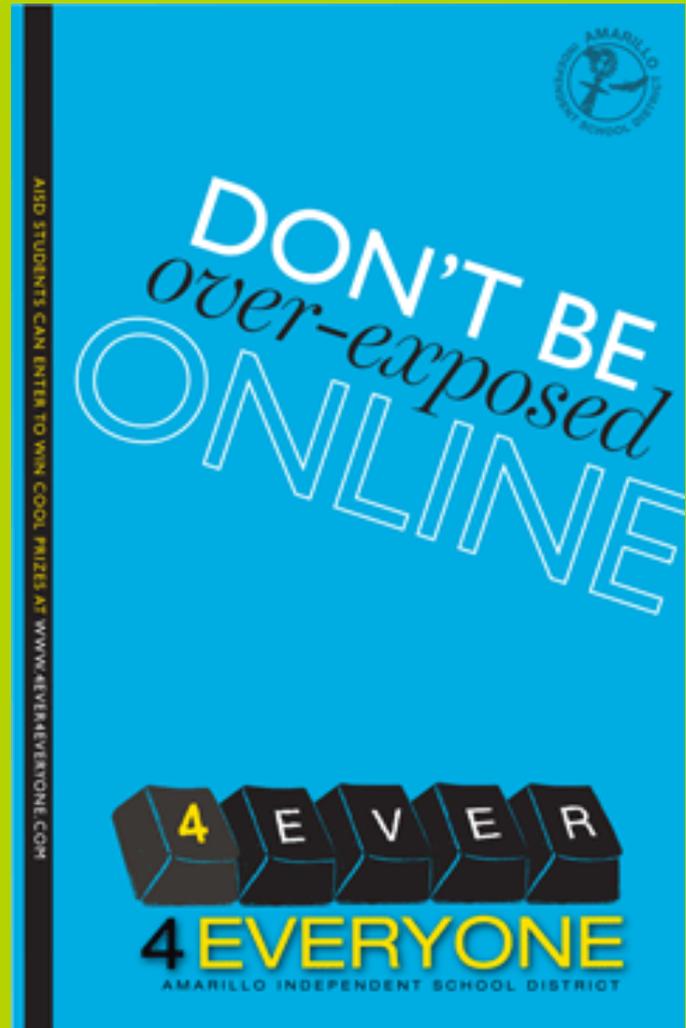
Monday

Colleges and employers go
online to learn about you



Tuesday

Your posts can embarrass
you and your family



Wednesday

Safety and privacy issues



AMARILLO INDEPENDENT SCHOOL DISTRICT

IF *you* DON'T WANT *everyone* TO SEE IT
DON'T LET *anyone* SEE IT

4EVER

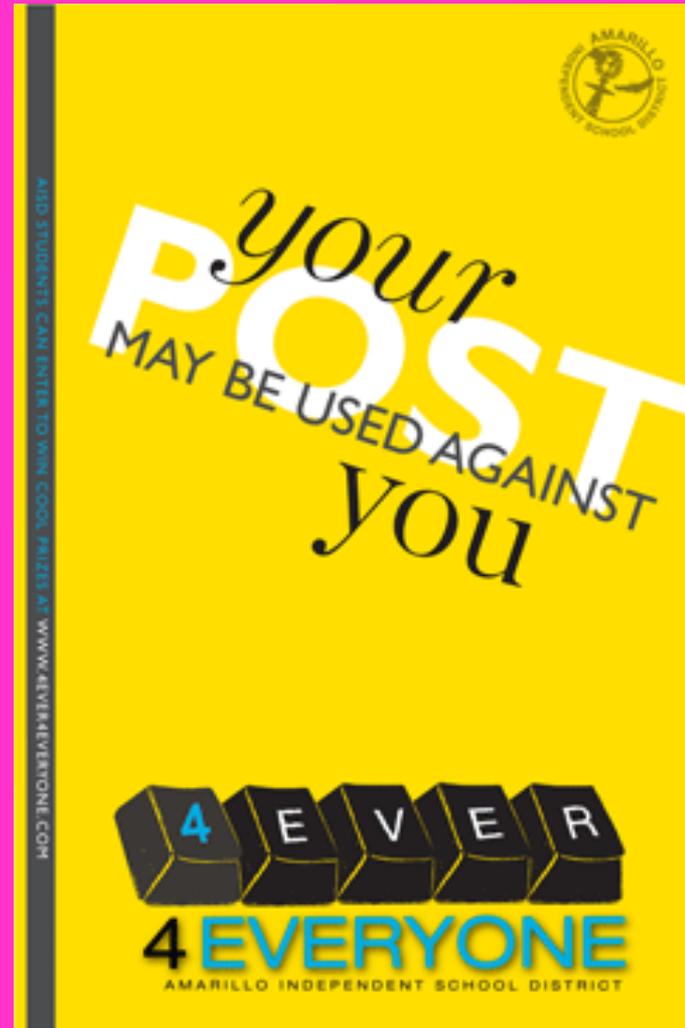
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ASPD STUDENTS CAN ENTER TO WIN COOL PRIZES AT WWW.4EVER4EVERYONE.COM

The poster features a pink background with a black border on the left. At the top right is the Amarillo Independent School District logo. The main text is arranged in a curved, overlapping fashion. The word '4EVER' is represented by five black 3D blocks with white letters. Below it, '4EVERYONE' is written in a bold, blue, sans-serif font. At the bottom, the school district name is repeated in a smaller font. A vertical line of text on the left side of the poster provides a website URL.

Thursday

Legal and criminal issues



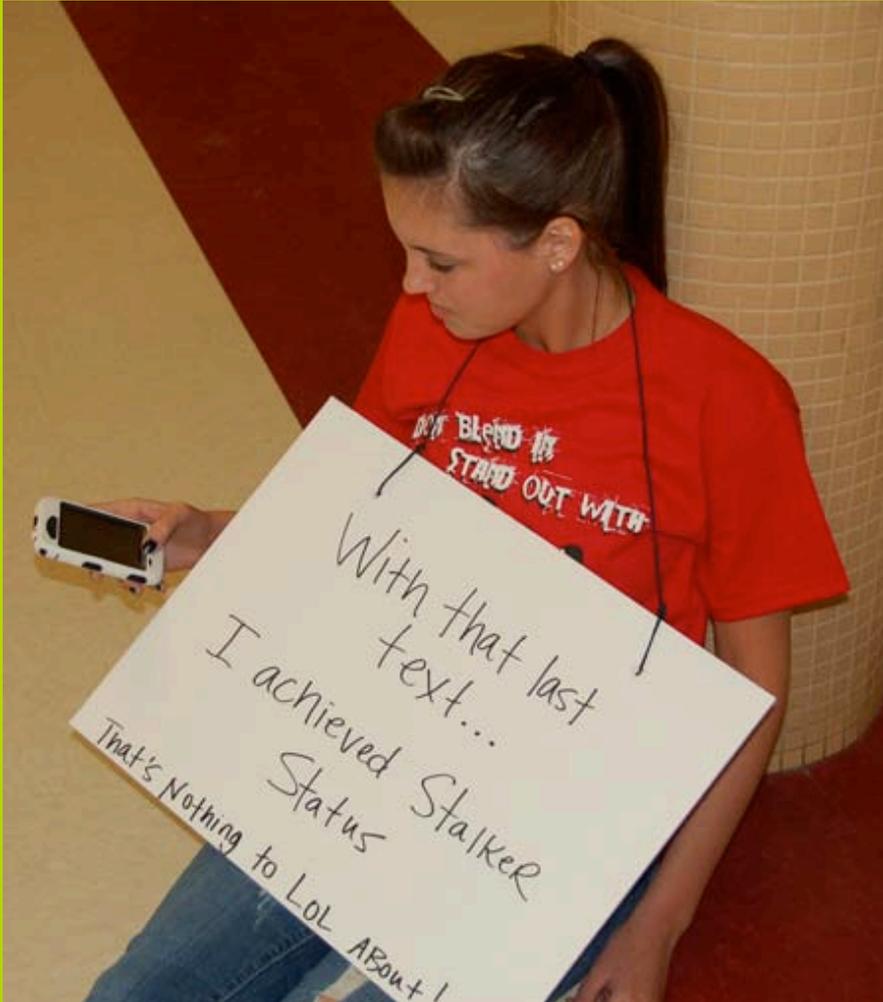
The 4ever Project

- 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

The 4ever Project

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

Flash Mob



Flash Mob



Look at this picture my ex girlfriend sent me

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:

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