

Social Sentinel

What does Social Sentinel do?

- Social Sentinel monitors public social media posts to detect acts of harm or other threats.
- It runs posts through a complex algorithm to interpret ambiguous phrases (“ice”, “the bomb”, e.g.) and narrow results to be specific to the district or local community.
- It then sends a notice in almost real time to the district’s specified contact for evaluation.

Why would the district be interested?

- We can filter and search our network, but nearly every student has a smartphone in their pocket, on their personal data plan, that we cannot monitor.
- Another line of defense in protecting our students. Threats of self-harm are the most prevalent alerts.
- We have a lot of “reactive” tools (Navigate Prepared, Crisis Plans, cameras) but very little in the way of prevention is available. Visitor badging, door buzzers are more static in nature.

What would it cost?

- Boone County is currently a client. The NKCES coop has obtained pricing if all the rest of the public schools in the region sign on, of \$1.50 per student per year, locked in for 3 years. (\$2400)
- Have to sign agreement before 12/31. Normal pricing would be from \$1.60 to \$5 per student otherwise. Due to district size we would be on the higher end.

Misc. Notes:

- Boone Cty averaged 1 hit per day. Most take less than a minute to evaluate. District fills out a background sheet that helps narrow down things to be specific to the district.
- It is not an invasion of privacy - can only scan public posts (Facebook, Twitter, Instagram - not SnapChat or KIK - those are more like private chat apps)
- In some cases may see alerts regarding adults or local community. Not in and of itself a bad thing. Could also in some cases (if the system caught it) save the district the trouble of asking community members to supply screenshots of threatening posts.