



## **Social Sentinel Talking Points - General**

### **Who We Are**

We understand that the nature of social media, online communications, safety, and security is complicated at best. All of the social media platforms available today and the information accessed through them creates legitimate concerns around issues like privacy, the efficacy of SMTA products, surveillance and bias issues, and more. We share those concerns too. And it is precisely why we do what we do, and why we built our platform with those issues in mind. We can't solve the problem of school violence, but we can be part of a set of tools to help mitigate the risks.

We use our background in public safety, security, engineering, education, and analytics to be present where the conversation is happening today: on social media. We want to help our clients become more aware of potential acts of violence in their communities, and if there's chatter about a potential tragedy, we hope our solution can help bring it to your attention.

Our mission to improve the safety, security, and well-being of communities of all shapes and sizes can be achieved by a commitment to a set of beliefs we're relentlessly passionate about:

- The well-being and safety of communities, companies, and cultures doesn't just happen, it results from thinking and acting with foresight and purpose.
- Our understanding, analysis, and awareness of safety and security challenges must be comprehensive, holistic, and constantly evolving.
- We must meet—and match—the evolution of those safety and security insights with a unique combination of vigilance and inventiveness.
- As society continues to feed off of technology—and vice versa—we will maintain the highest respect for the rights and privacy of its individuals.
- Complacency has no home in our Company; from our relationships with our partners to our leadership position in our industry, we will never take anything for granted.

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## **What We Do and How it Works**

We analyze behavioral patterns through language within various communication channels to improve the social emotional wellness and public safety climate in client communities.

### *Social Media Scanning*

- Social Sentinel has access to a dozen social media platforms, including Twitter, Facebook Pages, YouTube, Instagram and more. Snapchat does not allow access to its data to scan for threats among public posts.
- Alerts generated are the result of the following elements coming together:
  - the content in the post contains language of harm that matches verbiage in our library;
  - assets associated with the client like buildings, location, the school mascot, events;
  - and the post is available publicly (not in a private or closed group post).
- Due to the nature of social media and how individuals utilize public platforms, we see a significant amount of Twitter alerts based on the sheer volume of those using Twitter and the way in which they use it. Twitter is a transactional platform and produces approximately 500 million posts per day or about 6k posts per second.
- Geofencing is part of the association model, but not the only aspect that we rely on for greater accuracy. Our AI-based proprietary technology identifies potential threats in and beyond a geofence while respecting the boundaries of privacy and free speech. Threats of harm to your school can come from anywhere, anyone and at any time, not just inside the geofence.

### *Integration with Gmail*

- Email and online collaboration tools administered by schools are the new norm and schools bear responsibility for the outcome of what is being shared on these channels.
- Social Sentinel's smart and respectful proprietary technology expands awareness of notable safety-related conversations occurring through school-managed email systems.

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- We aren't reading each email. Our technology does all the heavy lifting looking for indications of potential harm and well-being concerns.
- At this point in time, Social Sentinel's Email product is available to school districts using the Google Suite.

### *General*

- There is no ability to predict when alerts will be generated. Some clients receive more than others; some weeks are quieter than others; some have more active users on certain platforms. Success is not measured by the number of alerts delivered to a client. If just one alert per year creates an opportunity to intervene and provide help to someone and potentially avert a tragic situation, we believe that is the success.
- We believe safety and security programs should be multi-layered and comprehensive. We do not claim to be "all you need" as the opportunity for threats is too vast. Along with access control, security cameras, mass notification, and fire detection technology, we hope schools cast a wide net in their approach to better their chances of catching something before it becomes a tragedy.
- As with any software company, we are continually refining and advancing our algorithms to be better and more effective. We operate in a rapidly changing digital age, and the world of social media is not what it was just 6 or 12 months ago. While our technology evolves, our focus remains the same:
  - we are committed to safety and security
  - we are committed to respecting the privacy and free speech of social media users
  - we are committed to being part of your efforts to maintain a safe space to learn, teach, work and grow.

**What we don't do is just as important to understand.**

- We don't archive data.
- We don't monitor specific users, which means clients do not give us a list of students or individuals that they want to track. We don't allow it and it goes against our values and dedication to respecting privacy.
- We don't access private data. We only scan publicly available data with the positive intention of mitigating acts of violence.
- We rely on our clients' established safety and security processes to assess what action steps should be taken upon receiving an alert. Our aim is to provide awareness.
- We are a content-driven social media public safety model. That means any alerts generated are the result of the following elements coming together: the language of harm; assets associated with the client like buildings, location, the school mascot, events; and the post is available publicly (not in a private or closed group post).