SMC4 Observer

Protecting Against Social Media Abuse and Bullying

Total Analysed Messages	385		
Identified Risks	105		
■ Total High	16		
■ Total Medium	39		
■ Total Low	50		
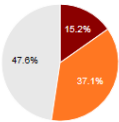
	High	Medium	Low
Self Harm	1	3	0
Suicide	3	0	4
Predator	4	0	0
Self Hate	0	4	2
Hate	0	0	0
Crime	0	3	0
Bullying	0	0	1
Insults	0	10	9
Racism	0	0	0
Shaming	0	0	7
Drugs	3	0	14
Sexual	0	0	0
Terrorist	2	0	0
Depression	3	5	1
Profanity	0	14	9
Sexism	0	0	3

AT A GLANCE

SMC4 Observer detects early warning signs of bullying, drug use, gang culture and abuse before it becomes a problem. The SMC4 social media content analytics technology enables immediate detection of inappropriate or risky communications, enabling fast action from Schools and Police to stamp out bullying and other threats to children.

SMC4 identifies social media threats and heads them off, reducing risks and preventing tragedy associated to cyber bullying and social predators

Why SMC4 Observer for Schools and Police

Every day there are thousands of posts on social media sites that contain nasty messages called cyber bullying, which consist of threats and abusive communications.

It is important that parents, school administrators and the Police are immediately made aware of cyber bullying risks in order to protect children from harm and threats, while also providing authorities the information required to identify the bullies and take appropriate action.

Social Media Safety Online

- SMC4 is a social media real time monitoring and content analytics tool that highlights and escalates cyber bullying risks to authorities.
- SMC4 provides priority risk assessment and early warning signs regarding bullying, drug use, gang culture, health and other issues discussed via social media tools.
- SMC4 can automatically hide or delete inappropriate and offensive comments from social media pages, providing a safe social media experience from predators and undesirable communicators

Reporting

- SMC4 provides real time reporting to enable school officials to deal with the cyber issues, taking into account the frequency and severity of student's posts and categorizes them based on the comprehensive SMC4 social media content analytics and risk levels associated to self harm, suicide, bullying, drugs, profanities, racism, sexism, hate, violence and other risks
- SMC4 includes comprehensive social media communication archiving tools, keeping a secure archive of crime for Schools and Authorities.

Pupil Key Benefits

- SMC4 enables a safer social media experience
- Removes inappropriate social threats that lead to self harm and personal risk
- Highlights risks of predators
- Identifies the bullies to help authorities stop future cyber bullying

School Key Benefits

- Immediate knowledge of bullying, risky and abusive messages, enabling immediate actions to be taken
- Automatic email alerts of high risk messages to schools or authorities
- Enables adherence to School Policies regarding bullying conduct and safety
- Keeps a detailed history of risks and criminal activities to support legal procedures

More Information
www.smcapture.com/observer

Contact
education@smcapture.com