Moderator: Alright, so welcome, welcome. We wanted to continue this journey as we go through with competitive edge. So I wanted to formally introduce our next speaker for this session. His name is Robert Morton, and he's a native of Cincinnati, Ohio. I don't even know where Cincinnati, Ohio is, but it's somewhere.

Robert Morton: In Ohio.

Moderator: In Ohio. And has been a Chico State staff member since 2012. He's a 2007 graduate of Ohio's only public historically Black university called Central State University and has earned a Juris Doctorate Master of Divinity at Emery University. Robert has a passion as I understand at the intersection of race, religion, culture and politics. And so I'd like to formally introduce you and bring up here Robert Morton.

Robert Morton: Thank you for that loud clap. Good afternoon everybody. She gave me the intro so I really want to dive into it. One of the things that I think that is increasingly happening across the nation but because of this generation is because we are a very digital community is employers and corporations now are beginning to look at the public lives of their employees. And in this day and age you have to be as careful about your private life as you are about your public life. Young students I think are becoming increasingly scared to post certain things on social networking sites out of fear that a future employer will be able to find it and they can trace it. So what I want to talk to you all today about is how to manage your social identity, how to do so in such a way that you're able to be as true to yourself and as natural as you are, as well as thinking about those things which come ahead. So, let's move to the first slide here.
So everybody has this different idea of what social media is. And for each person that you meet there will be a different moniker for what social media is. So I went ahead and went to Webster's, that's the only thing that's been a constant for all these years. And I asked Webster what really is social media. So what I did discover was the whole term social media came out and you really started hearing it around 2004 which is fairly recent. But what it says is that social media is a form of electronic communication such as websites for social networking and microblogging through which users create online communities to share information, ideas, personal messages and other content such as videos. And for many of us it's not that brand new.
So the question is I want to ask for those three of you who are here what are you a part of? Like what social community are you a part of? Facebook. Say it again? [Inaudible Audience Comment] Same three? Okay, so anybody know anything about Flickr? What do you know about it? And that's it, cool. Digg, who knows what Digg is? No one? Cool, cool. MySpace, like how long ago was MySpace like relevant? Like anybody still have a MySpace account? You can't remember your password? Same thing for me. Other ones that I was thinking about, so I'm just going back historically, who knows what this is? AOL, the AOL Instant Messenger, so it's called AIM. How long ago was it that we were still hearing people say you got mail? You remember that? That was one of the first times that instant communication going back and forth was a way that people were -- and it actually led us toward this chat major. Does anybody remember BlackPlanet? It's been a while since it was relevant. But BlackPlanet was the first form of social media that I remember, that I recall, and that was back in I want to say 1995, 1995 is around the time I could think of BlackPlanet being a pretty big thing.

After that I remember that we had Yahoo! Messenger. Yahoo! Messenger was pretty cool because we could go in our own homes and we could sit behind our computers and we could have these conversations with people who lived in Hong Kong or anywhere. And at that time you didn't have to display your own identity. There was no picture for you to put up there. So you could be whoever you wanted to be behind a computer. I could be President Barack Obama in that moment and nobody could
actually challenge that. Then they moved from simply being able to talk to people to being able to see them. So it was video chat. So then I could no longer hide my identity. I had to be that 16 year old guy with the little baby voice who was not some 19 or 20 year old person because I could no longer hide my identity. They moved to a video chat. I don't even know where it is now because I just got off of Yahoo! Messenger. And the same thing as for the rest of these. The only thing that I think is becoming more of a problem now for professionals is this. What is this? Anybody know what this is? Snapchat. What is Snapchat?

[ Inaudible Audience Comment ]

So Snapchat now is a medium through which a person can take a picture of themselves or do like a two second video and they could send it to you. And after that time, and this is the way it's constructed, you no longer have it. So they're not just sending you a picture via a message that you can keep. This is just like a moment where you can take a look at them or they can look at you or it can go back and forth in that type of medium. But what happens is is people are able to do screenshots. And they can take those pictures. So what's been going on now with Snapchat is that a lot of young people are using this to sext. Everybody hear what I said? I didn't say sex, I said sext with a t. Which is an amazing phenomena in itself. It just shows you how far we've come as a generation being able to do that. I didn't say it was good. I was just saying it's an amazing use of media.
Audience member: So a person like myself I have no clue what you're talking about. They take a picture of themselves, whatever, they're showing themselves to somebody.

Robert Morton: Exactly.

Audience member: And they send it to you? And it's on there for ten seconds and it goes away?

Robert Morton: So theoretically it's on there for ten seconds. That was the purpose of Snapchat was for is to simply be able to -- I could send her a picture, she looks at it, ha, ha, ha and it's over. What now happens is that a person can take a screen shot of whatever I sent them. So it's no longer a situation where it goes away. They now have it. They can send it to everybody, and that's what happened. So there was a situation that happened at the University of Delaware where a young lady had, and I'm going to go over this briefly, a young lady had Snapchatted one of her friends a nude photo. And that photo ended up getting uploaded to the university website.

Audience member: Oh, wow.

Robert Morton: And it was just done via Snapchat. So there are some dangers with this. Now, what are some good things with Snapchat? I think of the ability to
communicate short messages and short things to people in a short amount of time that you need to say quickly. Hey, I'm on the lefthand side of Beer Road. Probably a bad word to use especially in Chico. But Breckett Road, I'm on the lefthand side of Breckett Road, come over here, you'll see me waving my hand. Something quick that somebody can get instantly depending on whether it's a WiFi or 3G connection. And it's informative. It's very informative for them. But this is also what I'm saying is there are good things and bad things as it relates to this. Because mentally you don't see anything wrong with the ability to send an instant message. But taken wrong with our generation it can be an issue, major issue.

This is something else that was popular when the Blackberry phone was super popular. It was popular actually amongst more professionals. It's called Blackberry Instant Messenger or BBM. Positive service, huge service, but it did some of the same things just on a different level. Whereas Snapchat is very popular among the ages of 16 to 26, 16 to 26, that's a lot. This right here was very popular along the lines of 25 to 44. And they did some of the same things. Some of the same things that happened with Snapchat was happening here, too. So just something I want you to be aware of. What about Instagram, anybody uses Instagram? No one? Who knows what it is? Do you even know what it is? Alright, what is Instagram.

[ Inaudible Audience Comment ]
Robert Morton: Like a Twitter. And I think in its concept Instagram was supposed to be like a Twitter with the ability to leave comments and to have conversations around a picture. And that's really what it has become. And it's a great place for people whose families are disconnected. Or if you are one coast and the other coast to say, here, I took this great picture when I went to San Francisco of the Golden Gate Bridge. I had never been there and I took this picture. And I got 117 comments within two days. I was like either it's that bridge or it's me at that bridge that made all those people leave those comments. But it was a collection of that. But my mom and my dad they had the ability to see their son, their boy, there at that bridge. So social media connects us. It brings us together, but there are also ways, there are hazards, there are issues that can happen that can really separate us.
So just to quickly revisit what I mean by social media in history. So we got all the way back in 1976 where we had the first dial up computers. A lot of us remember dial up. [Computer Connection Noise] We remember dial up because it took so long to connect that when you did get on you tried to make the most of every moment. Because after a while somebody called actually back in the day, somebody called your phone and you would get disconnected. No, we did get disconnected. We had a different type. Ours wasn't even that good. But we moved from there then we moved to GeoCities. Who remembers GeoCities? It was one of the first things that had like -- you could think of it like a Facebook but it was very modular. Like you have to put the about me section here. That's kind of like Facebook, isn't it? Yeah, it's a lot like Facebook. It just didn't have as many features and there were not that many people on it, and it was very time consuming to fix. And then we go all the way through, so who remembers -- is it hard to believe that Facebook started in 2004?

[ Inaudible Audience Comment ]

**Robert Morton:** 2004? 2004. And when it opened up, I don't know if you all know this, but it was limited to simply Harvard students. Then it moved out to the larger group of college students. And then everybody got on Facebook. I remember when I got my first Facebook invite. You know I thought I was it. I was on campus and I was sitting inside the library, and a friend of mine was like, hey man, there's this new thing kind of like BlackPlanet. I'm like I'm not getting back on BlackPlanet. And he was like,
no, it's kind of like BlackPlanet but it's a little better because everybody can get on there. And he sent me the invite. And I got on there and there was nobody who I knew who was on there. None of the faces looked like mine. There was nobody there who I could relate to. I'm like how am I supposed to know these people? And everybody was pretty much from the East Coast. And growing up in Cincinnati and I was educated at Wilberforce which is about maybe 45 minutes north of Cincinnati close to Dayton, Ohio. I was like, well, let me check it out. So I started getting friends who went to NYU. I didn't know them. I had no idea who they were for real, for real, but it became a connection type thing. And some of those people I'm still in conversation with to this day. So Yahoo!, Twitter, Facebook, Matchable, MySpace, and even the LinkedIn. LinkedIn is very new. So it's really about how do you manage your identity? How do you make sure that what you put out there is what people see? That's one of the struggles that we have. Because in that moment you really do want to put how you feel on Twitter. I am so tired of this dag gone class. This lady is really getting on my nerves. Wait, did I go to 140 characters? No, I think I made it right, just under. Or it can be vulgar. You'll put something very vulgar on there. And you'll go back and you'll delete, but you have to remember that there is a way for people to save this stuff. You have to think about who's keeping this information because all those things matter when people are doing a search for you. And what comes up when they say -- give me your name.

**Audience member:** Ginese.
Robert Morton: So when they look up Ginese, I’m going to make up a last name for you, when they look up Ginese Golden what pops up? What is your identity on there? Is anybody on Google+? Have you heard of Google+? Google+ is supposed to be like Google's answer to Facebook. It hasn't picked up as much steam but it's much more professional, and it has an older audience. So it's something that I would also tell people if you are going -- if you're about to graduate or when that time is coming to create a Google+ profile that is separate from your Facebook community. Because it gives you that ability to network. It's kind of like a Facebook and LinkedIn connection. I won't go into any more of that.
This also will be available online. I will make it public for you all to take a look at it and to show to other people. This right here just gives you somewhat of a timeline of how this is. And for many of us -- who remembers Napster? That was like the premier way to get music for a while. Then the government stepped in and they was like, oh no, no, that's going to have to stop. But that was actually a way of -- that was a form of social media because we were doing peer-to-peer file sharing. But also you could have conversations with people. There was a guy who had an awesome collection of the O'Jays. I am an O'Jays fan. And he had about somewhere close to I want to say he had eight albums. And I could get them all for free, but I needed him to stay online for about four more hours so I could get it all. And I had this conversation with this guy. I didn't realize that he was in Alberta, Canada. So he was already at a four hour difference in time, but he stayed online for me to get the whole O'Jays album. I hope I'm not incriminating myself by telling that I got that off of there. But these are just other things that have come along. And even the creation of YouTube.
So it looks like my, okay, I don’t know how to work Macs so I’m going to talk about six sins of social media. Could somebody read that for me? Anybody? [Inaudible Audience Comment] Manti Te’o. Who knows who he is? Tell us who he is, CiCi.

**Audience member**: Football player from Notre Dame.

**Robert Morton**: Right. Now, he’s a pretty good football player. But his claim to fame right now is that he engaged in this relationship that was online with this person who was supposed to be his girlfriend. And she died or somehow came back to life. And then it turns out that it was a man. It wasn’t a girl at all. And his team actually even got some, I’ll say some comfort points when they were in their bowl because he was going through this struggle, this enormous struggle of losing his girlfriend the night before their bowl game. When you have conversations with people remember that it is virtual. So people will create these fictitious accounts, and they will make you believe who they are without you actually having that ability. So remember that you are a person. So if I can’t talk to them and see them, not a picture, not a picture, but see them then maybe, just maybe, I don’t know them. Okay? So be careful about that.

Post for life. Whenever you put something on a social network site if you don’t control the server you don’t control how long it’s on there. They can tell you how long they’ll have it, they can tell you who they can share it with whether it’s the
government or different corporations. But when you post you need to make sure that your posts are able to be up there for life. So think about that. That’s not something to scare you. I want you to be a little bit more aware of what you’re posting and how long it lasts.

To post or to not post is the question. I kind of stole that from Shakespeare. I thought the joke would go over a little better than that. But that’s okay. Think about what you post. Everything is not for everybody. Some stuff you don’t need to say. Some stuff you probably should keep to yourself. It would actually be better there because in that place you can decide what it means and what’s the context for it. But if you’re going on there with all these vulgarities and your mom gets on there or, God forbid, your grandma, she gets on there and she reads this and she doesn’t know. She doesn’t understand the context for your emotions. And not just that. When you have people who are interested in bringing you on into their corporation they might think that you’re unstable just from that one post. So you want to think about what you post before you put it up there.

Human error. Is there anybody here who has ever hit the reply all when you didn’t really mean to do that? You hit the reply all, or you sent the wrong email to the wrong person and you got that crazy reply. Okay, I can change that. What about text messaging where you send a text to somebody or you get a text from somebody and they were like, oh, I didn’t meant to send that to you. So if it’s just that easy to commit an error you want to think about that when you’re posting. Make sure you look at that to line or who’s going to get it because it doesn’t matter.
Too much information, I kind of talked about that with to post or to not post. But I think about Media TakeOut. Every visit that website called Media Takeout or WorldStarHipHop? Which are major urban outlets now where people can go and post videos. In my opinion I can say that now because I'm doing the talking, I honestly believe it showcases the worst of this generation. It showcases the worst of us. It showcases violence. It showcases all of the uncreative aspects of being a teen and preteen and young adult at this point in time. It might not be a good idea to put those things on your Facebook page. It might not be a good idea to share that information because it's going to be seen by somebody. So think about that when you're posting that.

And last, friends versus virtual buddies. Don't share your personal information with anybody online, period. Personal information, your Social Security number should be known between you and your mom and your dad, that's about it. And if you're married your husband and your wife. But that should not be information that is shared out on a virtual network at all. And it's easy, it's easy to find yourself inside of a situation. I'm pretty sure a lot of us in here have gotten those emails from our cousins back in Nigeria who have a couple hundred million dollars they want to wire over here and just you to send us some banking information so I can get it right to your account. Yup, you ain't my cousin. I don't know you. You definitely was not at the last family reunion. some information I don't need to get out, okay? So just think about that.
Four great things about social media. Friends, friends and more friends. So, at my apex I want to say back in 2010 the page I had 4,200 and something odd friends on Facebook. Now, somebody ask me how many of them people I know. Somebody ask me.

Audience member: How many people did you know?

Robert Morton: I knew about 500 or 600. So 4,000 and some odd people on my Facebook account having access to my daily life. And if anybody is associated with me on Facebook or Twitter you know that I'm talking about everything from when I get up in the morning. I'm a religious man or spiritual, however you want to put it, and I'm talking about God and how I'm happy to get up in the morning, 4,000 people having this insider scoop on me. And I had to think about it like is it really smart, or is that effective use of communication? So I went to start deleting people, and then I realized that people have discovered that they've gotten deleted and oh, wow. And I didn't realize if you delete somebody on Facebook it almost means that you're not supposed to speak to them in the public. If you delete me on Facebook you better not even say hi to me in public. I didn't realize that. I didn't realize that. But it gives you the opportunity and the ability to create more friends and create larger groups of networks.
So networking and new business opportunities. Plenty of people I know have used Facebook with its ability to network, to try to connect to -- when I was graduating from Emery I was sending information to different doctoral professors at UC Berkeley just to set up moments for me to have a conversation with them. They friended me and we would have conversations, and I would throw a little bit of my research on there like list small snippets just so they could read what I was talking about, and to see that I was a student that they wanted to bring to Berkeley. So it does have its networking factors whether it's business or education. As well as new business opportunities. Facebook has already created these business pages now. They moved to this area where it's not just advertising on the side of the page, but you can go in actually like a business and see what's going on on a regular basis. So if that's your niche, if that's something that you want to do on a regular basis Facebook gives you that. Not just Facebook but LinkedIn and all these other different mediums give you that opportunity to do that.

Information sharing. Most of the time when I have conversations with people of my age we mark a lot of the great events by what we found out and at what time we found out. So if I talk to Pedro and I said, Pedro, well, he wasn't alive then. I was going to say if he was alive during Martin Luther King's time. I won't go there.

[Inaudible Audience Comment]
**Robert Morton:** But when they think of times when things happen in history they say, well, I was sitting in side of a classroom. So 9/11 I was sitting inside of my home ec class, and the TVs were on, and I remember seeing Dan Rather come on TV, and he said this tragedy -- this was after the first tower had gotten hit. And I actually saw the second plane come in and hit that next tower. I remember where I was. I remember how I felt. I remember what it looked like. And I remember the smells, all those things. Not when Michael Jackson dies. The first time I heard about it was on Twitter. I didn't see it on CNN. I didn't see it on the CNN ticker. When something happens with Khloe Kardashian or the rest of those group I hear it on Twitter. Information sharing now has become different because a lot of things are shared now via social media. We hear about not just rumors but the real -- I don't know how many times Eddie Murphy has been killed on Twitter. But we hear a lot of real information via Twitter and the other social medias.

Instant fame, if you really want to get big, you want to do something and you want to be known put up a YouTube clip. Put up a YouTube clip, and I want to show you -- where are we looking for on time?

**Moderator:** We have time.
Robert Morton: I want to show you a couple clips or a couple parts of these clips that will show you, and I'll tell you how many hits these people got.

Ah, volume? That's good.

[ Inaudible Video ]

Robert Morton: So, this young guy who is not really young suffers from dwarfism. And he did a whole lot of videos, Beyonce included. So you think I'm just showing you the video to show you the video. But he gets a visitor, 50 Cent. Because of how popular he is, 50 comes to his house and does a video in the same room that this guy does. He gets somewhere close to 9 million hits because of this. So the language here is pretty bad so we're going to keep moving. [Video Shown]
Robert Morton: Somebody probably don’t even remember this part, but when you see the rest of this video you’ll know exactly what this is.

Nobody, Pedro, sees this part of the video.

[Video] A man broke into her house and tried to rape her. Her brother came in and he tried to help her out, but the man [inaudible].


[ Inaudible Video ]

Robert Morton: So this started out just simply as a new story. In just a few minutes you'll see why this became a YouTube sensation.

[ Inaudible Audio ]

Robert Morton: So that is now a trademark phrase. Hide your kids. I'm going to pause this. Oh, gosh. Hide your kids, hide your wife, they're raping everybody out here in Lincoln Park. So Antoine [inaudible] now with his trademark phrase and a couple smart business deals no longer lives in, quote unquote, the hood or Lincoln Park. Him and his sister have moved to a good area of Madison County in a $250,000 house. Because of his YouTube clip that started out simply as a news story, a news story.
Robert Morton: Forgive the language.

[ Inaudible Video ]

Robert Morton: I'm going to save some embarrassment from this room. So, the person we know is 50 Tyson, a lot of the young folk would have heard of him, has been signed to a record deal. I don't think he can rap, I don't think he can do it, but he has more money in his account than I do at this moment in time in his life. And it started from these bathroom-bedroom videos that he created himself. Something that you probably would not know or you may know depending on your professional level is he has autism. He has autism. And this for him was a way of him -- of self-therapy per se. Because nobody ever listened to him in class and they always made jokes of him. But in this space he had the opportunity to be whoever he wanted to be. So 50 Tyson is this amalgamation between 50 Cent and Mike Tyson. People have told him that he looks like Mike Tyson but that he raps like 50 Cent. I don't know which one of those makes sense, but for him that reality for him is what got him to where he is now. And all this happened as a result of social media. One last video.
Robert Morton: This video captivated the hearts of plenty.

[ Inaudible Video ]

Robert Morton: I didn't hear you.

Audience member: The video actually started with [inaudible].

Robert Morton: Yeah, I was going to explain that part. So people here judged her before she even opened her mouth.

[ Inaudible Video ]

Robert Morton: Nobody expected that to come out of her mouth. Perfect tone. This is coming from a musician. Her upper register is beautiful. This is natural. Not trained.

[ Inaudible Video ]

Robert Morton: Anybody know what movie this is from -- oh, I'm sorry, what play? [Inaudible Audience Comment] Say it again? [Inaudible Audience Comment ]

Robert Morton: Correct. The song that I remember -- she asked the name of the song. I can't remember. Susan Boyle.
So, let me explain real quick background to that. Susan comes on the show. You all understand that these reality shows are not really reality, it's really whatever they want you to see. And she comes on, she goes back stage, she's nervous, then she's kind of goofy. So the producers are planning for her to get out here and to make a spectacle of herself, to embarrass herself in front the UK. She gets out here and wows them not only with her voice but with her ability to -- a song that is very difficult to sing for any accomplished singer, but for her to do it and do it well. But I think it also taps into something else real quick. It taps into this ability for us to always look at people on the surface. Like 50 Tyson, like these other people, they're creating identities that they want, not what we put on them but what they want. They've created their own reality using social media. And that's something that I think is a good thing when used correctly.

So I want to give you six tips for managing your cyber identity.

Always be aware of your audience. Know who you're talking to. Be aware of who you're putting information out there to.

Be consistent. Don't be up and down with your information. Something that's funny, Dee used to have access. He's one of those people I deleted. He used to have access to my Facebook page. And he'll probably tell you that throughout the day you'll get positive stuff, and you'll get some stuff of me being stressed. Then you'll probably get a few videos or some picture or some things that I'm thinking about. Then you might
also get a big dialogue that I'll have with my friends. So you'll have all that throughout the day. I'm consistent. All those three different things you'll get throughout the day each day.

Don't connect with everyone. You don't have to be friends with everybody. Everybody who sends you a friend request might not be a person you want to accept it from. Might not be a good idea because some people will not ever understand your context, some people will take what you say and take it and take it to a different direction. Then some people are probably just not good people to be friends with in real life, so you might not want to be virtual friends with them. Okay? So think about that.

Manage your privacy settings. Each of these online communities have the ability to restrict and direct who sees your profile, your page. You have that ability, use it, okay?

Don't be on line on your company's dime. Easiest way to get fired is to be sitting up on Facebook while you're at work. So there's some companies that will tell you it's okay, it's okay to do as long as you've got your tasks done. But young professionals I'm going to say to you don't get on Facebook while at work. End of story. Don't do it. You don't even want to have that sense of impropriety. Do your job.

Learn the balance of sharing. Don't share everything. Don't share everything. Yes, your niece is beautiful. Your niece is a gorgeous little baby, and I'm so happy that you
just became an auntie. But, no, I don't need to know you just got your HIV test back. I don't need to see your results on Facebook. I'm just being honest. Are we talking -- are we keeping it real here? Some stuff you don't need to share. That's your business. Keep it private, okay?
So, that was my last slide. It says holla. And it might look like hola to some of you all. So what I did was I made sure -- so I went to this thing called Urban Dictionary. Who's ever been there? Urbandictionary.com. Now, I find myself Pedro and CiCi doing this all time because I don't know half the stuff they're talking about. But I wanted to make sure that this was right with this generation. So if it's on Urban Dictionary it means somebody in their age bracket has said it. And it says it depends on the context in which you are using the word. It could either be a term used to try to talk and try to hook up with a female. That's not the way I meant it. Or meaning to talk to someone or telling somebody to hit you up later. And that's kind of like what I'm saying to you all. And they gave us some examples. Hey, momma, can I can holla at you for a minute? That's not what I meant. The second one, holla at your boy, holla back. So thank you so much. [Applause] I'm open to questions.

**Audience member:** And I think you did great. [Inaudible] areas. And I [inaudible]. What about when they're like political, political like statuses. Would that still be somewhat [inaudible] because I'm pretty sure there's a thing we talk about it in class of you searching up or things like kind of go against the government and things like that. Later on kind of like [Inaudible]

**Robert Morton:** Are you asking can it have like a bad effect on you?

**Audience member:** Yeah, because there was kind of [inaudible] you know what I mean?
Robert Morton: I think it depends. If you're putting on Facebook or Twitter F the government. I think some of those things are extremes and maybe there are some government agencies that pay attention to some of that stuff. But Dee he'll frequently put something up there about -- well, me personally, I'll talk about me, I won't put him out there. I'm a liberal, I'm a progressive. So I'll have something up here talking about so when Romney came up with the -- what was his percentage? Twenty seven?

Audience member: Forty seven.

Robert Morton: Forty seven, forty seven. The forty seven percent, yeah, it's been a while. I probably forgot. He didn't get in office so I totally forgot about him. So when he made that statement I had posts up there galore about that. That was something that excited me. It made me feel some type of way so my posts represented that. I have no worries that if I got a job tomorrow and they asked me and they questioned me about those posts that I could not defend what I wrote. Because what I put up there was acceptable, and it was actually my personal political view. So I think if it's something that you can defend later on in life do so. If it's something that might cause you to go into some questions that might not be the best for you, you might not want to put it up there.

Audience member: I just saw the other day where a father posted a picture of his son in hunting gear with a rifle that looked like a BB gun, looked like a military gun, and it was a very short period after that that the Department of Child Services and the
government showed up and everything else. It turned out that the gun was just actually a hunting rifle, a 22 caliber hunting rifle, and the kid just turned 12 and got his hunting license, and his dad was proud of it so he posted it.

Robert Morton: People are looking.

Audience member: But the agency started coming in on him so they're watching.

Robert Morton: People are looking because you've got things of child abuse. There was a video -- and I'm going to say child abuse because the way I see child abuse now is totally different than how it was when I grew up. And I'll just put that out there now giving you my context. But a father -- and I saw two different things, and I'll explain them to you real quick. The first thing that I saw that was recent was a father he whipped his daughters. I know you saw it. Whipped his daughters because they were twerking. They were creating their twerk video on Facebook. And he beat them. And somehow or another somebody called child protective services, and the girls were taken away. So somebody would say that's a little bit too much. Would I have made that phone call? Probably not because I understood the context of what he was trying to do as a parent. But people will not see it the way you see it, so when you post it you have to think about that.

So I think about the other video of a father who had a daughter who had been online, who had a cyber relationship with a guy who was about 20 and she was 12. She was
12 years old. And she had created this fictitious identity and had all these guys trying to contact her. So the father he put her on spot in the video and he said how old are you? And he made her go through that information. And to me I felt like that might be a little bit brutal. That was his way of expressing to - - he was informing these people before they got in trouble that she was not the desired age okay? So I think it goes both ways. It goes both ways. Yes?

**Audience member:** [Inaudible] we have these social networks now, but [inaudible] and adding professionals to the social networks. So I don't have a lot of professionals that are on my Facebook. Would you rather [inaudible] just because I don't know how it could be misrepresented with so few amount of words or [inaudible] you can put into [inaudible].

**Robert Morton:** I think you're right. And since I alluded to deleting the DeMaris I guess I have the ability to say now why I did. So the DeMaris and there are a couple other students on this campus who I added to my Facebook page. Then I realized that I'm the director of a hall. And all of those residents somehow or another some of them were connected to you and they started adding me. And I'm like oh my gosh. It might be a problem to have all these students on my page reading my information. Plus there has to be a difference between me and them. I'm a professional, they're students. So that's what it boiled down to for me making that decision. The second piece of that is for you. Twitter for most people is an area where they're more vulnerable, they're more open, they're more expressive. You're going to say how you
feel because you do have a shortened period of time in what you can say. I would suggest for you to make your Twitter private. I would suggest for you to only keep those within your Twitter feed who you know. I would not suggest for you to have professionals or other people to follow you on Twitter. If you could stop that from happening do so. Your Facebook, you’re able to do certain things on Facebook that you can’t do on Twitter. So Facebook could be that medium for you. But you’re about to be graduating, LinkedIn. Tell them to follow you on LinkedIn or figure out a professional place. And before you got here I talked about Google+ as being that space. Because it gives you that medium between a Facebook and a -- well, Facebook, Twitter and LinkedIn. Google+ is a very professional layout and everything like that, and it’s real good. So I would suggest creating a profile for them to follow rather than allowing them to come into your space where you want to be creative. Question?

**Audience member:** Yeah, I was just going to agree that the professional thing is something like LinkedIn where it’s just professional. Don’t invite your friends and buddies and stuff like that so you’re not having the, I hate to use the word derogatory, but the negative stuff on there. And then when you want to do the other stuff you could do use other stuff.

**Robert Morton:** I totally agree. I think that balance means that I have to figure out what's the best medium for them to get this particular message. What do I want them to see? 50 Tyson he wanted you to see that in that mirror in that bathroom in
that space he could rap just like 50 Cent. Now, you can disagree with all of that. You can push back on him and say that, no, he's nowhere close to them. But he has a record deal because he constructed a reality, and he made us buy into it. You can do the same thing depending on how you set up your account. You had a question.

[Inaudible Audience Question]

No, no. That takes too much work, that's one. I struggle now with balancing myself in all of the different social media networks that I'm on. If I created a fictitious account like it's different, it would have been trouble for me. I don't think you have to do that. What I think you can do is if you feel like you need to add somebody because you don't want to ignore their request, then add them and have them on a very restricted status. Restricted whereas all they can see is your picture and your basic info or something like that. If you feel like you have to add them. But understand you do not have to add anybody to your Facebook account or any of your stuff. That's totally your stuff. I have people sitting right now in my box who sent me requests who have been in there for the past four years and they still ain't got the message.

**Audience member:** I'd say social media is like those TV shows, you show what you want other people to see. If you are questioning what that is you probably shouldn't post it, and then that's the reality of it. But if you're okay with putting up things like profanity or all of these other things that's okay, what you want other people to see you as then feel free to post it. But just know that everyone has that image of you, and you want to be able to represent yourself well and bring your A game every time.
Robert Morton: I agree.

Audience member: Another thing that you've got to keep in mind, too, is when you agree to use these social media sites you actually gave your right to whatever you're posting away. They can use it for whatever they want. And it's pretty scary to think that they sell your picture that you had to somebody, advertising agency or something that you end up --

Robert Morton: Yeah, and I briefly talked about that earlier about whatever you post, so think about it, it's going to be posted for life. It can be used. Was there a question?

Audience member: What happens like when you die. Like all that just stays there? No one can like [inaudible].

Robert Morton: Okay, so some stuff I can't tell you because I ain't got there yet. But what I have known to happen is I have a niece who recently passed. And when I say recent I'm talking about two years ago. Her mother was able to contact Facebook and able to get some kind of a good access to shut her account down. But her pictures, her posts and everything else is still public.

Audience member: There's a way to memorialize and [inaudible].

Robert Morton: What was that last piece? You could still -- [Inaudible Audience Comment] And she wants to delete it? It's not going anywhere. It's not going anywhere. So it's not going anywhere. So here's the other thing. So even if Facebook
went and deleted your page today the way our internet is done everything is archived. So like archive from yesterday, today, at certain times the servers archive things in case a crash happens. So that information is still in the cyber sphere. So if police wanted to get contact - - anybody can be able to see it depending on how good they are and connected they are for information. So that's why you have to be aware of what you put out there so you can represent correctly what you put out there.

Audience member: [Inaudible] shut down all your information [inaudible].

Robert Morton: Yeah, and there's a way now, I'm sorry I'll get your question in just a second, but there's a way now that I -- well, what I did was I downloaded Maurice, I downloaded my Facebook profile, and I got a chance to see all of my statuses since 2004. 2004 is when I got on Facebook. All of my statuses, all the pictures that I posted. Some very embarrassing pictures, but every picture that I posted, every blog that I've written, they used to be called notes, I don't think they still have it, they may have it, everything I posted I was able to download and now I have on my hard drive. And I was able to go through and see some of the stuff that I did. So if I was able to do that a lot of other people can do the same thing. And it's scary, but also makes you have to be more aware and more proactive in what you put out there.

Audience member [Inaudible] Google has historical records of every search ever done. [Inaudible] every single Google search ever.

Robert Morton: And that's how their searches get better. That's how they archives searches. So when you start typing in a word and you see that it completes it for you
it didn't know what you were going to say. But what it was saying was the majority of times people have started out with these letters this is what they were looking for. Does that make sense? And it's usually right. So if I started typing in C-A-R it might finish either Carter, it could be cars, it could be something along those lines because it knows that the majority of time when people type in these letters this is where they go. And they have like some type of algorithm that explains that. But it's because they collect our information when we do search. Any other questions? Well, thank you all. You all have been a very great audience.

Moderator: Give him a round of applause. [Applause]