



Geo Listening®

School Advisories

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Geo Listening School District Advisory #1

August 15, 2013

From time to time Geo Listening will discover information from client school site posts on social networks that is reposted across the nation. When this information poses a danger or disruption to education we will create a national or regional advisory.

Geo Listening will notify client and non-client school district leaders when it has discovered safety or disruptive actions trending on Social Networks. These advisories will be sent to leadership via email. Geo Listening analysts have found posts about school wide walkout.

There are a growing number of posts regarding the use of “Wax” in text, picture and video form. We ask that you research and ask law enforcement to educate your personnel on the substance that is growing quickly in popularity among students.

“Wax”

Definition: Definition: Highly concentrated form of THC . Experts tell us most wax is more than 80% pure THC, the active ingredient in marijuana. Compare that with the average marijuana leaf with 20% to 30% THC, according to reports.

Wax is established as the most powerful marijuana concentrate on the market. Depending on method, making wax can be dangerous and cause explosions. The kitchen chemists who make wax use long tubes packed full of marijuana leaves. They then shoot compressed butane through the tube. The butane leeches the THC from the vegetation and it flows out in a greenish muck into a pan.

The finished product “wax” is often stored in a plastic camera lens case that can be easily sealed. Consult with your local law enforcement to learn more and inquire if the dogs are trained to detect the substance.



<http://www.dailynews.com/general-news/20130731/highly-potent-ear-wax-marijuana-concerns-health-officials>

Geo Listening School District Advisory #2

November 21, 2013

From time to time Geo Listening will discover information from client school site posts on social networks that is reposted across the nation. When this information poses a danger or disruption to education we will create a national or regional advisory.

Geo Listening will notify client and non-client school district leaders when it has discovered safety or disruptive actions trending on Social Networks. These advisories will be sent to leadership via email. Geo Listening analysts have found posts about school wide walkout.

There are a growing number of reposts and encouragement from students across the nation with regard to a school wide walkout at 12:00PM on November 22, 2013.

It has not gone viral, but since it spans the country we are notifying as many as we can reach. We are also reaching out with more specifics that you can see here when specific schools are mentioned. We are working to find out what is behind the walk out and will forward when and if we find basis for it. Nothing wrong with students exercising their rights, but certainly this can pose as a disruption to education if staff are not aware and know what to do if an entire class gets up and walks out. We won't be able to predict magnitude as kids may fear discipline and others may join in once a few take action.

We are suggesting that school leadership reach out to class leaders for a sense of what is happening in each school. It is expected that this will mostly affect High School, with some Middle school participants as well. We will contact districts where we have been able to positively identify a student or school/district name with more detailed information. Here are several of the images/links that we have seen thus far.



Geo Listening Advisory #3

December 4, 2013

Geo Listening will notify client and non-client school district leaders when it has discovered safety or disruptive actions trending on Social Networks. These advisories will be sent to leadership via email. Geo Listening analysts have found posts about the use of ecstasy drugs commonly known as "Molly."

Emergency Room admittances have doubled in the last six years due to the increased use of "MOLLY"

What is Molly? Ecstasy is the pill form of MDMA, whereas "Molly" is the powder form. Molly is a drug made up of cocaine, crack, ecstasy, meth, and bath salt. MDMA is an empathogenic drug of phenethylamine and amphetamine classes of drugs. MDMA has become widely known as "ecstasy, X, E", usually referring to its street pill form, although this term may also include the presence of possible adulterants. It is classified as highly addictive (and, illegal) by the Federal Drug Association.

We will contact districts where we have been able to positively identify a student or school/district name with more detailed information when we find communication threads discussing the use of these drug s. Here are several of the images/links that we have seen thus far.



For addition information, please access the link below:

http://www.cnn.com/2013/11/22/health/9-things-molly-drug/index.html?hpt=hp_t5

Geo Listening Advisory #4

December 5, 2013

Geo Listening will notify client and non-client school district leaders when it has discovered safety or disruptive actions trending on Social Networks. These advisories will be sent to leadership via email. Geo Listening analysts have found posts about the misuse of prescription cough medicine and soda. It is commonly referred to as, "purple drank." There are numerous slang terms for purple drank, including sizzurp, lean, syrup, drank, barre, purple jelly, Texas tea, and Tsikuni.

Urban dictionary: codeine/promethazine cough syrup mixed in with some sprite and/or 7up . Purple drank is a slang term for a recreational drug popular in the hip hop community in the southern United States, originating in Houston, Texas. It became popular by the hip hop star, "Lil Wayne". It is highly addictive

We will contact districts where we have been able to positively identify a student or school/district name with more detailed information. Here are several of the images/links that we have seen thus far.



<http://www.narconon.org/drug-information/purple-drank.html>

<http://www.narconon.org/drug-information/purple-drank.html>

Geo Listening Advisory #5

January 14, 2014

Geo Listening will notify client and non-client school district leaders when it has discovered safety or disruptive actions trending on Social Networks. These advisories will be sent to leadership via email. In April 2013, Geo Listening informed school personnel regarding the practice of “vaping”. Young students are using electronic cigarettes and marijuana oil to get high during class. A recent news article in the CBS Los Angeles Local has, again, brought awareness to the gaining popularity among high school and middle school students.

According to the article, “ Students are doing this under the noses of teachers and parents because there is no smell...It heats up, vaporizes the fluid and you inhale it.” Parents and school administrators worry e-cigarettes don’t just replace regular cigarettes anymore but also serve as a candy-coated drug-delivery system. The craze is so new that school districts have yet to include the devices in their disciplinary code.

Urban Dictionary: An electronic cigarette (or e-cigarette), electronic vaping device or vapes, personal vaporizer (PV), or electronic nicotine delivery system. Electronic cigarettes are often paired with marijuana oil, or THC, to achieve a potent high. THC, or tetrahydrocannabinol, is a chemical responsible for most of marijuana’s psychological effects.

The e-cigarettes are slim, metal devices, approximately six inches long that can easily fit up a shirt sleeve. Sample images of e cigarettes:



Geo Listening will contact districts where we have been able to positively identify a student by name, username, school location engaging in the practice of vaping.

<http://losangeles.cbslocal.com/2014/01/14/more-young-students-using-electronic-cigarettes-marijuana-oil-to-get-high-during-class/>

Geo Listening Advisory #6

January 21, 2014

Geo Listening will notify client and non-client school district leaders when it has discovered safety or disruptive actions trending on Social Networks. These advisories will be sent to leadership via email. The following information has been reported on several newscasts across the country.

Geo Listening would like to inform school personnel about a bizarre trend discovered at schools across the nation. This dangerous practice of snorting or smoking **Smarties** candy is gaining popularity among middle school students. The phenomenon first appeared on YouTube in 2007.

Health experts are warning about the dangers. School administrators are concerned about the health complications associated with this activity. Some of the negative side effects of snorting **Smarties** include infection, internal bleeding, lung infections, nose wedged maggots, bleeding, allergic reactions, smoker's cough and scarring of the nasal cavity.

The candy doesn't contain any addictive ingredients and does not get people high. It is assumed that those who snort or smoke the candy experience some sort of sugar high after doing so, but that has not been proven. It is unclear why this has become popular. Experts believe that young adults are mimicking cocaine use or trying to look "cool".



Geo Listening will contact districts where we have been able to positively identify a student by name, username, school location engaging in the practice of snorting or smoking **Smarties**.

References:

http://www.cbs12.com/news/top-stories/stories/vid_12634.shtml

<http://www.foxnews.com/health/2014/01/20/more-students-caught-snorting-smarties-candy/>

Geo Listening Advisory #7 School Confessions Pages on Social Networks

January 28, 2014

Geo Listening will notify client and non-client school district leaders when it has discovered safety or disruptive actions trending on Social Networks. These advisories will be sent to leadership via email.

Geo Listening analysts have discovered a new forum where individuals (Current & Former students) post confessions anonymously using social media. It began on Facebook as “IMConfessions” and gained popularity almost immediately. Confession pages have popped up on other social network sites, including Twitter and askfm. The site names usually contain the school acronym such as ??HS Confessions or ??confess to attract followers and visitors.



Here's how it works:

Each page administrator has a Google Document where you can “confess” or express your views about something that you might have done, want to do, or tell someone something that you cannot talk to under normal circumstances. The confessions get posts on the page and are there for the entire world to see.

They have become successful because individuals can rant about someone anonymously. Also, people like to read racy, controversial news/confessions, or gossip. The sites are a platform for some students to post derogatory comments, sexually explicit content, and opinions on controversial topics.

Geo Listening will contact districts where we have been able to positively identify a student by name, username, school location engaging in the practice of posting maliciously on confession pages.

To learn more:

<http://www.buzzfeed.com/justinesharrock/the-stange-world-of-high-school-confession-pages>

Geo Listening School District Advisory #8

Effective Date: February 16, 2014

Geo Listening will notify client and non-client school district leaders when it has discovered safety or disruptive actions trending on Social Networks. These advisories will be sent to leadership via email. Geo Listening analysts have found posts about a drink and dare game known as “nekonominate”.

Neknominate, also known as neck and nominate, neknomination or neck nomination, is an online drinking game. The original parameters of the game required the participant to film themselves drinking a pint of an alcoholic beverage, in one gulp and upload the footage to the web. The participant then nominates two others to do the same, although a third nomination has become commonplace. The nominated person has to complete the task within 24 hours. As the game spread it escalated with nominees performing the challenge in more extreme circumstances by drinking more potent beverages or engaging in dangerous activities either during or immediately after consuming their beverage. If the nominated person denies the challenge then they are ridiculed on Facebook, Twitter, and other social media sites.



The British tabloid newspaper Metro reported that at least four deaths, men under the age of 30, in the United Kingdom and Ireland are believed to be caused by the drinking game.

We will contact districts where we have been able to positively identify a student or school/district name with more detailed information.

To learn more, view the CNN Report found in the link below:

<http://www.cnn.com/2014/02/18/world/europe/neknominate-drinking-game/index.html?iref=allsearch>

Geo Listening School District Advisory #9

Effective Date: February 27, 2014

Geo Listening will notify client and non-client school district leaders when it has discovered safety or disruptive actions as well as trends on Social Networks. These advisories will be sent to leadership via email. Geo Listening analysts had captured a post during the Arapahoe, CO HS shooting lockdown that we felt was relevant and important to share.

As many of you engage in Active Shooter drills and have lock downs for various reasons throughout the school-year, this video shows a danger that we may not have been aware of. We understand that children and adults will continue to have their communications devices active during these incidents. However, we must offer better guidance to students, staff and parents as well as first-responders to avoid potential mistakes of a cell phone in a hand being viewed as a weapon in hand.

In the video, you will see the moments just before officers enter a classroom after the shooting. You will note the announcement of officers and specific instructions of showing hands to the officers. What was concerning for us was the student that recorded the video was holding a device up above the desk prior to and during the officers entering the room.

We felt that this presents an opportunity to improve and better prepare those that may be a part of any incident or response team. Understanding that any incident requiring a lock down and clearing of schools is a tense situation we wanted to raise the issue so that you could use the information for awareness and improvement for all.

This is a link to the video on our webpage:

<https://geolistening.com/active-shooter-video/>

This is a link to the video on the original poster's page:

http://instagram.com/p/h4ux_mSLEf/#

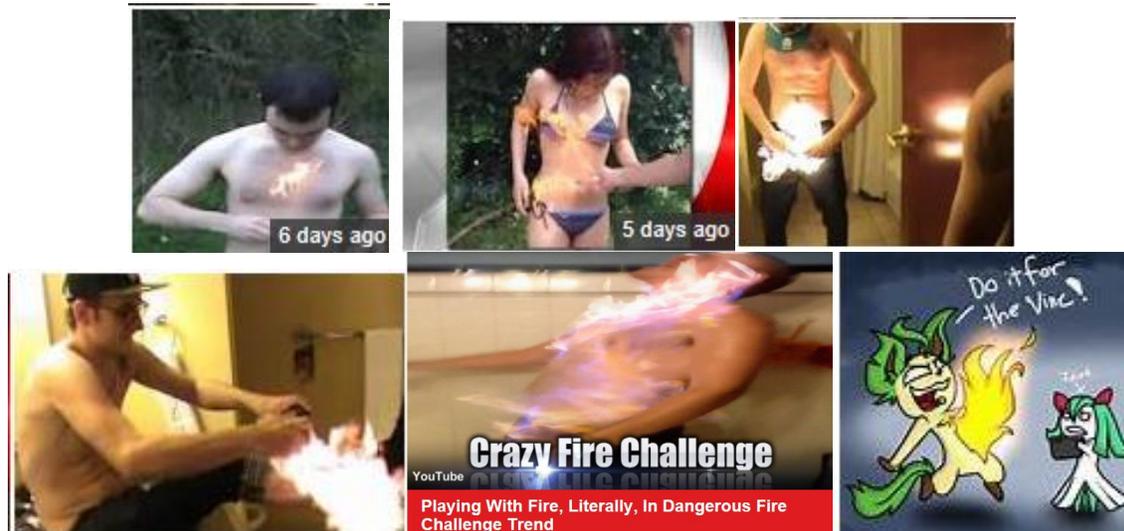
Geo Listening School District Advisory #10

August 11, 2014

Geo Listening will notify client and non-client school district leaders when it has discovered safety or disruptive actions trending on Social Networks. These advisories will be sent to leadership via email. Geo Listening analysts have found posts about a new teenage media stunt known as “fire challenge”.

Fire challenge is an activity which refers to the application of flammable liquids to one's body and then setting the liquids aflame, while being video recorded. The aftermath is then posted to social media sites. It has become so popular that a quick YouTube search for the term "fire challenge" turned up tens of thousands of videos. In the videos, teens typically apply flammable liquid to their bodies and then flick a lighter. They quickly douse the flames before they can be hurt, but not everyone is quick enough.

Firefighters, police officers and media sources have chastised and spoken out against the activity, hoping to dissuade individuals from trying it. The effect of the Fire Challenge is immediate, 1st through 3rd degree burns are the direct results of undergoing the activity.



We will contact districts where we have been able to positively identify a student or school/district name with more detailed information.

To learn more, view below links to news reports from across the country about this very serious teenage social media stunt.

<http://abcnews.go.com/GMA/video/warning-parents-dangerous-fire-challenge-24830588>

<https://www.youtube.com/watch?v=yFI7zCBleEs>

<http://www.insideedition.com/headlines/8698-playing-with-fire-literally-in-dangerous-fire-challenge-trend>