



**Geo Listening®**

## **School Advisories**

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## 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/video/standard.html?/video/world/2014/02/14/uk-neknominate-viral-drinking-game-soares-pkg.cnn&hpt=hp\\_t2&from\\_homepage=yes&video\\_referrer=http%3A%2F%2Fwww.cnn.com%2F](http://www.cnn.com/video/standard.html?/video/world/2014/02/14/uk-neknominate-viral-drinking-game-soares-pkg.cnn&hpt=hp_t2&from_homepage=yes&video_referrer=http%3A%2F%2Fwww.cnn.com%2F)