

**School District Advisory #13**  
**Game of 72 or Vanishing Game**  
Effective Date: May 7, 2015



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 observed posts from across the country, which have directly caused challenges for students, parents and law enforcement. The game originated on Facebook in France and has quickly made its way to N.A. affecting much of Canada since last week. It is not solely exclusive to Facebook and many conversations regarding the game are being noted on Twitter and Instagram as well. We are starting to see the discussion threads regarding the game here in the states from coast to coast.

“Game of 72” or “Vanishing Game” and all of its variations encourages teens to vanish for anywhere from 12-72 hours without telling anyone. No social media, no contact with family and no notice of participating in the challenge.

Law enforcement in many cities have encouraged discussions to be had with teens regarding the game to discover if each respective teen is aware, friends are discussing, etc. Law enforcement in much of Canada has taken a hardline on the game, stating that causing a false police investigation will be deemed a criminal activity.

We will contact districts when we have been able to positively identify a student or school/district name with more detailed information. Please contact your local police departments for any information circulating outside the district campuses. You may choose to search yourself on a respective social network by searching **Gameof72**

To learn more, view below just a few links to reports from across the country about this social media trend.

<https://www.yahoo.com/parenting/what-is-the-facebook-game-of-72-police-are-118368689912.html>

<http://boston.cbslocal.com/2015/05/02/revere-police-warn-parents-of-teen-vanishing-game/>

[http://www.huffingtonpost.ca/2015/05/06/facebook-game-of-72-vanish-vancouver\\_n\\_7227730.html](http://www.huffingtonpost.ca/2015/05/06/facebook-game-of-72-vanish-vancouver_n_7227730.html)

<http://www.timescolonist.com/news/b-c/young-people-warned-against-facebook-fad-game-of-72-1.1926106>

<http://www.news1130.com/2015/05/05/what-is-the-game-of-72-and-how-do-you-talk-to-your-kids-about-it/>