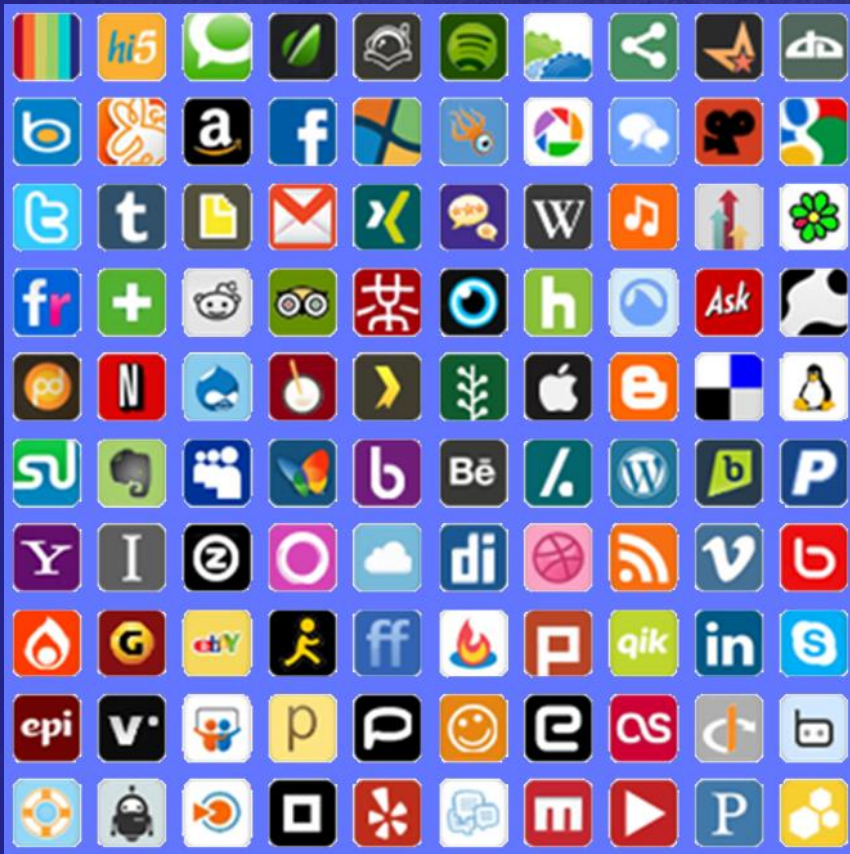




Social Media & Missing Children

21st Century Milk Carton Project

Social Media



- In 2004, social media barely existed; today we can't live without it
- It is an ever expanding world of profiles, friends, connections, concepts and potential hazards
- Social Networks, especially Facebook and Twitter, have proven to be valuable tools in the recovery of missing children
- There is little to no cost for these services.

Facebook



- 21st Century Milk Carton Project empowers families
- Content rich/interactive
- Share pictures, news links, video, testimonials, and comments
- Law Enforcement agencies feature missing person Facebook pages
- Cross-pollinating with true crime websites like Websleuths provides allies dedicated to solving open cases.

Facebook

The screenshot shows the Facebook page for 'FIND BRYCE LASPISA'. At the top, there is a search bar with the text 'FIND BRYCE LASPISA' and a search icon. To the right, there is a user profile picture and the name 'Marc Klaas & KlaasKids F...' with a 'Home' button. Below the search bar, there are two boxes: 'CONTACT: 949-292-4400' and 'EMAIL: FindBryceLaspisa@Gmail.com'. The main content area features a large photo of a young boy with red hair, with the text 'FIND BRYCE LASPISA' and 'Community' overlaid. To the right of the photo is a smaller photo of the same boy wearing a blue cap. Below the photos are buttons for 'Like', 'Follow', 'Share', and a menu icon. The page has a navigation bar with 'Timeline', 'About', 'Photos', 'Likes', and 'Events'. On the left side, there is a 'PEOPLE' section showing '14,988 likes' and an 'ABOUT' section with a description: 'Bryce Laspisa has been missing since Zam on 08/30/2013. His Toyota Highlander was found overturned on the Castaic Lake at its Main Boat Launch access road...'. Below the 'ABOUT' section is a 'STILL MISSING !!!' banner for 'Bryce Laspisa' with the text 'Went Missing 8/30/13 - Castaic, California'.

- Facebook has almost 750-million active profiles worldwide
- Join or create like minded communities
- You can post multi-dimensional missing person profiles
- You can reach an international audience for no cost.

Facebook

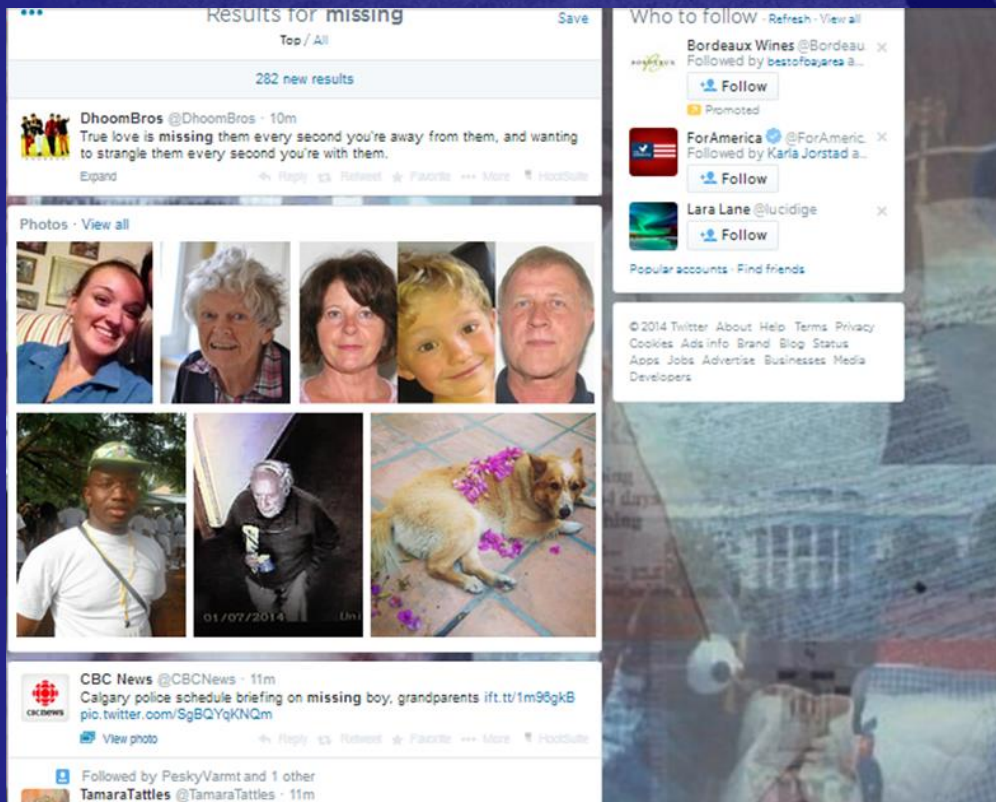
facebook

Facebook helps you connect and share with the people in your life.



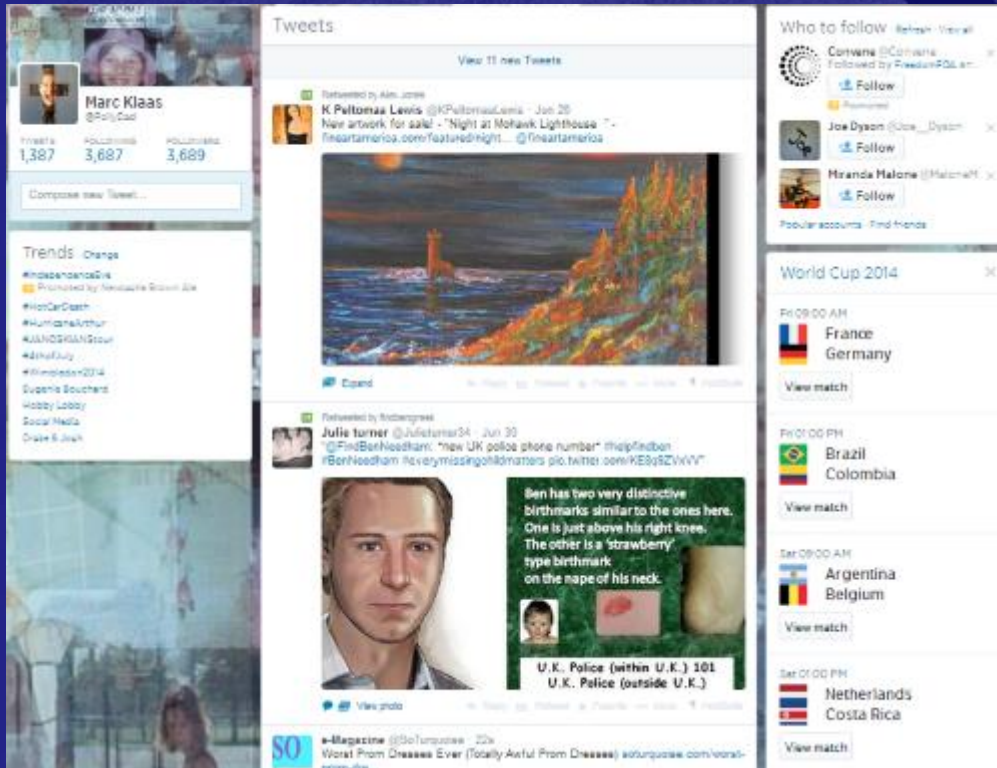
- Facebook has a proven record finding missing children
- Missing kids have been located across state lines and international borders
- Many children listed as runaways have active Facebook pages
- Law Enforcement utilizes Facebook in its efforts to recover missing children.

Twitter



- Real time microblogging
- 140 character limit promotes concise thinking
- #HashTags target your audience
- Share cases, pictures, videos
- Use Twitter to promote your Facebook page
- Twitter is international and supports 35+ languages.

Twitter



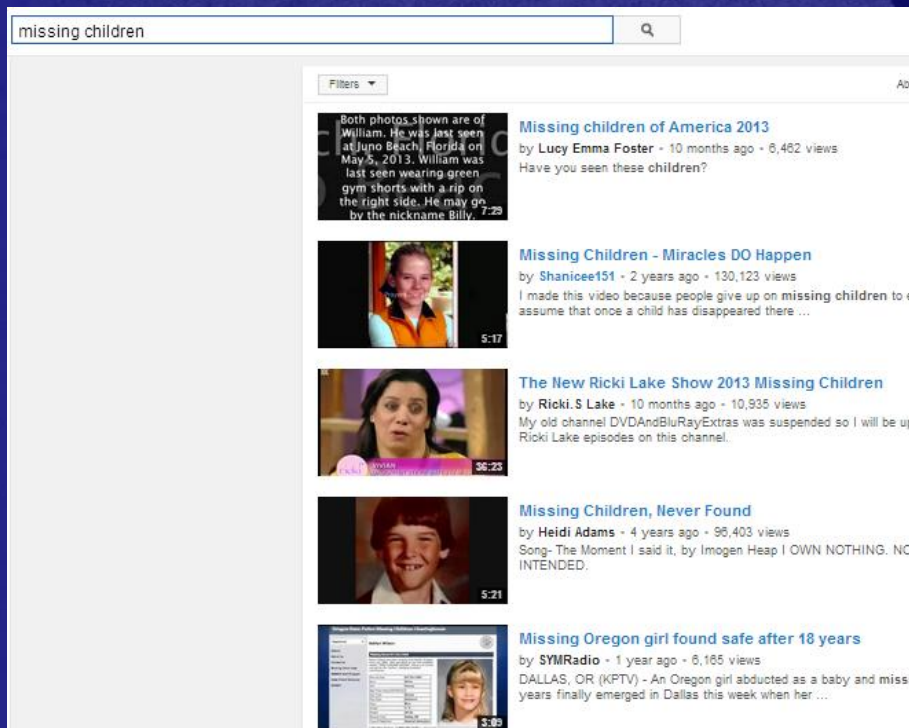
- 84.15-million active users in U.S.
- 78% of Twitter active users are on mobile
- Focus on media and law enforcement contacts
- Try to add 20-media contacts every month
- Create an Excel spreadsheet tracking touch points with critical contacts.

Weibo – Chinese Twitter

The screenshot shows the Weibo website interface. At the top, there are navigation links for 'Micrologging', 'Sina', 'Swarm', 'Applications', and 'Mobile'. A user is logged in, as indicated by 'Micrologging account yet? Up | Login'. The main content area features a prominent post titled 'Readily take pictures of children begging rescue' with a URL 'http://weibo.com/jiejijuqier' and a 'copy link' button. Below the title is a 'verified' badge and the name of Professor Yu Jianrong from the Chinese Academy of Social Sciences. The post has 138 interests, 228,430 fans, and 4691 microblogging posts. A registration prompt asks users to sign up for Sina micro-Bo. Below this, a section titled 'Readily released pictures of children begging rescue microblogging (4691)' shows a viral post by user 'Yuju stagnant stagnant water' with a photo of a child and text describing a rescue on the subway. To the right, a sidebar titled 'Readily take pictures of people of concern to rescue child beggars (138)' lists several users: Yu, Color-, Zhu Kun, Chen, Yang, Zhang, Volunteer, Ping, and Shanggu.

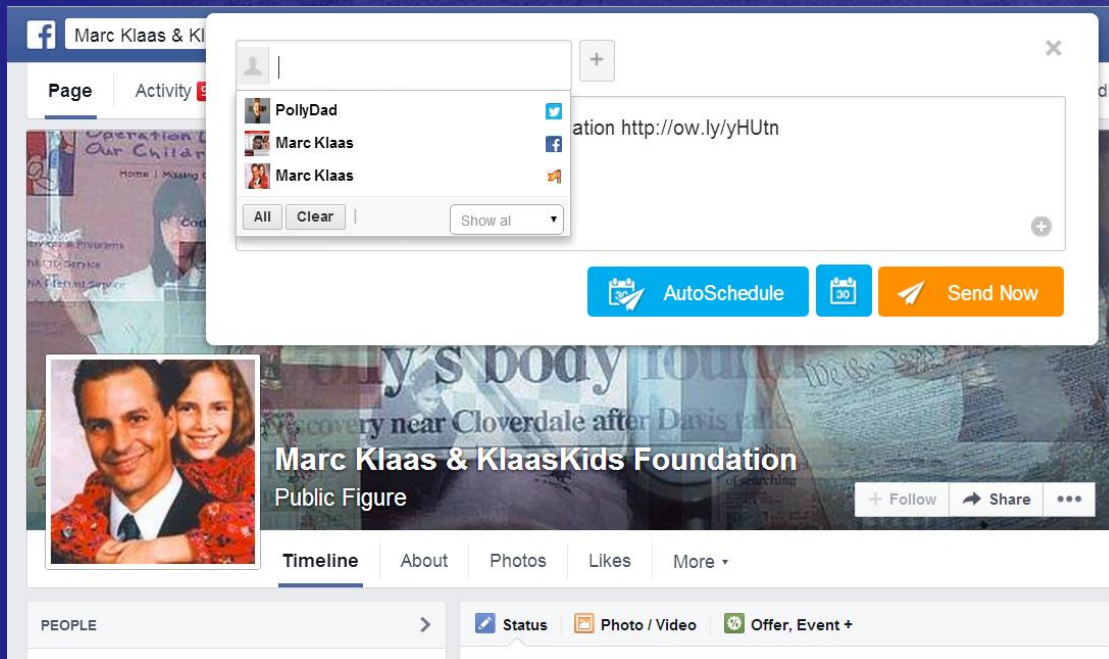
- Child abduction is a big problem in China
- 1.5-million+ child beggars & many were abducted
- Institutional indifference
- Viral campaign encourages citizens to post photos of child beggars & compare to photos of missing kids;
- 6 children have been reunited with families.

YouTube



- 291,000+ user missing child results
- Like Twitter and Facebook it is international in scope
- Perfect for hosting videos that you promote on other social media or Foundation sites
- You can create your own content
- You can create your own channel.

Social Media Management Tools



- Hootsuite
<http://hootsuite.com>
- Socialoomph
<https://www.socialoomph.com/>
- Buffer
<https://bufferapp.com/>
- Bitly
<https://bitly.com/>

Social Media

Advantages/Disadvantages

- Very \$\$\$\$ efficient
- Rich & varied content
- Ease of use
- Efficient cross pollination between accounts
- Vast social & geographical reach
- Connect communities, groups & common causes.
- Information may be inaccurate, outdated
- Time & resources are wasted on misinformation
- Proliferation of hoaxes & unauthorized pages/profiles
- Verification can be difficult to achieve
- Verify through law enforcement or National Crime Information Center.

When Children Are Kidnapped

- 76% of abducted/murdered children were found within a 12 mile radius of their last known location
- 46% of abducted/murdered were found within a mile and a half
- 50% of alive/murdered cases the child was located within 10 miles
- 75% of alive/murdered cases the child was located within 32 miles