PRESS RELEASE

I. DATE OF PRESS RELEASE: October 1, 2012

II. TYPE OF INCIDENT/SITUATION/ANNOUNCEMENT:
"Cyberbullying, Sexting, and Digital Reputation" community education presentation offered by the Livermore Police Department in cooperation with the Citizens Police Academy Alumni Association (CPAAA) and the Livermore Area Recreation and Parks District (LARPD)

The Livermore Police Department would like to invite the public to a presentation on Cyberbullying, Sexting, and Digital Reputation. This presentation is intended for parents of elementary, middle and high school students however; students are also encouraged and welcome to attend. It will be held on October 25, 2012 at 7:00 p.m. at the Robert Livermore Community Center, 4444 East Avenue, Livermore, California.

Cyberbullying is bullying that takes place using electronic technology. Electronic technology includes devices and equipment such as cell phones, computers, and tablets as well as communication tools including social media sites, text messages, chat, and websites. Examples of Cyberbullying include mean text messages or emails, rumors sent by email or posted on social networking sites, and embarrassing pictures, videos, websites, or fake profiles. Cyberbullying is common amongst pre-teens, teenagers, and young adults. Cyberbullying is easy to do and the consequences could be devastating.

Cyberbullying is different from the normal bullying. Cyberbullying could happen 24 hours a day; there are ways to remain anonymous, and once the text messages or photos are sent/posted they are extremely hard to delete.

Sexting is the act of sending sexual texts or sexually revealing photos via text messaging.

Digital Reputation is your online image presented through all digital media interactions. This comes from the way you present yourself, and the way you treat other people online.

Education about Digital Safety is crucial in these times. It is important to be able to gain the knowledge needed to protect yourself and your children in this digital society.

This presentation is part of a continuing series of Community Education programs sponsored by the Livermore Citizens Police Academy Alumni Association (CPAAA) and supported by Livermore Area Recreation and Parks Department. Advanced registration is highly recommended. To register please call LARPD at 925-373-5700.

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