

# Impact Report 2022



Connect*Safely*

# CEO's Message

On behalf of ConnectSafely, I am pleased to present our Impact Report. Since we were founded in 2015, ConnectSafely has grown in terms of its offerings, its reach and its impact. As we enter 2023, we now offer resources for nearly every popular interactive app and service, as well as the issues that concern parents, young people, policymakers and other stakeholders.

ConnectSafely has always focused on the needs of young people, and that remains our primary mission. However, as technology adoption has become ubiquitous, so has the need to address other vulnerable groups. To that end, we've expanded our offerings to include resources for seniors, LGBTQ youth and parents of very young children and are working on resources for people with disabilities, young adults and other groups. But no one is immune to online risks, which is why we have added resources to reach a broad range of consumers with information on how to protect their security in all their online interactions, including shopping, banking and medical applications.

We are also aware that not everyone absorbs information in the same way, which is why — in addition to our guides and quick-guides, we have launched short and long-form video and audio

resources, including our new “4-Minute” video series and our one-minute twice-weekly national radio segment. We're also expanding our social media presence to deliver messages directly to parents, educators and youth via TikTok, Instagram, Facebook and LinkedIn.

As we enter 2023, we are very concerned about the well-being of young people who are still recovering from the impact of the pandemic and are redoubling our efforts to help everyone, especially young people, use connected technologies in ways that help them thrive. That includes educational materials for youth, their parents and educators and working with companies and policymakers to ensure that they are doing all they can to help their users protect not just their safety, privacy and security but their overall well-being.

As always, we are grateful to our sponsors as well as everyone who visits our websites, interacts with us on social media and accesses our broadcasts, podcasts and videos.



**Larry Magid**  
CEO

# Our Mission

ConnectSafely is dedicated to helping people get the most from their technology while managing the risks. Our resources include research-based safety tips, parents' guidebooks, videos, podcasts, advice, and news and commentary on all aspects of tech use and policy. ConnectSafely has been a leading voice for rational, research-informed policies — not “moral panics” — when it comes to dealing with challenges brought about by technology.

# Our Programs

## Guides and Quick-Guides

ConnectSafely offers both full-length and short-form safety guides for parents, educators and youth, covering popular apps and services as well as issues and risk areas. New or newly revised guides and quick-guides include sextortion, misinformation, cyberbullying, hate speech, sexting, Meta parental supervision tools, TikTok, Google Search, Twitch, and the new Meta Quest Pro.

## “4 Minutes with...”

In 2022 we launched a short-form video project that will initially be geared toward parents. First guests include [TikTok](#) and [Snapchat](#).

## ConnectSafely Report for CBS News

In late 2020, ConnectSafely began a collaboration with CBS News to produce two weekly 1-minute segments called The ConnectSafely Report. It's carried by radio stations in more than 50 media markets, including New York, Boston, St. Louis, San Francisco, Chicago and other major cities and online at [ConnectSafely.org/radio](https://connectsafely.org/radio).

## News & Analysis

ConnectSafely continues to cover topics that impact digital safety and wellness, with posts about [catfishing](#), [age verification technology](#), [technology and gun violence](#), [legislation that aims to protect kids online](#) and much more.

## Parent Survey in Partnership with TikTok

[TikTok, in partnership with ConnectSafely](#), polled parents on what they do to help their teens stay safe online on all platforms — not just TikTok. It was conducted by YouGov, an international research data and analytics company, which interviewed 2,000 US parents of 13 to 17-year-olds. We were pleased to see that most parents (94%) reported feeling confident about speaking with their teens about their social media use. Fully 61% of parents say they talk with their teens about online safety after their teens tell them they've encountered a problem, while 58% initiated such conversations after seeing a negative change in the mood or habits of their teens.

## Ask Trish

Ask Trish is a weekly blog and short video on TikTok and Instagram where Trisha Prabhu answers questions from young people. Trisha is now a 22-year-old Rhodes scholar at Oxford University. She continues to contribute weekly posts and videos for ConnectSafely on everything from the metaverse to the pros and cons of filters to online diet culture.

## Digital Wellness Wednesday

Early this year, ConnectSafely is launching a short weekly tips blog and social media posts for parents, from our education director, Kerry Gallagher. Kerry's tips on digital wellness will focus on such topics as screens and sleep quality, app privacy settings, conspiracy theories and the news, minimizing eye strain, and body image.

## Safer Internet Day 2022

Rather than a single event, we created virtual resources for use in schools and homes with programs and resources on a variety of topics including:

- Social comparison
- Fear of missing out
- Body image
- Cyberbullying
- Youth activism
- Misinformation
- Extended reality and the metaverse
- Free speech and content moderation

# 1.7 Million

Unique visitors to  
**ConnectSafely.org**

# 4.9 Million

**Social media combined impressions** (Instagram, Facebook and Twitter)

Experts and influencers who appeared in this year's program include: **Digital Wellness Lab** founder Dr. Michael Rich; **social justice influencer and Instagram influencer** Dani Coke; **author and activist** Rosalind Wiseman; **human rights advocate and virtual reality expert** Brittan Heller; **News Literacy Project** education director Shaelynn Farnsworth; **Cyberbullying Research Center** co-director Sameer Hinduja; **Yale Center for Emotional Intelligence** director Dr. Marc Brackett; **ReThink creator and ConnectSafely youth advisor** Trisha Prabhu; **bullying and hate speech expert** Beth Yohe; **ConnectSafely education director and veteran educator** Kerry Gallagher; and safety executives and experts from **Amazon Kids, Discord, Instagram, Meta, Microsoft, Roblox, Snapchat, TikTok and Trend Micro**.

# ConnectSafely Public Appearances

ConnectSafely staff are frequent speakers at international, national, regional and local events, including:

- UN's Internet Governance Forum
- UNICEF and UNESCO events
- Clinton Global Initiative
- ISTE
- ASCD
- Family Online Safety Institute
- National Future of Education Technology
- XRSI Metaverse Safety Week

# ConnectSafely in the News

ConnectSafely made numerous media appearances this year, including:

- Adweek
- Al Jazeera TV
- BBC TV
- BBC World Service
- CBS News Radio
- CNN.com
- Forbes
- Fox News
- Good Morning America
- Mercury News
- Politico
- Techcrunch
- US News & World Report
- Washington Post
- Yahoo Finance

## Looking Ahead: Safer Internet Day 2023

For Safer Internet Day 2023, ConnectSafely established a grant program for schools and youth- and family-serving community organizations to hold local events using resources and materials including lesson plans, guides, quick-guides and a library of video presentations from leading subject matter experts. We're proud to report that thousands of students across the country will engage with internet safety and digital wellness messages and resources for Safer Internet Day 2023.

ConnectSafely will also hold a live virtual event for families and guardians featuring our education director Kerry Gallagher in partnership with National PTA: **No Room for Doom: Helping Your Family Thrive in Our Digital Age.** Learn more at [SaferInternetDay.us](https://SaferInternetDay.us).

# Our Staff



**Larry Magid, CEO**

Larry Magid, Ed.D, is CEO and co-founder of ConnectSafely, host of the ConnectSafely Report for CBS News Radio and a syndicated columnist for the Mercury News. He wrote a syndicated column for the Los Angeles Times for more than two decades which also appeared in the Washington Post and more than 70 papers worldwide and was a frequent contributor to the New York Times. He served for 20 years as a technology analyst for CBS News and often appears on BBC World News TV and World Service Radio. He has appeared on the Today Show, Good Morning America, CBS This Morning and numerous other programs on issues related to internet safety.

Larry served on the Obama Administration's Online Technology Working Group, the Harvard Law School Berkman Center's Internet Safety Technology Task Force and the board of directors of the National Center for Missing & Exploited Children and advisory boards of PBS Kids, Internet Congressional Caucus and Family Online Safety Institute as well as safety advisory boards for Facebook, Google, Snapchat, Twitter, Comcast, Zepeto and Roblox. He has a doctorate of education degree from the University of Massachusetts and a bachelor's degree from the University of California at Berkeley.



**Maureen Kochan, COO**

ConnectSafely COO Maureen Kochan is a mom and journalist responsible for running the day-to-day operations of ConnectSafely. Maureen helps write and produce guides, posts, videos, podcasts, webcasts and other resources. She also helps develop and manage strategic partnerships and creates and oversees ConnectSafely's virtual and in-person events, including Safer Internet Day, an annual event celebrated every February in more than 100 countries.

Before joining ConnectSafely, Maureen wrote extensively for popular websites and magazines on the subjects of relationships, teens, animal welfare and youth culture.



### **Kerry Gallagher, Education Director**

Kerry Gallagher, JD, is an EdSurge Columnist and an active blogger. She also serves as the Assistant Principal for Teaching and Learning at St. John's Prep in Danvers, Massachusetts. She has been a PBS LearningMedia Digital Innovator, received the Family Online Safety Institute Outstanding Achievement Award, the MassCUE Pathfinder Award and the 2014 Yale-Lynn Hall Teacher Action Research Prize. Kerry is a TEDx and keynote speaker and also shares her expertise by designing professional learning for school districts around the country. Her multi-award-winning blog can be found at [KerryHawk02.com](http://KerryHawk02.com). She is on social media @KerryHawk02.



### **Chris Gandin Le, Director of Media & Special Projects**

Since graduating from Teachers College at Columbia University, Chris Gandin Le has dedicated himself to creating innovative programs that link public health and technology at an international level. He has helped launch many of the largest suicide prevention programs, including the Suicide Prevention Resource Center, the National Suicide Prevention Lifeline, Veterans Crisis Line, Games and Online Harassment Hotline and the All Nations Native Hotline.



### **Trisha Prabhu, Youth Advisor**

Trisha Prabhu is young innovator, social entrepreneur, global advocate and inventor of ReThink™, a patented technology and an effective way to detect and stop online hate. She writes the weekly "Ask Trish" column for ConnectSafely with its companion Instagram and TikTok videos. Trisha is also ConnectSafely's youth advisor and co-hosts some of ConnectSafely's webcasts and podcasts.

Trisha has received worldwide acclaim in the business world. In 2016, President Obama and the U.S. State Department invited her to the Global Entrepreneurship Summit to showcase her work and share her story with other entrepreneurs. Not long after, ReThink was featured on ABC's hit TV show, Shark Tank. In 2019, ReThink was the Grand Prize Winner of Harvard University's President's Innovation Challenge. Trisha is currently a Rhodes Scholar at Oxford University while she continues to contribute to ConnectSafely.

# Our Board



**Warren Blumenfeld, Ed.D.**

Warren J. Blumenfeld, Ed.D. is the author of *Warren's Words: Smart Commentary on Social Justice* (Purple Press); editor of *Homophobia: How We All Pay the Price* (Beacon Press); co-editor of *Readings for Diversity and Social Justice* (Routledge); *Investigating Christian Privilege and Religious Oppression in the United States* (Sense); and co-author of *Looking at Gay and Lesbian Life* (Beacon Press). He is an Instructor in the College of Education at the University of Massachusetts at Amherst.



**Sharon Cooper, MD**

Sharon Cooper, MD is the CEO of Developmental and Forensic Pediatrics, P.A., a consulting firm that provides medical care, research, training and expert witness experience in child maltreatment cases as well as medical care for children with disabilities. She works regularly with numerous national and international investigative agencies on Internet-facilitated crimes against children cases.

Dr. Cooper spent 21 years in the Armed Forces, retiring as a colonel, and has for the past several years, worked in both the civilian and military arenas in child abuse and developmental pediatrics. She holds a faculty position at the University of North Carolina Chapel Hill School of Medicine and the Uniformed Services University of Health Sciences in Bethesda, Maryland.



**Annie Hempstead, MD**

Annie Hempstead, MD is a retired adolescent and child psychiatrist at Kaiser Permanente and is currently a life coach. After completing her training in Psychiatry and Child and Adolescent Psychiatry, she became an Assistant Clinical Professor at Stanford and also served as Director of the Pediatric Psychiatry Consultation Liaison Service at Lucille Packard Hospital.





## David Needle

David Needle is a veteran technology reporter and editor based in Silicon Valley. He has worked for a variety of publications including Infoworld, InformationWeek, Computer Currents, Internet.com and TabTimes where he was most recently Editor and Conference Director. He has also written extensively about the use of technology in education and currently writes tech leader profiles for SV Magazine.

Dave helped pioneer online news reporting in the 1980s as a reporter for Byte Information Exchange, long before there were “bloggers.”



# Thank You to Our Supporters

