

The persistent nature of digital content

**1. Deirdre (Victim)**

Hi! I'm Deirdre and I'm 16. I love hip hop, designing cards and my amazing boyfriend, Paul. We've been together for a year now. We have so much fun together. I find school and living with my family pretty stressful. Paul helps me get through the day! Even though I love him, I'm not ready to have sex yet. I know it will happen someday. For the moment, I send him some photos that are for his eyes only! He likes them a lot and that makes me feel good about myself.

4. Ellie (Deirdre's younger cousin)

Oh my gosh, gross! I can't believe this is happening to me. So my name's Ellie and I'm in first year. I've finally just managed to get in with the cool kids and ditch those loser friends from primary school when this happens. There are naked pictures of my cousin, Deirdre, literally all over the school and all over the internet. Does she not know I'm trying to make a good impression here? I wouldn't mind but we look pretty similar so most people actually think we're sisters. Now everyone is going to think that I've no class and that I'm easy. She is disgusting.

2. Paul (Boyfriend)

Yo, I'm Paul and I'm 16. I hope to direct films one day. Deirdre and I live near each other but we didn't meet until we went to the Gaeltacht. We get on because we're both pretty laid back and creative. Being a teenager can be frustrating. It can be hard to get your own space. At least when we message and snap each other I know my nosy older sisters won't see the pictures. They're private!

3. Gavin (Paul's best friend)

Hey, I'm Gav and I'm Paul's best friend...or at least I used to be, until he met Deirdre. We used to spend all our days making stunt videos for YouTube, trying to go viral but now he's no time for that. The other day I was looking through some of our old footage, in a shared online folder, when I came across some dirty pictures of Deirdre. Obviously Paul, the eejit, had synced it so that his photos are backed up online. Finally Paul's dream of going viral will come true when I post these pics online. He might even cop on to himself too.

5. Ms. Kenny (A teacher in Deirdre's school)

One of those days for which college does not prepare you! I'm a French and history teacher here in St Mary's but my real passion is basketball. For years we've failed to get beyond the group stages in any competition and then today we did it! Our minor girls team won the regional final. Still cannot believe it! Afterwards, the girls wanted to get some photos with the trophy. I took one of their phones to capture the moments. When I went to take a photo, the most recent images popped up first. Amongst them were several naked pictures of a girl whom I recognise from school. I think she's in one of the older years. I'm going to have to show these pictures to the principal. I think this could be serious.

6. Mark (Deirdre's father)

As if I hadn't been having a tough enough day, now I've just been called into Deirdre's school by the principal. When I arrived into work this morning an unknown person had sent me a link to a website. Assuming it was spam, I just deleted the message. However, then my eldest son texted me to say that there were naked photos of Deirdre all over this website and that I needed to do something about it. Can you imagine it? Pictures of my little girl on a website with anyone gaping at her! Needless to say she's distraught. I've spent all morning trying to get the photos removed, to fix things like parents always do, but the owners of the site seem to be based half way across the world and aren't responding. Wait till I get my hands on whoever did this to her.



The persistent nature of digital content



7. Garda Fitzpatrick

Unfortunately, cases like this are not so uncommon these days. The photos of Deirdre were brought to my attention by the principal up in St Mary's, when she first learned of the incident. Though we did our best to help get the pictures removed as quickly as possible, at that stage the damage had been done. Once the photos get out there, it's almost impossible to remove them completely. We've compiled a file on the case but it's hard to know what will happen now. Deirdre's family want to see Gavin punished for what he did. If he's prosecuted, I think Paul will be too, though Paul never intended to harm Deirdre.

8. Orla (University classmate)

When I first met Deirdre, I knew she seemed familiar. I thought it might be because we're both so similar. We both study Arts in UCD but our real passion lies in performing arts. We became really close friends after working together in the college musical society. Deirdre's great fun and a very pretty girl. I have to say I thought it was a bit odd when I realised how nervous she gets around guys, especially on nights out. It wasn't until second semester that a few of us put two and two together. Of course, we'd all seen the photos back in 6th year when they were all over the internet. None of us have talked to Deirdre about it. It's kind of like a giant elephant in the room.

9. Stephanie (Recruiter)

January is a very busy time for us. People make New Year's resolutions to change jobs. Meanwhile, lots of companies are kicking off new projects and looking to hire in big numbers. We recently had an exciting job to fill in the PR industry. When we met Deirdre, she seemed like the perfect candidate. She's very innovative and had been communications manager with a large musical society. We were just about to offer her the job when something came up. As part of the background checks we perform on all prospective candidates, we found some explicit pictures of her that were indexed online. Anyone could find them, by performing a simple search. Because reputation management is key to this business, we'd have serious reservations about hiring Deirdre after seeing those pictures.

10. Cathal (Deirdre's husband)

Dee and I met when we were 30. After hitting the big 3-0 I realised it was finally time to get my life in order. I joined an online dating service and met Dee. Initially she seemed quite withdrawn. She wouldn't give away much in her texts and I felt she mustn't be that interested. I decided to meet her, nonetheless and, well, the rest is history! It was only after we'd been dating for about a year that she told me about the photos and how they'd haunted her for most of her adult life. Obviously, I wish she hadn't had to endure that pain but it doesn't change how I feel about her. Who doesn't have some pics from their past that they'd rather bury?

11. Jack (Deirdre's grandchild)

Hey, I'm Jack and I'm 12 years old. For history, everyone in 6th class has to do a project on the oldest person they know. I'm doing my project on my Granny Dee. I'm going to ask her some questions. I've used the internet to look at the apps Granny Dee used. Most of the apps don't exist now! It's kind of cool to see the messages Granny Dee sent her friends when she was my age. There were also some nude pictures. These freaked me out! The quality of them is so bad, I'm not sure if they're real. I guess people didn't care about their privacy back then.

Developing an awareness campaign



Use this worksheet to help you develop your awareness campaign.

1. What skills do you have? These might be useful for your campaign.

- Art
- Music
- Videography
- Public speaking
- Drama
- Writing
- Design
- Digital media
- Social media
- Other:

2. What action might you be interested in exploring in your campaign?

- ★ Communicating to victims that they are not to blame.
- ★ Helping people recognise that sharing other people’s private images is always wrong.
- ★ Supporting victims of the non-consensual sharing of intimate content.
- ★ Communicating the effects of non-consensual sharing.
- ★ Highlighting that sharing explicit images is illegal for people under the age of 17
- ★ Another relevant topic:

3. Target audience?

4. Your campaign message?

5. What will be your campaign call to action? (e.g., Reach out, Just do it, Stand up to . . .)
.....

6. The following are suggestions for a school-wide awareness campaign. Pick one or develop your own unique method.

- ★ Run a poster campaign.
- ★ Create information leaflets or magazines.
- ★ Run a social media campaign
- ★ Create video resources that promote responsible photo-sharing.
- ★ Have students make and record a pledge to be respectful online.
- ★ Deliver a talk to younger students and peers.
- ★ Other:

7. Research other awareness campaigns. www.watchyourspace.ie and www.saferinternetday.ie both have ideas for different internet safety awareness campaigns.









Worksheet 6.3 (b):

Developing an awareness campaign

Use this worksheet to help you develop your awareness campaign.

1. What skills do you have? These might be useful for your campaign.

- Art  Music  Videography 
- Public speaking  Drama  Social media 
- Other:.....

2. Target audience?

- Children Teenagers Adults

3. Your campaign message?.....

4. The following are suggestions for a school-wide awareness campaign.

Pick one or choose your own method.

- ★ Run a poster campaign.
- ★ Create leaflets or magazines.
- ★ Run a social media campaign
- ★ Create a video on safe photo-sharing.
- ★ Have students make a promise to be kind online.
- ★ Give a talk to younger students.
- ★ Other:

5. Research other awareness campaigns. www.watchyourspace.ie and www.saferinternetday.ie both have ideas for different internet safety activities.