

Capability Demonstration: Martin County, FL School Violence



See Something,
Send Something App
A Law Enforcement Geo-Fenced Smart
Device Notification System and FREE Citizen
Empowered Reporting App

Download the FREE App Now



“That is very scary to me as a mom. It’s overwhelming what’s going on in society.” Martin County High mother in response to Cameron Jackson's arrest.

Overview

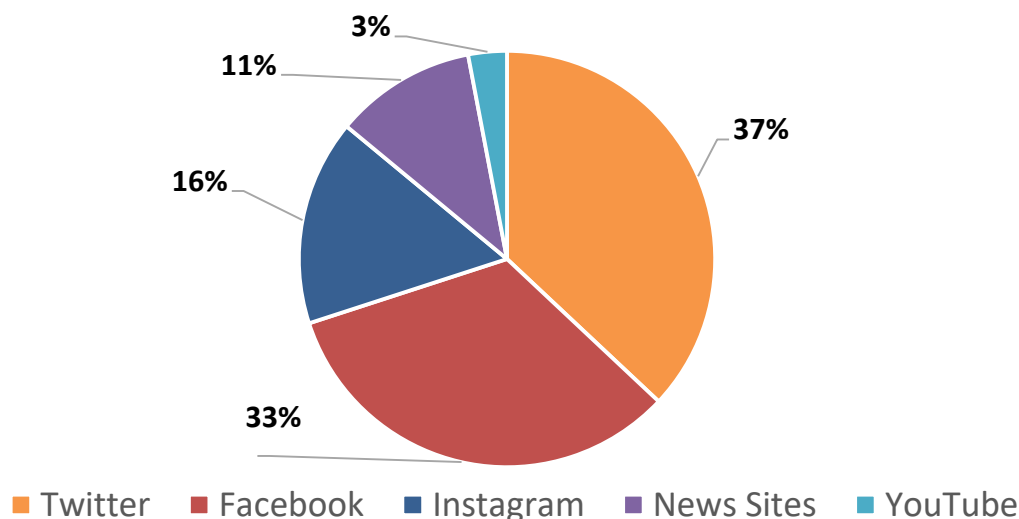
Martin County’s innovative approaches to reduce school violence through anti-bullying [campaigns](#), electronic [reporting](#), and rapid [responses](#) to potential threats are not being optimized. The success of these efforts relies heavily upon widespread distribution and active student participation. Dissemination across non-preferred student social media platforms diminishes the overall effectiveness of each program and prohibits School Resource Officers (SROs) from proactively interdicting potential threats.

Findings: Social Media Use

The pie chart below depicts the various social media platforms Martin County residents used to discuss topics pertaining to school violence

- Facebook and Twitter comprise 70% of online conversations
 - 88% of posts were made by adults
- Instagram comprised 16% of social media traffic about school violence in Martin County
 - 91% of those comments were posted by students
- Instagram was preferred among Spanish-speaking social media [users](#) in Martin County
- Popularity is growing with a new social media app called [Lipsi](#), which allows users to semi-anonymously communicate with other Lipsi users within 100 yards of their physical locations
 - The app was used in the most recent threat against Murray Middle School, which turned out to be a [hoax](#)

Martin County Social Media Platform Use



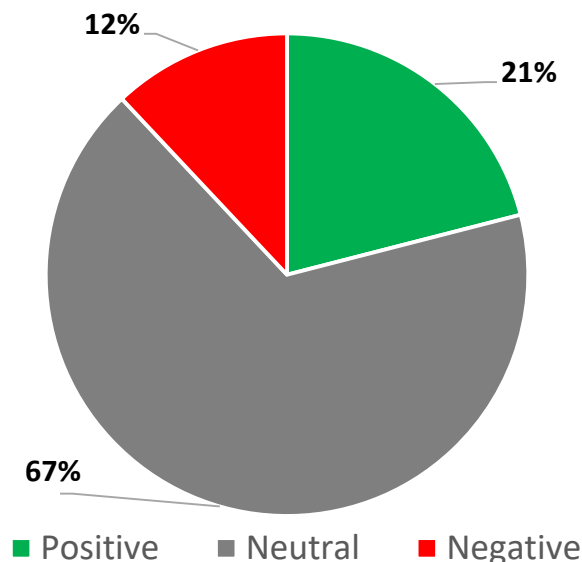
“There is no fixing it. They just don’t care. I repeatedly called the principal of my daughters high school here in Martin county. And I got one call back from his “secretary” to set up a meeting. Never heard back.” Concerned Parent, [Twitter](#)

Findings: Sentiment Analysis

Public sentiment regarding potential threats to the school and the administrations’ preparedness is 67% neutral, 21% positive, and 12% negative

- Neutral sentiment is attributed to (1) news coverage of Martin County’s response to potential threats and (2) ambivalence among parents and students with initiatives to stop school violence, which presents an opportunity to sway public perception
 - This involved [two](#) instances of individuals bringing [firearms](#) to school and [three threats](#) made against students
 - Martin County initiated the Stomp Out Bullying [initiative](#) and the See Something Send Something [app](#) to facilitate swift reporting of suspicious activity and threats to the school
 - ☐ Both initiatives fail to resonate positively with social media users
- Positive sentiment is attributed to the swift handling of threats to schools and students
 - In one [case](#), a threat made to the school was addressed within two hours
- Negative public sentiment is attributed to feelings that schools are not adequately prepared to address potential threats or concerned by the recent incidents

Public Sentiment of School Threats



“Our app helps reconnect students and law enforcement.” See Something, Send Something, [Twitter](#)

Key Findings

- Public sentiment of the school district’s efforts to thwart school violence is largely undecided which enables administrators and RSOs to shape public opinion before a tragic event permanently impacts public perception
- School initiatives designed to increase student participation are not broadcasted on social media platforms such as Instagram and Snapchat, which are preferred and predominately used by students

Recommendations

Conduct additional analysis (e.g., [Social Media Analysis](#) or [Social Risk Analysis](#)) to design a communication strategy and engagement activities that frame initiatives for the intended target audience and deliver content on preferred social media platforms by:

- Pinpointing key and trending topics discussed by students online
- Identifying key individuals or groups influencing online discussions
- Determining student sentiment about topics, issues, individuals, and events
- Providing recommendations to enhance existing violence prevention initiatives
- Enhancing RSOs’ ability to interdict threats through targeted social listening tools



Announcements of Martin County school violence initiatives fail to resonate with social media users

Data Analytics

ENODO’s social media exploitation examined 3,098 Twitter posts, 2,819 Facebook posts, 1,321 Instagram posts, 902 News Sites, and 241 YouTube videos and comments to examine preferred social media platforms and assess public sentiment of Martin County school violence mitigation strategies.



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