



Pause Before You Post™



News Release

For Immediate Release

Johnston Middle School for the Performing & Visual Arts Urges Students to Pause Before You Post™ *Jostens program helps students make smart decisions about using online social media*

HOUSTON – November 11, 2011 – Students at Johnston Middle School for the Performing & Visual Arts will learn how to make smart decisions about sharing information online through Pause Before You Post™, a public service program from Jostens designed to encourage students to “pause” before posting comments, photos and videos online using social media. Validated with research by leading social media and cyberbullying experts, the program helps students understand the responsibilities associated with online publishing and learn how to protect their digital reputations.

“This is such an important message to get out to youth today. They need to know everyone’s watching, especially when they least expect it. From job interviews to athletic scouts...people want to know who you are and can easily find out...thanks to you.” ~Mrs. Arsham-Shvartzapel, Visual Arts Teacher & Yearbook Adviser

Mrs. Arsham-Shvartzapel and her Yearbook Staff hosted this new program to every student at Johnston Middle School in a Mentor/ Homeroom class lesson. The students watched a video and were awarded PAUSE pins in an effort to think before you post.

The Pause Before You Post™ program includes facts and visual reminders to learn about personal publishing, particularly using online social media sites like Facebook and YouTube. Through classroom discussion, printed guides and online information, students will learn to ask themselves important questions before posting and also learn about cyberbullying from recognized experts. Students will be exposed to the risks and consequences of making poor decisions and also receive information to share with friends and family members. Students, educators, and families are also encouraged to make a commitment to Pause Before You Post™ with an online pledge at facebook.com/Jostens.

“Jostens is excited to offer Pause Before You Post™ to help educators address topics that impact students, families and school culture,” said Charley Nelson, director, Educator Services, Jostens. “Delivered through local Jostens representatives, we believe the program will increase awareness and create proactive discussions about online responsibility and cyberbullying.”

Pause Before You Post™ was developed in collaboration with Dr. Justin Patchin, Associate Professor of Criminal Justice in the Department of Political Science at the University of Wisconsin-Eau Claire and Dr. Sameer Hinduja, Associate Professor in the School of Criminology and Criminal Justice at Florida Atlantic University. Both are leading experts on social media and cyberbullying and co-direct the Cyberbullying Research Center. Pause Before You Post™ was designed by Jostens with input from educators and students across North America.

Additional information is available at jostens.com/infotoknow and cyberbullying.us.