Schools and Social Media
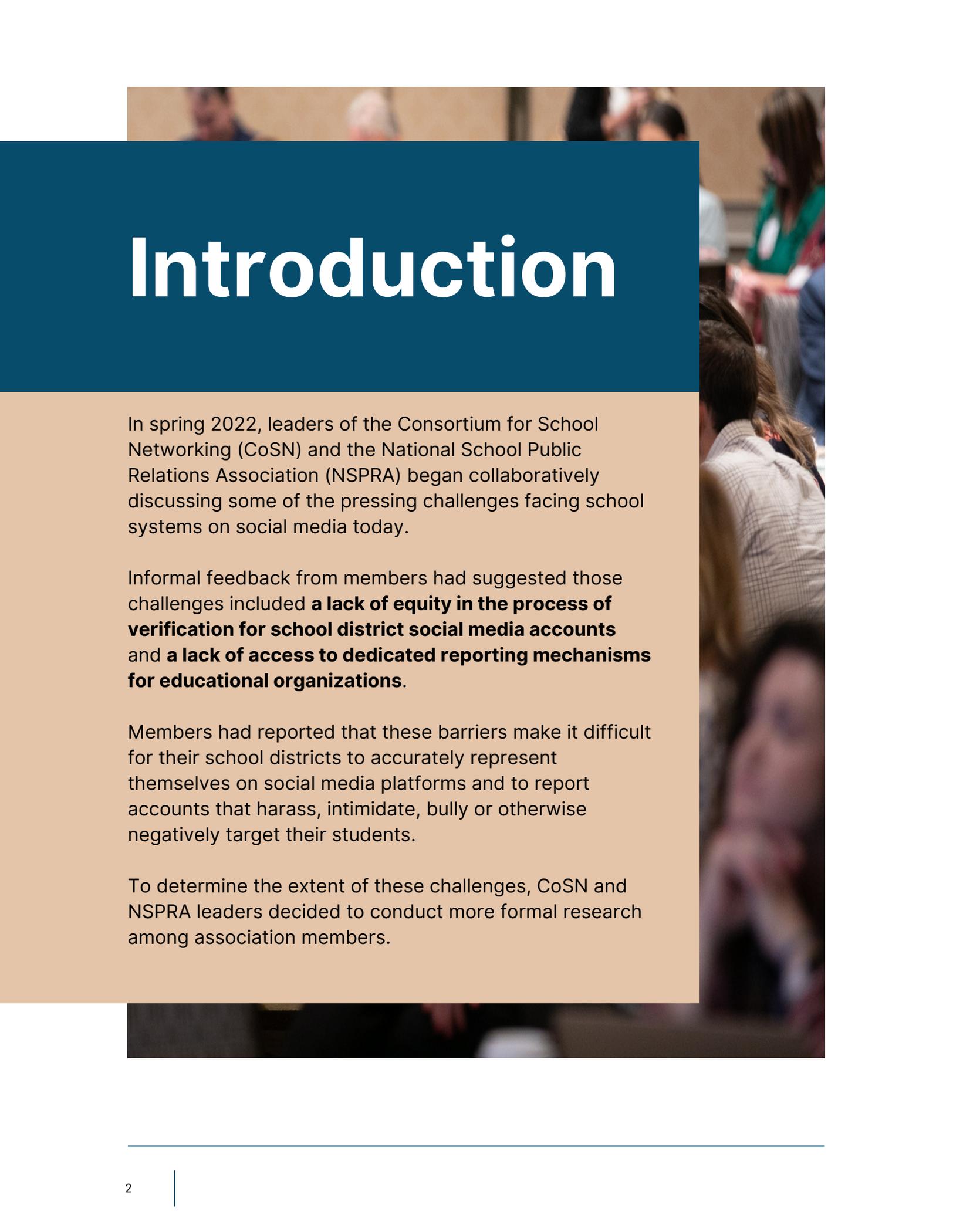
A Joint Survey of Association Members

CoSN
Leading Education Innovation

the leader in school communication
nspra

2022

Introduction

In spring 2022, leaders of the Consortium for School Networking (CoSN) and the National School Public Relations Association (NSPRA) began collaboratively discussing some of the pressing challenges facing school systems on social media today.

Informal feedback from members had suggested those challenges included **a lack of equity in the process of verification for school district social media accounts** and **a lack of access to dedicated reporting mechanisms for educational organizations**.

Members had reported that these barriers make it difficult for their school districts to accurately represent themselves on social media platforms and to report accounts that harass, intimidate, bully or otherwise negatively target their students.
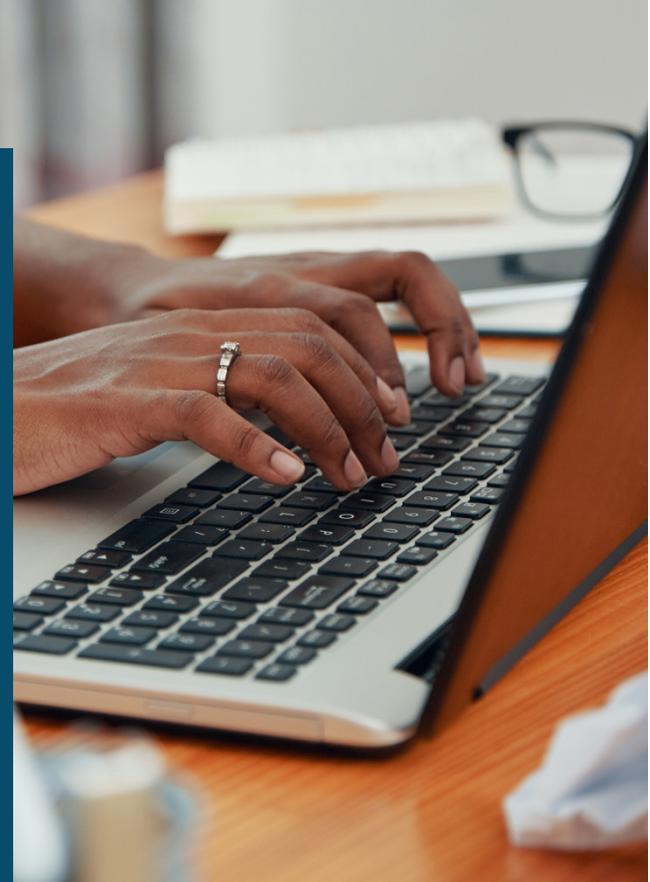
To determine the extent of these challenges, CoSN and NSPRA leaders decided to conduct more formal research among association members.

Background

A joint digital survey was conducted in May 2022, and it received 292 completed, unique responses.

Participants represented educational organizations in 43 U.S. states and territories, with the majority in a K-12 or preK-12 educational organization that serves between 2,000 and 49,999 students.

More details on the survey process and respondents are available at the end of this report.

Contents

Executive Summary

After the conclusion of the survey in June, it appears that a significant number of association members have experienced at least some of the challenges noted in the introduction.

✓ Verification Process Challenges

- Overall, a quarter of respondents indicated that within the last two years their educational organizations have applied to be verified on social media and have been rejected (25%). Rejection for verification was highest on Twitter (13%) but closely followed by Facebook (12%) and Instagram (12%).
- For each individual social media platform, generally a third or fewer respondents indicated they were able to get their organization verified.
- Among respondents in a school system of between 2,000 – 49,999 students, the educational organizations with lower enrollment tend to see higher rates of rejection and lower rates of approval for verification.
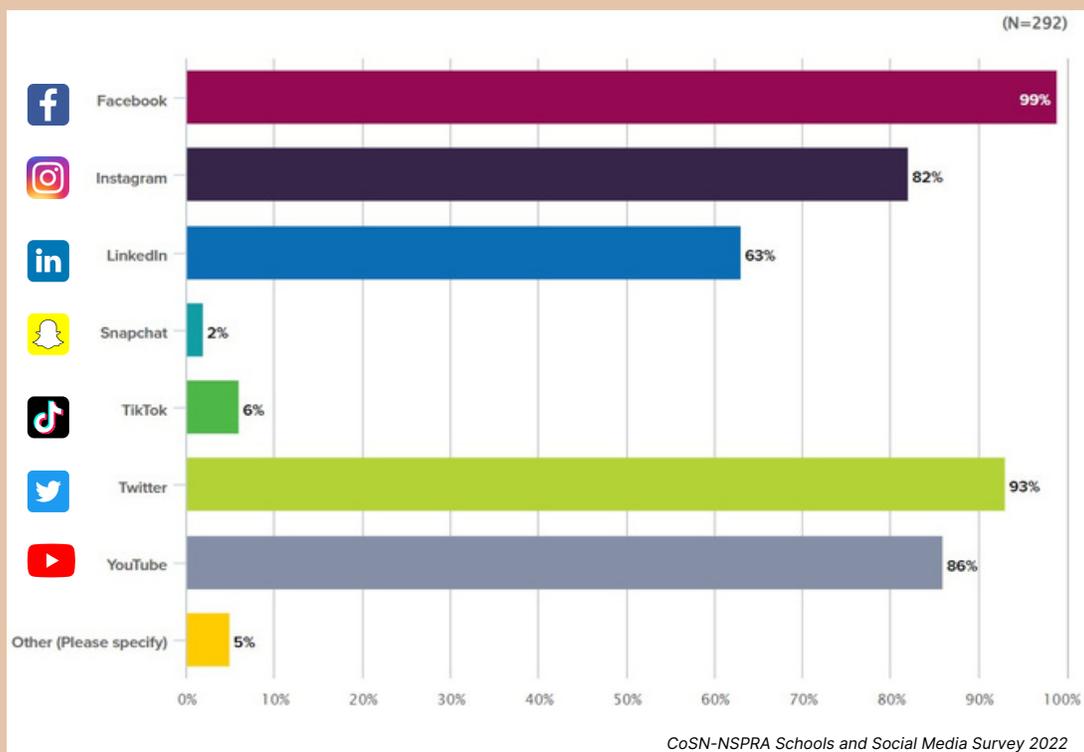
📋 Reporting Mechanisms Challenges

- Respondents indicated that among their educational organizations:
    - 59% have dealt with accounts that harass, intimidate or bully students.
    - 51% have dealt with mock accounts appearing with their logos/branding.
    - 45% have dealt with social media platforms not removing reported accounts/posts that harass, intimidate or bully their students.
- The greatest level of difficulty reporting issues on social media is with Facebook (45% difficult or very difficult) and Instagram (42% difficult or very difficult).
- A large percentage of respondents are unsure how to report social media issues, particularly on Snapchat (86%), TikTok (83%) and LinkedIn (76%).

School Systems on Social Media

Among survey respondents, the top three social media platforms on which their educational organizations have an official presence are Facebook (99%), Twitter (93%) and YouTube (86%).

On which social media platforms does your educational organization have an official presence?

(N=292)

Platform	Percentage
Facebook	99%
Instagram	82%
LinkedIn	63%
Snapchat	2%
TikTok	6%
Twitter	93%
YouTube	86%
Other (Please specify)	5%

CoSN-NSPRA Schools and Social Media Survey 2022

Applying for Verification on Social Media

On each of the seven social media platforms included in the survey, fewer than half of respondents' educational organizations have applied to be verified by the platform. The top three social media platforms on which their organizations have applied to be verified are Facebook (46%), Twitter (41%) and Instagram (28%).

Generally a third or fewer respondents indicated they were able to get their organization verified on the selected social media platforms. Rejection for verification was highest on Twitter (13%) but closely followed by Facebook (12%) and Instagram (12%).

Has your educational organization applied to be verified on the following social media platforms?

Platform	Yes, are verified	Yes, but rejected	No	Unsure
Facebook	34%	12%	34%	20%
Instagram	16%	12%	55%	17%
LinkedIn	13%		62%	24%
Snapchat			83%	16%
TikTok			83%	16%
Twitter	28%	13%	40%	18%
YouTube	19%		51%	26%

CoSN-NSPRA Schools and Social Media Survey 2022

Overall, a quarter of respondents indicated that within the last two years their educational organizations have applied to be verified on social media and have been rejected (25%).

Nearly three-quarters of all survey respondents are in an educational organization that enrolls between 2,000 – 49,999 students. Within that subset of respondents, the educational organizations with lower enrollment tended to see higher rates of rejection and lower rates of approval for verification by the identified social media platforms.
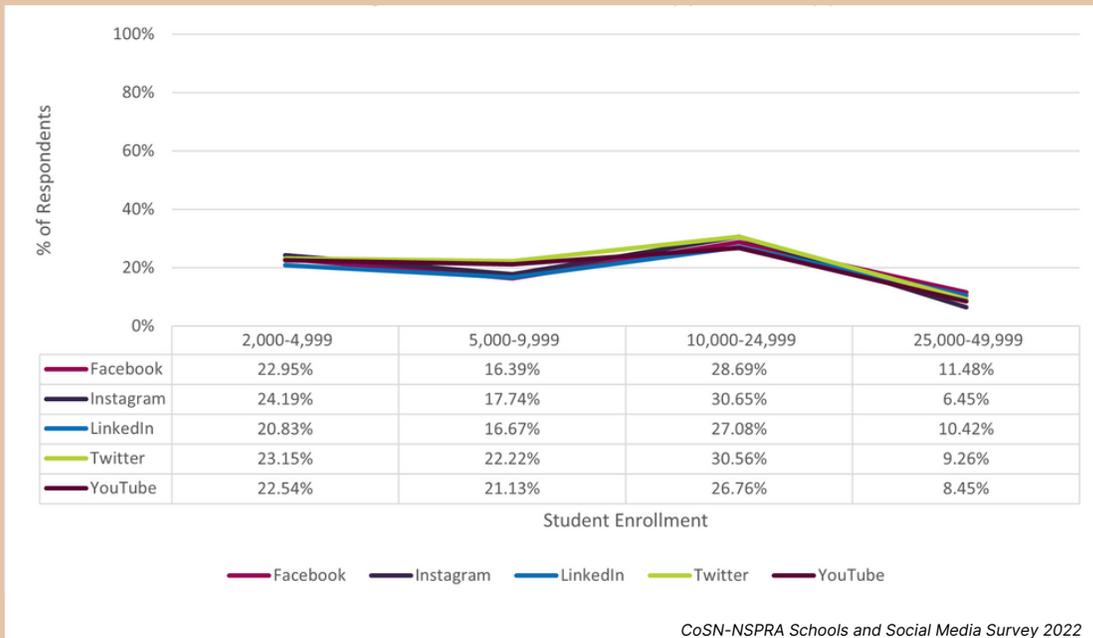
The following charts indicate the level of approval or rejection for educational organizations' verification applications based on their enrollment size.

Fewer than 1% of respondents indicated they applied for verification on Snapchat or TikTok, so response data for those platforms is excluded from these charts.
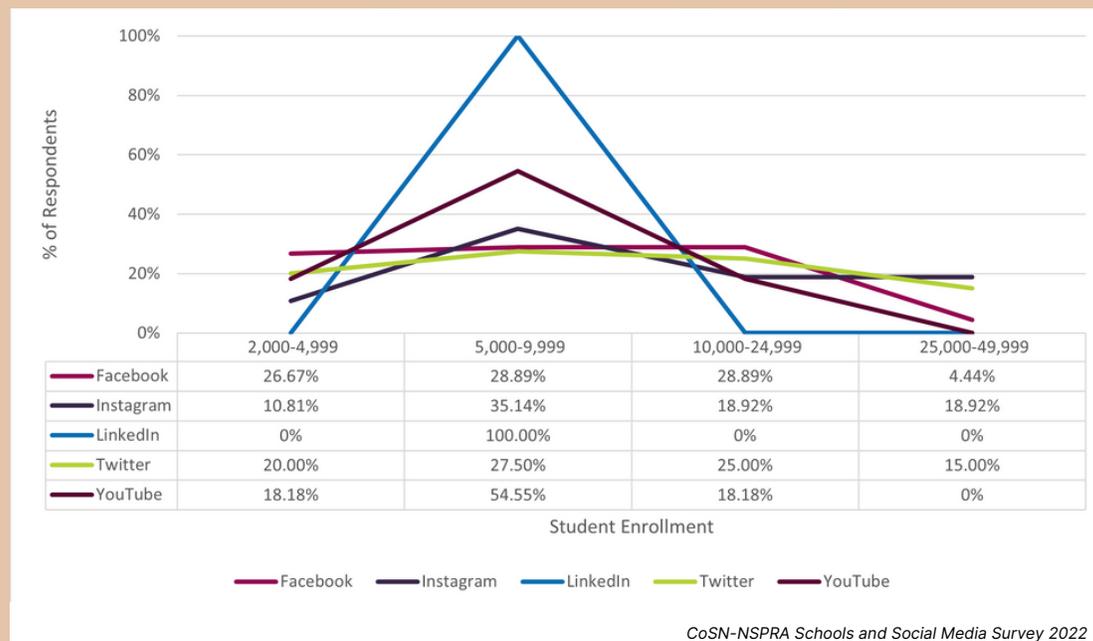
In Their Words

"For the sites that our district has applied to be verified on, the primary explanation for rejection was that our account was not notable enough to earn verification."

Educational Organizations' Verification Application Approved

	2,000-4,999	5,000-9,999	10,000-24,999	25,000-49,999
Facebook	22.95%	16.39%	28.69%	11.48%
Instagram	24.19%	17.74%	30.65%	6.45%
LinkedIn	20.83%	16.67%	27.08%	10.42%
Twitter	23.15%	22.22%	30.56%	9.26%
YouTube	22.54%	21.13%	26.76%	8.45%

Student Enrollment

Facebook — Instagram — LinkedIn — Twitter — YouTube

CoSN-NSPRA Schools and Social Media Survey 2022

Educational Organizations' Verification Application Rejected

	2,000-4,999	5,000-9,999	10,000-24,999	25,000-49,999
Facebook	26.67%	28.89%	28.89%	4.44%
Instagram	10.81%	35.14%	18.92%	18.92%
LinkedIn	0%	100.00%	0%	0%
Twitter	20.00%	27.50%	25.00%	15.00%
YouTube	18.18%	54.55%	18.18%	0%

Student Enrollment

Facebook — Instagram — LinkedIn — Twitter — YouTube

CoSN-NSPRA Schools and Social Media Survey 2022

Dealing With Fake-Official and Mock Accounts

Respondents were asked to share their educational organizations' experiences within the last two years related to fake-official or mock accounts on social media and social media posts that harass, intimidate or bully students.
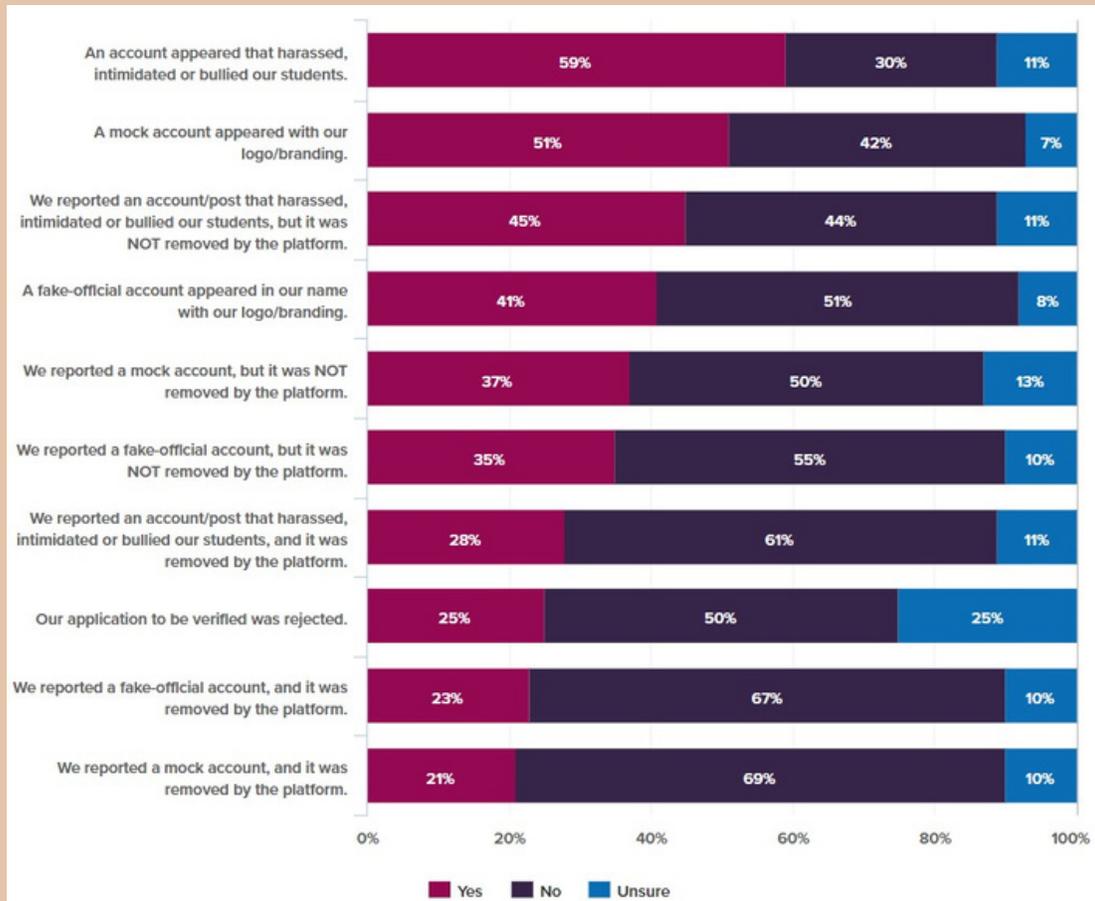
Among the various challenges, the greatest number of respondents (59%) indicated their organizations have dealt with accounts that harass, intimidate or bully students. The two other top challenges facing their organizations were mock accounts appearing with their logos/branding (51%) and social media platforms not removing reported accounts/posts that harass, intimidate or bully their students (45%).

The survey responses also indicate that when reported, fake-official accounts, mock accounts and posts that harass, intimidate or bully students are more often *not* removed than removed by the platform.

In Their Words

"We have reported accounts and individual photos and are always denied. These bullying accounts have a huge negative impact on the mental health of our students..."

Has your educational organization experienced the following challenges on social media platforms within the last two years?
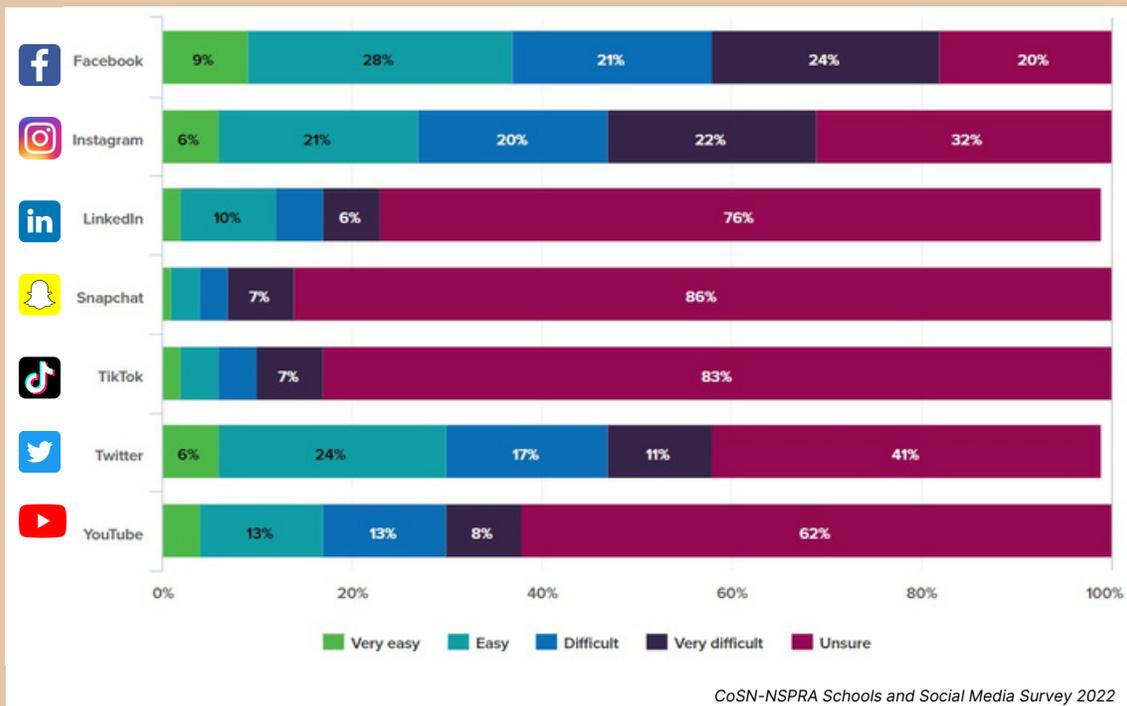
	Yes	No	Unsure
An account appeared that harassed, intimidated or bullied our students.	59%	30%	11%
A mock account appeared with our logo/branding.	51%	42%	7%
We reported an account/post that harassed, intimidated or bullied our students, but it was NOT removed by the platform.	45%	44%	11%
A fake-official account appeared in our name with our logo/branding.	41%	51%	8%
We reported a mock account, but it was NOT removed by the platform.	37%	50%	13%
We reported a fake-official account, but it was NOT removed by the platform.	35%	55%	10%
We reported an account/post that harassed, intimidated or bullied our students, and it was removed by the platform.	28%	61%	11%
Our application to be verified was rejected.	25%	50%	25%
We reported a fake-official account, and it was removed by the platform.	23%	67%	10%
We reported a mock account, and it was removed by the platform.	21%	69%	10%

Legend: Yes ■ No ■ Unsure ■

CoSN-NSPRA Schools and Social Media Survey 2022

Respondents indicated that their educational organizations experience the greatest level of difficulty reporting issues on social media to Facebook (45% difficult or very difficult) and Instagram (42% difficult or very difficult).

Notably, a large percentage of respondents indicated they are unsure how to report social media issues, particularly on Snapchat (86%), TikTok (83%) and LinkedIn (76%).

How easy or difficult is it for your educational organization to report a social media issue to these platforms?

Platform	Very easy	Easy	Difficult	Very difficult	Unsure
Facebook	9%	28%	21%	24%	20%
Instagram	6%	21%	20%	22%	32%
LinkedIn		10%	6%		76%
Snapchat			7%		86%
TikTok			7%		83%
Twitter	6%	24%	17%	11%	41%
YouTube		13%	13%	8%	62%

CoSN-NSPRA Schools and Social Media Survey 2022

About the Survey Process

The joint NSPRA-CoSN Survey on Social Media Challenges for School Systems was hosted digitally in the K12 Insights platform and open from May 23 – June 14, 2022. The online survey was delivered successfully via email to 2,364 members of NSPRA and promoted indirectly to CoSN members via posts on its online community.

The survey received 418 responses, including 292 completed, unique responses and 121 incomplete responses.

There were 263 completed responses from NSPRA members, for a completed participation rate of 11%. For NSPRA members only, percentage responses have a +/- 5.7% confidence interval (i.e., margin of error) with a confidence level of 95%.

There were 33 completed responses from CoSN members. A confidence interval percentage is not available for CoSN members.

About the Survey Respondents

Participants represented 43 U.S. states and territories.

The majority of respondents are with a K-12 or preK-12 educational organization (84%), but some are from K-8 or preK-8 organizations (6%), high school-only organizations (3%) or an educational service agency, BOCES, Intermediate Unit, Regional Education Agency or County Office of Education (5%).

Which category best describes that educational organization?

Legend:
- K-12 or preK-12
- K-8 or preK-8
- High School(s) Only
- Charter School
- Educational Service Agency, BOCES, Intermediate Unit, Regional Education Agency, County Office of Education

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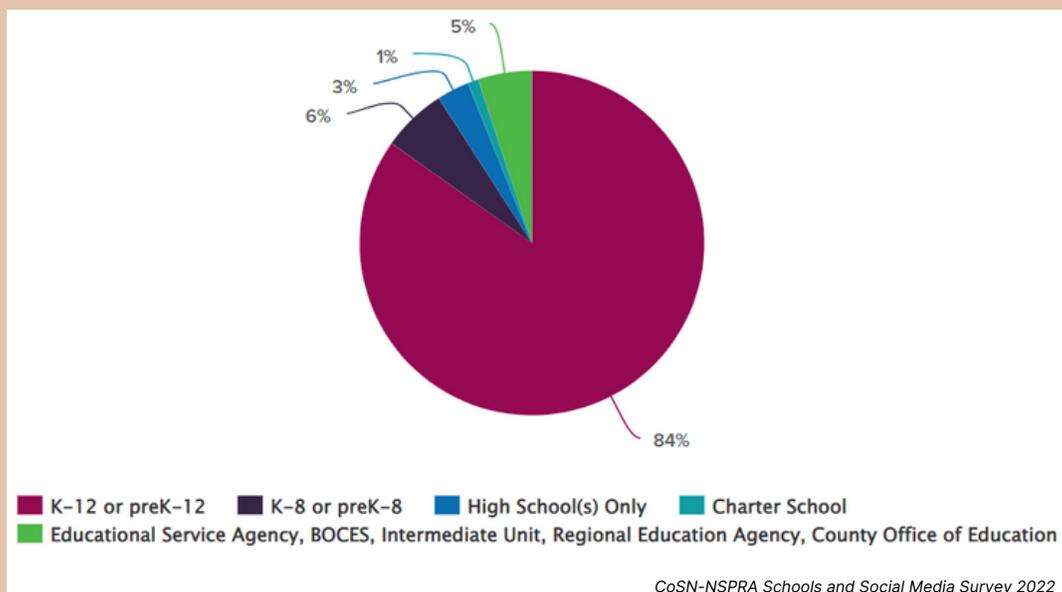
Nearly three-quarters of respondents are in a school system of between 2,000 – 49,999 students.

What is that educational organization's current student enrollment, approximately?

CoSN-NSPRA Schools and Social Media Survey 2022
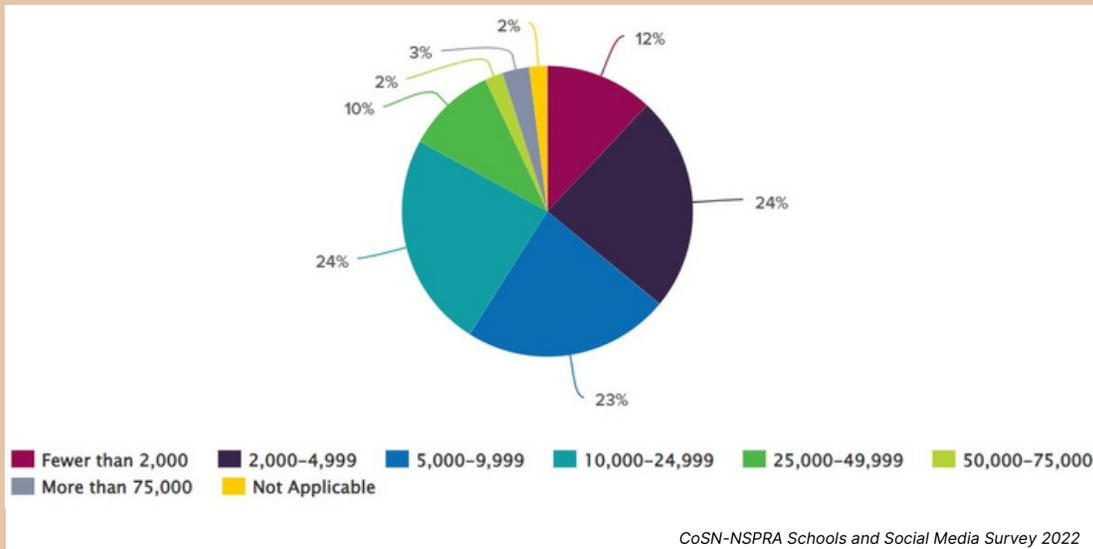
Respondents' Comments

Survey respondents were invited to share their open-ended comments in response to these prompts:

- Please briefly describe your educational organization's challenges with the fake-official account(s).

- Please briefly describe your educational organization's challenges with the mock account(s).

- Please briefly describe your educational organization's challenges with the account(s) that harassed, intimidated or bullied your students.

- For the social media platform(s) that rejected your educational organization's application to be verified, please provide some brief details on the platform's explanation for that rejection.

- Please briefly describe any difficulties you have encountered when attempting to report a social media issue for your educational organization to the applicable social media platform.

Following are their responses.

Please briefly describe your educational organization's challenges with the fake-official account(s).

1. Our individual schools constantly reach out about these fake accounts and we report them and encourage them to report as many as possible, but to my knowledge, nothing has been done about any of them.
2. Kids often create accounts that are harmful to other students and or the school image. These account often create disruption and fear in the classroom environment and cost hours of time from teachers and administrators to research, calm, and connect with parents. Kids know these accounts will not get removed so they are always creating new ones.
3. We have experienced challenges reaching a human representative for any social media platform to help us with removing a fake account. The fake account in questions is believed to have been set up by a previous employee several years ago when the platform was relatively new. It is not posting at this time, but we want it taken down to ensure that the no one keeps access to a fake account with our logo and branding.
4. We have no human point-of-contact on any of the social media platforms with whom we can communicate about accounts and posts that contain images of minors or employees that are used in a manner to promote misinformation, harassment, or libel. Account disputes seem to be resolved either by bots or by individuals who do not know who we are and do not seem to care.
5. TikTok has been the worst. We now claimed about 18 different account names just to try and stop students from creating fake accounts. Generally, things get removed when we report them, but we can't always figure out how to report accounts depending on the platform. Some social media platforms make it rather difficult or time-consuming.
6. We have dealt with a tremendous number of student-created Instagram accounts this year that share videos of verbal and physical altercations between students, HIB incidents, and invasion of student privacy. We have reported these accounts for suspicion of being created by individuals under 13, sharing content including violence or injury, sharing content that is harassing, being an account impersonating a legitimate one, and the list goes on. We have not successfully had these accounts or content removed to this day. It is incredibly frustrating.
7. We have had several fake accounts impersonating administrators with their information listed and school logos. Multiple accounts that serve to bully or intimidate that utilize the school or district logo. We report the accounts for harassment and violation of community standards but have had little luck in having the accounts removed through that route. We do work closely with our school resource officers to investigate and have been more successful on the local level identifying the individuals responsible, but the accounts persist.
8. Biggest challenge is selling fake 'tickets' to our free sport events feeds. They look real to many parents
9. using district logo or similar names and likenesses and harrassing students. social media platforms are too slow to act.

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10. We have accounts (specifically Facebook and Instagram) that we have requested verification for that have been rejected. By not being verified, this leaves some of our stakeholders to see fake-official accounts and not understand it is not affiliated with our school system. It is too easy for someone to take our logo (which are trademarked), put it on a social media site, and start chaos via misinformation and disinformation. I would like to see social media sites take this as serious as copyright/trademark in the music industry. If our logos are trademarked, why are you allowing another individual to create an account using that image?
11. Someone used our logo and name to create an Instagram account. They never posted to it and it did not appear active in any way. We reported it multiple times and never received a response.
12. Messaged them directly that we would take legal action and it was taken down.
13. The fake accounts actually target and bully teachers and staff more but also students.
14. keeping up with them. staying ahead of them. following up to see if the platform has taken action. reporting back to our internal customer (school or department) with any follow-ups
15. It is extremely challenging, especially on Instagram, when dealing with fake accounts or mock accounts. Students will create these accounts that put other students at risk, bully students and display violence. We routinely report these accounts on Instagram but nothing gets done. There is no one I can contact to get these accounts removed and it's a huge time commitment for us. Our school leaders spend way too much time attempting to remove these accounts with no success. I can't help but to think about all of the other things our principals and others could be doing to support students at school instead of attempting (and failing) to remove these accounts. It is so very frustrating.
16. Our logo was utilized by a former employee to mislead Facebook users. We were unable to get the account taken down.
17. We have middle school students who will start Instagram or Tik Tok account with the schools name and/or logo in the icon or username. I have tried reporting in many different ways (bullying, impersonating, trademark infringement, user is under 13, etc.) but have been unsuccessful in removing these accounts. The content is not always bullying, but certainly not something we want to be associated with the school name. I have found Tik Tok to be the most responsible in their reporting. If the video contains any minor violence, it is usually taken down immediately and the account is suspended.
18. Students create fake-official accounts constantly. When one is discovered and reported, another one takes it's place. Parents want the district to be held accountable for monitoring social media sites 24/7 to find & delete fake accounts but it is impossible to do so. When we sent out communication to parents to help us monitor their child from home, we receive more backlash than support.
19. These accounts confuse parents and stakeholders. They are difficult to have removed. Stir up issues of safety/bullying.
20. These accounts have attempted to impersonate the school district, which causes confusion and inappropriate content mistakenly identified as belonging to the district.

21. Having fake-official district accounts removed has been easier than having fake-official school accounts removed. It is unclear whether this is due to verification or the fact that the district account is often the one reporting fake-official school accounts.
22. There are currently near 100 accounts that we are aware of that are either purporting to be us and spreading misinformation. These accounts request personal information from students, staff and employees and people believe it is us so they share their info. Many of these accounts have started fundraisers pretending to be us and they have collected money that does not go to any of our schools or the district. These accounts also spread misinformation during emergencies which creates havoc as we are trying to deal with emergencies.
23. Many schools in our district are seeing a trend online where fake/mock accounts are being created to share gossip about students, no matter whether it is factual or not.
24. As soon as one is removed, another is created to take its place.
25. Fortunately our challenges have been minimal, but the potential for a bigger challenge exists as long as the fake or mock accounts exist.
26. Use of logo and district or schools name to complain about policies or people.
27. We have had a few fake-official accounts, but those are much easier to get removed. Typically, the platforms seem to remove these spoof accounts quickly. They have mostly been created and used to DM or mention others with the goal of selling something or getting users to click on links.
28. The biggest problem was an account that was set up using our superintendent's name - the site tried to close schools during inclement weather, announce policy changes that were not true, and tried to spread other false news.
29. They occur in crisis situations and do not help the school district in getting official messages out. From school closings due to weather to incidents where we have a situation on campus, the fake accounts create and/or add-to the issue.
30. Wording regarding messaging to the accounts, as well as not having a person at the various outlets to speak with and never receiving responses to questions/emails. Difficulty finding the person who started the accounts.
31. We continuously have fake accounts most likely created by students some parents with the district logo and bullying/harassment or spreading rumors/fake news.
32. No clear contact with the organization, multiple attempts with no feedback or response.
33. Generally speaking, the social media platform doesn't take action.
34. This is a problem on our campuses from grades 5+ with fake accounts (mostly on Instagram) using our logo. The issue includes these accounts using inappropriate usernames and posting content we do not want associated with our district. Sometimes IG takes down the profile, and other times it does not find an issue. The energy spent on finding these profiles and reporting them does not seem to pay off.
35. Often many fake Instagram accounts using our school's names and logos may appear. These are not only hard to track but also difficult to remove with Instagram believing they are meeting community guidelines. Fake accounts do not violate Instagram's technical community guidelines but are malicious to a school's brand.

36. Numerous fake and parody accounts have been created. Often posts depict or promote school violence. Platforms have traditionally been extremely slow to respond if at all.
37. Fights and mean posts—many popped up this Spring
38. It seems like the social media overlords don't act quickly enough to remove those rogue accounts AND it is too easy for those to start up another fake account if one is blocked.
39. It's a game of whack-a-mole, especially at the middle school level. In particular, we've had fake accounts set up that portray school administrators.
40. Please hold all participants to terms of service.
41. There is no government contact for most of these platforms, and finding an actual person to follow up with is next to impossible. We have spent countless hours reporting accounts that are causing real harm to students only for it to take days to get a response, if any at all, and many times that post remains up.
42. Fake-official accounts confuse parents and become a barrier when trying to share important information.
43. Fake accounts are used to both spam our pages with advertisements, but more maliciously, to bully and attack our students and staff.
44. Had one removed after we were verified
45. We have only had one account that pretended to be our district account. We were able to get it taken down. At that time our district account (FB) was verified. But they've since removed that verification and have not approved renewed requests.
46. Students set up accounts with our name and branding. They're clearly meant to mock schools, leaders, and other individuals.
47. We have various accounts using our logo or simply enough of our branding (colors, similar naming, building photos, etc.) for people to think these are official accounts. This is not just official pages, but also Facebook groups just named as a school instead of identifying itself as a parent group or alumni group for the school. We also have pages created years ago for various groups (MHS girls basketball, MHS FFA, etc.) which no longer have owners or the owners will not respond and we cannot get them shut down. Getting these pages taken down or renamed is difficult because of the lengths I must go to try to prove myself, even though someone at the social media site could simply view my profile and see how I own official pages which have been problem-free for years. I cannot fathom why some of my requests are approved and others denied, other than it's just always a guess by the person who happened to get my report ticket. I need someone who understands schools to review my request.
48. Fake accounts are often created to share posts of fake school cancellations. If there is an impending winter storm, for example, a fake account will pop up and share a branded post using past language alerting families that school is canceled, when it is not. Fake accounts are also created as a way to demean and share false information. For example, a parent in our district took it upon himself to create a page with our name and change each legitimate post to language he prefers. One post was about our COVID safety protocols and shared a graphic using icons to promote hand-washing, getting the vaccine when eligible, etc. He put the post into

Photoshop and changed the wording below each icon. "Hand washing doesn't really work, so don't do it." "The vaccine is full of chemicals that will kill you." "Who cares where you cough, people have immune systems." This was shared hundreds of times.

49. It was very hard to find a rep at Instagram to help remove the fake-official account (almost impossible). It took weeks to find support to remove the account; and even after doing so, Instagram wouldn't verify our actual, real official account.

50. We get tagged hundreds of times a month by pages claiming to offer live streams of every single sporting event we offer. They tag every school and entity in our community using logos of official state athletic associations so it makes the posts look legitimate. Each time we report them, we always get the "this does not go against our community standards" when clearly it does not.

51. A parent/citizen group used the school district's logo as the image associated with their own account. The situation was resolved with a conversation with one of the group's leaders.

52. There isn't much of a concern from the groups to respond quickly when these face accounts are created.

53. We have dealt with a lot of Tik Tok accounts in which students will use the schools name and/or logo and post photos of other students and staff, often in a bullying manner.

54. The branding standards and identity of the district are constantly being undermined by people who think the BA logo is fair usage. There is a copyright that exists for the logo, but that definitely does not stop people.

55. We have mock accounts for our middle school with students (ours? not sure?) and they have not been considered bullying or fake. So they stayed. I blocked them. The best i could do.

56. Someone tried to use our account to call a "snow day."

57. The fake-official accounts usually have our district name and make it difficult for the official account to be the first searched account.

58. The inability to quickly report accounts with unauthorized use of our school logos or names is a challenge. Especially old accounts started by previous students, i.e.. Class of 2014 Cheer or "Burn Book and relationship" accounts using school names and acronyms to harass, bully or discriminate against students and teachers/staff.

59. Typically involves students sharing negative/harmful/hurtful information about other students and/or staff.

60. They share misinformation that some people assume is the truth because at quick glance they have the same logo or a similar name. This is similar to fishing emails that our staff receive, only much more broad in scope and potential impact.

61. We have submitted multiple artifacts to have accounts removed for copyright or fake accounts based on what was requested. No responses we received and there is no number to contact to speak with a live person.

62. Reaching someone at the social media site in a timely manner or getting any response

63. It's very difficult to get fake or mock accounts removed. It's also difficult to get school fight accounts removed — accounts that use the school's name and then post fight

video from the schools. Platforms don't make the process clear. It's just a form. There's no opportunity for a person-to-person interaction. There's no way to get something done quickly.

64. Relatively rare; haven't had one that got much traction
65. In the past we have suffered multiple fake/mock Facebook accounts. This year it has been Instagram. The biggest challenge is the lack of response when we attempt to have a fake account shut down or have inappropriate/libelous posts/content that we would like removed. Sometimes we are successful, many times we are ignored by the social media companies when report these things.
66. We have had several face social media accounts impersonating our schools in the last year that are basically bullying students or saying inappropriate things about other students and staff members. The majority of our students are under the age of 13 so technically they shouldn't have accounts, but they do. In the past when we reported the accounts (i.e. Facebook, Instagram) they were taken down, however, this year, only a few have been removed.
67. It is hard for the average user to notice the difference.
68. I've found social media platforms to be fairly responsive in removing these accounts.
69. I created a separate school account when reporting any abuse. I do not want to have my personal social media accounts associated with school account.
70. Students keep putting them up - we have to chase, try to submit cases and even have to get law enforcement involved.
71. Pages use our logo and branding to report biased "news" about the school district. These pages spread misinformation and rumors. The district has to spend time on the defense instead of these pages being removed.
72. Our biggest challenge has been on Instagram. We have had a lot of issues with bullying and people creating accounts using our logo. Parents are mad because they want us to remove it, but our hands are tied. It is also very difficult to trace a fake account back to anyone.
73. Fake accounts used our District brand and published opinions about District activities and programs. Other fake accounts featured student images without parent consent.
74. Our elementary and middle school logos are not trademarked as they were created by parents, students, or others. Our district logo and high school spirit marks have been trademarked. We report impersonation accounts, they aren't taken down even though they are using our logos. I'd like to get our school accounts verified. It's one thing for the district to be verified, but I see more impersonation of the schools than I do the district itself.
75. fake pages were published on Facebook
76. These are typically started by students and they often use our name and/or logo to gain followers. Accounts impersonating the school or district don't get taken down. We have better luck flagging posts, but this is difficult to keep up with. This is particularly challenging on Instagram. The reporting process needs to be more streamlined and requires immediate attention in removal of these accounts.
77. These accounts can easily trick and manipulate our parents, students, teachers, and community members. Accounts like this can hurt security, branding, etc.

78. Every so often, we have accounts pop up pretending to be us or our Superintendent. Generally, we can get them removed, but if they state in their bio that they are a "parody" account, Twitter or Instagram will not remove them.
79. Auto/bot reply. No human connections. Took way too long to get a hold of a human when there were dire situations on the line. (Bomb threats or bullying).
80. They look like they are real, and many do not realize it and many think they are providing actual information.
81. old account might have been created by a previous admin. Facebook never responded to our request to add us or remove the account

Please briefly describe your educational organization's challenges with the mock account(s).

1. We have no human point-of-contact on any of the social media platforms with whom we can communicate about accounts and posts that contain images of minors or employees that are used in a manner to promote misinformation, harassment, or libel. Account disputes seem to be resolved either by bots or by individuals who do not know who we are and do not seem to care.

2. Same as the "fake-official" accounts. Instagram has been good about removing our logo after we've claimed copyright, but they won't actually do anything to the account.

3. We have dealt with a tremendous number of student-created Instagram accounts this year that share videos of verbal and physical altercations between students, HIB incidents, and invasion of student privacy. We have reported these accounts for suspicion of being created by individuals under 13, sharing content including violence or injury, sharing content that is harassing, being an account impersonating a legitimate one, and the list goes on. We have not successfully had these accounts or content removed to this day. It is incredibly frustrating.

4. we report mock accounts but no action seems to be taken by the companies who control the platforms.

5. Students created accounts that used our logo or a school logo for undesirable purposes.

6. "We have accounts (specifically Facebook and Instagram) that we have requested verification for that have been rejected. By not being verified, this leaves some of our stakeholders to see fake-official accounts and not understand it is not affiliated with our school system. It is too easy for someone to take our logo (which are trademarked), put it on a social media site, and start chaos via misinformation and disinformation.

7. Families are asking us to take action on these accounts. We receive absolutely no help from the social media companies to get these accounts taken down. It is a strain on our resources and relationships."

8. Accounts have popped up using our District or school logos.

9. TikTok is the primary challenge. We don't have an organizational TikTok account, and it's a challenge to report from individual accounts. The requirements to provide documentation of proof of ownership of brand are onerous. These accounts pop up quickly and frequently.

10. We have had accounts posting images of students and making fun of them. Some have had hateful language. We have a fake-official account of a principal that we're trying to get removed.

11. We have had several students create accounts such as "VVS ugly girls" and "VVS hotties," where students have found their pictures and families have reported the accounts. Unfortunately, we have had to tell families we have no ability to remove the posts/accounts.

12. See my response above.

13. Social media platforms make it VERY difficult for educational institutions to provide enough "proof" to be verified since they are not traditional businesses. Thus, besides our trademarked logo, they ignore other attempts to take down accounts with our name.
14. Very hard to get through to Instagram to take these accounts down. I've opted for making a list of all the impersonation accounts and monitoring them periodically. If a concerning photo or video is posted, I then report to the appropriate Administrator and they will deal with the situation once the student is identified.
15. Students make mock accounts specifically for the use of bullying or targeting other students or even teachers. In these situations, the mock accounts are even more difficulty to identify and deleted.
16. On Facebook, specifically, there are several accounts that seem to be our school accounts but have been generated due to check-ins. We attempted to take over those accounts, some successfully, others not so much. I have also tried to verify our District Facebook account several times unsuccessfully. A contact person just for public schools would be tremendously helpful!
17. These accounts confuse parents and stakeholders. They are difficult to have removed. Stir up issues of safety/bullying.
18. These accounts have attempted to impersonate the school district, which causes confusion and inappropriate content mistakenly identified as belonging to the district.
19. We have had difficulty convincing Instagram to remove mock accounts, especially school-associated ones. We have tried reporting these accounts under different categories to no avail.
20. Accounts that are bullying our students including posting photos of students in bathroom stalls and locker rooms. We have reported accounts and individual photos and are always denied. These bullying accounts have a huge negative impact on the mental health of our students to the point of creating suicidal ideation and causing fights on campus. There MUST be a way for K-12 schools to receive live assistance from social media platforms for situations such as these.
21. The mock account is run anonymously by a former board of education trustee with an axe to grind. She is constantly misrepresenting facts in posts, then commenting as her real account to affirm the post based on her school board experiences to add credibility to the post. She has also created similar accounts for all the local school districts and cross posts items to appeal to the fringe community members in each district to amplify her messaging. This has incited people who live in other districts to attend our board meetings and harangue our board about topics the speakers know nothing about or which aren't even an issue in our district.
22. Mock accounts are popping up across campuses that spread misinformation.
23. The time it takes away from education, instruction, and leadership at the site level is significant. When an account like this pops up, administrators and communications professionals spend countless hours investigating and reporting and interviewing students, usually to no avail. Reporting the issue as if we were "regular" account holders is not working. We need better and more effective alternatives as an educational institution to protect our students, and in some cases, our brand.

24. We have not experience many. In the cases we have experienced they were students and we were able to get the students to remove.
25. "Well meaning parents creating school pages and posting pictures of their kids and their activities. People see them and like the page thinking it's one of our school official accounts when it's not."
26. We have several student-created Instagram accounts that use our school logo as the profile picture. We have reported them to Instagram and they have been completely unwilling to do anything about it. WMS fights, WMS goes potty, WMS gets no sleep, WMS Posture Checks, WMS bad shoes, WMS toepics, WMS eating, Woodland middle school confessions. These accounts harass, bully, encourage fighting, take and post photos of people without permission. They damage school culture and cause major conflicts among our students.
27. They distribute false information and are often considered to be within the social networking sites acceptable use guidelines.
28. Some mock accounts are being tagged/recognized by other organizations on social media, positioning them as an "official account" when they are not.
29. Our super had a duplicate account created on twitter. Tried to get him verified and unable.
30. There are countless accounts using our school logos and names being used to target specific students. Some are harmless, but many of them are bullying and harassing other students. No amount of reporting seems to get these accounts taken down, and there is no way to know which students are behind the accounts.
31. Students have been using our branding to create accounts that revolve around students fighting and posting videos.
32. Mock accounts regularly spread false narratives which then require district resources in both time and personnel to combat the rumors. Target audiences are unsure of who is speaking the facts and that leads to general mistrust within communities. Schools need to be able to trust that their reputation is not being tarnished by those with ill intent simply because they too could go in and create an account and claim to be someone they are not.
33. It is so hard to get social media sites to take them down in a timely manner. For an example, if one is claiming that our schools will be closed on Friday, it may take until the following Friday for a response from social media. If it is a threat or other time sensitive issue, we often don't even attempt because of the amount of time it takes and how urgent the situation is at moment.
34. People are to quick to believe these mock accounts, and just as likely to spread information from them.
35. Same as above.
36. These accounts some of them are very graphic and obviously need to be taken down while others have to be more explicitly pointed out. All of these use school logos I have to submit trademark information showing that our logos are protected and even still mainly on Instagram they will make me provide more and more evidence to support my case. Only to end in a non removal.
37. Had to continue to apply for control of the account. Eventually was given access but took over a year of application on a biweekly basis.

38. A parent group promoted itself like it was an official school district page, using our school logos and talking as if they were "moderating" for the District. It caused confusion and a couple people showed up at school board meetings because of things they read on that page... none of which came from the District... it was all hearsay.
39. Generally speaking, the social media platform doesn't take action.
40. Same as statement above.
41. Fights, bullying, false information, inappropriate behavior
42. Mock accounts for us appear to be created by students. In one case, student used it to mock other students in the district.
43. Mostly we have fake athletic events from fake accounts comment on posts, tagging our schools and school system. This is annoying and we are constantly deleting and blocking these accounts that pop up.
44. Students create accounts with our branding that are geared towards sleeping students, bad parking, etc. One uses our branding and pretends to be us, but the content they post is ridiculous and is not believable. Example: they used graphics to appear as though we tweeted a snow day, but used foul language in the post.
45. Fake accounts are set up using the schools' logos and initials such as WMSRumors (Woodward Middle School) WMSHookUps etc.
46. It is almost impossible to determine who runs these accounts. The social media companies are slow to respond and routinely deny our requests to have these accounts terminated. We have very little recourse to stop an account run by someone we don't know.
47. Please hold all participants to terms of service.
48. There is no government contact for most of these platforms, and finding an actual person to follow up with is next to impossible. We have spent countless hours reporting posts that are causing real harm to students only for it to take days to get a response, if any at all, and many times that post remains up.
49. Luckily we haven't had a real problem. A student has created a tik tok account which looks like our district account but it is dormant so we have ignored it.
50. Mock accounts often cause confusion among the community and increase misinformation.
51. Fake school/district accounts confuse our stakeholders and make tagging the official pages more difficult.
52. The mock accounts are rampant. One major issue is with accounts pretending they are a sports entity that is webcasting an athletic event. They give links and ask for credit card information. We've had people contact our district office claiming their card has been stolen as a result. This is primarily on Facebook, but also appears on Twitter. They request to co-host events, which we deny. There is no option to turn off co-host requests. It's a serious issue that becomes time consuming when denying a dozen requests a week.
53. Students Creating mock accounts with our high school name and logos in them used to bully, harass, and intimidate other students in our district.
54. Several fights and other disruptions have occurred. Because parents follow these accounts, and because they're inclined to amplify these kinds of things online --

especially on several local Facebook chatter pages -- we sometimes find out only when things are already very public.

55. They are trying to sell items in our name, including the literal HUNDREDS of accounts that try to bait our families to purchase fake live feed access to our sporting events. Just trying to shut these down would take hours of reporting each week and we're not even a large district! Other accounts bait people into believing school personnel are answering questions, which leads to rampant misinformation and upset families.

56. Our organization has run into issues with mock accountings using our logos and variations of our name. They are all at the high school level. They comment on our official page's posts with inappropriate comments.

57. We have several school pages that were created by people checking in. And we have one high school page that was created by a student and even after several attempts they will not remove it. The student takes items off of the real page and posts them regularly to the "fake" page making it look as if the page is genuinely run by the school system.

58. See above

59. Keeping track of them and then having the manpower and time to go through the process of having them removed.

60. Mock accounts are just a part of daily culture, it seems. Policing them is nearly impossible, although we do our best.

61. We have mock accounts for our middle school with students (ours? not sure?) and they have not been considered bullying or fake. So they stayed. I blocked them. The best i could do.

62. Posting disturbing images, purporting to be us and it was not.

63. Our challenge with mock accounts is that they exist and use language and messaging that are somewhat vile in nature. They also modify our photos/graphics in ways that are disrespectful and distasteful.

64. Accounts have been created for the purposes of gossip ("tea"), sharing videos of fights or student altercations, and even cafeteria food. These accounts cause disruption, spread misinformation, create fear or concerns among students and parents, and erode trust in school administrators.

65. The biggest challenge is not having a reporting system specific to educational agencies or point of contacts where we can submit details associated with the mock accounts. Often times, the options are limited and not all fall under trademark/copyright infringement but use our schools images and likeness to mock/harass/bully or intimidate students AND staff or teachers.

66. We have seen both student-created accounts and parent-led political accounts developed that report untrue news and promote bad behavior. We have repeatedly requested sites to be removed, but they are not.

67. Typically involves students sharing negative/harmful/hurtful information about other students and/or staff.

68. Mock accounts encourage bullying and intimidation. They often

69. We have submitted multiple artifacts to have accounts removed for copyright or fake accounts based on what was requested. No responses we received and there is no number to contact to speak with a live person.
70. Reaching someone at the social media site in a timely manner or getting any response
71. We've seen several mock accounts, usually created by our high school students, created to tease or make fun – things like gossip, "confessions", memes, pictures of students caught sleeping, etc.
72. Primarily on Instagram; student-created accounts using school names (usually school-specific, as opposed to district) and logos; some harmless silliness, some malicious
73. See above
74. Parents of students that are bullied or staff members that are mentioned negatively on these fake accounts think we can immediately take down the accounts, but, of course, we cannot. It is very frustrating.
75. Students created an account with one of our school logos that was showing videos of student fights and making bad remarks about other school's. We can't control these things but it ends up at our door step to fix because parents see these things and assume it's something we can just magically take down or even know who is behind controlling the account.
76. The spread of inaccurate information.
77. The response received is that because these accounts are "satire," they are allowed.
78. Hard to report
79. Students keep putting them up - we have to chase, try to submit cases and even have to get law enforcement involved.
80. Each one of our middle and high schools has about a dozen mock accounts on Instagram that in most cases uses the school's logo without permission and gives bullies a platform to harass other students, teachers, and staff. We've had absolutely no success with shutting these account down.
81. Our biggest challenge has been on Instagram. We have had a lot of issues with bullying and people creating accounts using our logo. Parents are mad because they want us to remove it, but our hands are tied. It is also very difficult to trace a fake account back to anyone.
82. Accounts are easily created— too many, too often
83. The number of fighting, bullying, harassment, intimidation, and trolling accounts related to our schools is out of control. We're reporting one such account at least every week, if not more. We also have instances where students are posting fights to their personal accounts, threats against others and staff, and we have little recourse to have the information removed.
84. These are typically started by students and they often use our name and/or logo to gain followers. Accounts impersonating the school or district don't get taken down. We have better luck flagging posts, but this is difficult to keep up with. This is particularly challenging on Instagram. The reporting process needs to be more streamlined and requires immediate attention in removal of these accounts.
85. Bullying, incorrect information, etc.

86. Mock accounts are created that misrepresent our school division. At times, they include content that is inappropriate but does not violate the platform's guidelines. It is difficult to control the accounts as they are widespread and the users are very creative.
87. They use our trademarked logo as their profile picture. We also contacted the page admin on Instagram to warn them and they responded back with profanity.
88. People get confused because they don't do their research to know which accounts are the verified accounts or they can't tell what is a verified account. On YouTube, it is listed as "Official".
89. It is hard to keep your audience dialed into the correct account for real information. Having to reach humans in a reasonable amount of time is really hard when you are fighting a reputation challenge or threats to employees/students. (safety risk).
90. Use of logos when particularly middle school students are creating bullying and unkind accounts geared toward students at that school.

Please briefly describe your educational organization's challenges with the account(s) that harassed, intimidated or bullied your students.

1. These accounts cause fear, make kids not want to come to school, do not always contain recent or accurate information.
2. We have no human point-of-contact on any of the social media platforms with whom we can communicate about accounts and posts that contain images of minors or employees that are used in a manner to promote misinformation, harassment, or libel. Account disputes seem to be resolved either by bots or by individuals who do not know who we are and do not seem to care.
3. "Same as the ""fake-official"" accounts. Mostly on Instagram and TikTok, and set up by middle school students. Some on Snapchat as well.
4. We have had various ""fight"" Instagram accounts from middle school students (some of whom are underage for Instagram) and the videos/posts/content are literally made up of minors beating each other up, and Instagram says that the account does NOT violate their community standards, and the posts do NOT violate their community standards. Also, it's impossible to report the account owner as underage without their exact name and birthday."
5. These accounts were mostly created by other students, and they were incredibly hard to trace. We turned everything over to our internal discipline folks and law enforcement when necessary. It is a problematic tool for our young students.
6. A student created an account that harassed the district account.
7. We have dealt with a tremendous number of student-created Instagram accounts this year that share videos of verbal and physical altercations between students, HIB incidents, and invasion of student privacy. We have reported these accounts for suspicion of being created by individuals under 13, sharing content including violence or injury, sharing content that is harassing, being an account impersonating a legitimate one, and the list goes on. We have not successfully had these accounts or content removed to this day. It is incredibly frustrating.
8. Multiple accounts that serve to bully or intimidate that utilize the school or district logo. We report the accounts for harassment and violation of community standards but have had little luck in having the accounts removed through that route. We do work closely with our school resource officers to investigate and have been more successful on the local level identifying the individuals responsible, but the accounts persist.
9. hotps of students mocking their dress r appearance and nothing happening when the accounts are reported.
10. Several accounts have cropped up over time that depict students in class sleeping, or target student dress for undesirable purposes.
11. "Without a designated process to use, I will often spend an hour trying to report these accounts through ""the proper channels."" The bullying legislation in our state and local Board policy gives discretion to school systems to address these accounts. However, social media companies do not provide us with any tools to be able to do so. It is a maddening cycle that we have not been able to escape.

12. I recently spent time observing listening sessions at one of our middle schools. Social media abuse was brought up by the participants. Even in the time of the COVID-19 pandemic, I've rarely felt to helpless. I want to help my colleagues, our families, etc. navigate the social media waters, but without help from the companies, it's futile."

13. We found an Instagram account that was harassing our middle school and high school students. We involved our school resource officers who investigated. We also reported the posts and account to Instagram, and the posts were removed. The account is no longer active.

14. Individuals and political organizations have targeted individuals within our organization and the organization itself. They have accused staff of being sexual groomers, slandered them, and created absolute falsehoods about them. They have lied about conversations with employees, content of books in our libraries, curriculum taught and anything that would forward their political causes. They have targeted LGBTQ students more than any other and gotten religious groups to get on board with targeting these students as well. We do not have time or staff to constantly police and debunk their ongoing misinformation campaign. We have been unable to protect students and staff who are under attack. We report and report and because the algorithm does not flag the concerns as frequent enough, the posts get ignored. It has made some students not want to come to school, some staff want to change professions and marred our districts high standing reputation. The lies have eroded community trust as those who do not know better begin to believe the lies. One example is that they are claiming we have student "furries" and that we allow them to use litter boxes in our public restrooms. It is absurd, but their drip is constant and people begin to believe the garbage because it is all they see.

15. We constantly get attacked by Republican accounts intimidating and attacking our staff and students.

16. Account was "outing" LGBTQ+ students. DM'ed the account and advised them that this was a violation of policy and that we would be pursuing legal action and they took it down.

17. Again, we don't have an organizational TikTok account, and it's a challenge to report from individual accounts. It's hard to follow up, to know if the report is being acted upon.

18. These accounts are shared and it makes the harassment worse. In addition, local news outlets have picked up these posts and amplified them online and in TV news. There is no one to talk to at the social media companies. We just report these posts and accounts and have to wait; they mostly do not do anything about it.

19. We constantly see accounts pop up designed to bully and target kids, such as "hot or not" accounts to rate student appearance, or "ship or dip" accounts to matchmake two students together. We report the accounts, and sometimes they are taken down, and sometimes they are not. Even if they are really bad, there is nobody we can call or contact to speed up the process so I usually call everyone I know and ask them to report the account. It seldom works.

20. They were not removed, despite content and reports that mention the harmful and untrue harassment of minors.

21. Almost impossible to know who runs the account to hold them accountable for bullying students.
22. Tik Tok Challenges have been the greatest obstacle this year. Our district has addressed and dealt with multiple Tik Tok Challenges that amounted to damage in our buildings as well as injuries to students.
23. These accounts confuse parents and stakeholders. They are difficult to have removed. Stir up issues of safety/bullying.
24. This school year has been especially challenging with dozens of these types of accounts. They've included unauthorized photos of students and staff, as well as inappropriate images of minors. One of the "tea" accounts at the high school was chaos last semester -- fights, threats, even a student who went on suicide watch -- and after hours and hours over multiple days and weeks, there was NOTHING we could do. Literally, we went to the police (local and state), FBI, Instagram, Meta, our attorneys, we messaged parents and kids. No one was able to help. I fear it's going to take something catastrophic happening for any attention to be paid.
25. Instagram in particular seems to be reluctant to remove accounts, despite examples of inappropriate and egregious content involving minors. Instagram also does not provide a clear timeline of action once a report is submitted, nor does it give options for reaching out to the company directly regarding these accounts.
26. Accounts that are bullying our students including posting photos of students in bathroom stalls and locker rooms. We have reported accounts and individual photos and are always denied. These bullying accounts have a huge negative impact on the mental health of our students to the point of creating suicidal ideation and causing fights on campus. There MUST be a way for K-12 schools to receive live assistance from social media platforms for situations such as these.
27. The same accounts notified above targets students by course or grade and criticizes their achievement. She does not use names so there's nothing we can report, but she says things like, "These students can't write. These students can't do basic math. These students are not prepared for success." Etc. It angers parents and they ask us to do something about it but our hands are tied.
28. Same as above: The time it takes away from education, instruction, and leadership at the site level is significant. When an account like this pops up, administrators and communications professionals spend countless hours investigating and reporting and interviewing students, usually to no avail. Reporting the issue as if we were "regular" account holders is not working. We need better and more effective alternatives as an educational institution to protect our students, and in some cases, our brand.
29. We have not experienced
30. Just student accounts, using our logos, taking photos of other students and posting them to be funny. Reporting got us nowhere. We had to flush them out ourselves.
31. Often accounts are created by other students posting videos of fights, "who is hot, who is not" or making derogatory comments about students or faculty and staff.
32. It is almost impossible to determine who is behind them.
33. Most times, students create Instagram accounts to share videos of bullying and harassment of other students. Even when these accounts are reported multiple

times by multiple users, Instagram reports back to us that these accounts do not violate their community guidelines and stay up.

34. More about harassing teachers and leadership
35. There are a never-ending amount of Instagram accounts dedicated to posting photos of other students who are annoying, ugly, sleeping in class, etc. Students can anonymously submit photos and the accounts will post it with comments.
36. Students have been using our branding to create accounts that revolve around students fighting and posting videos.
37. We are constantly reporting fake IG accounts that use our campus names logos (mainly high schools and middle schools) and post content that is harassing, violent (fights) and intimidating (such as anonymous rumors or claims of sexual encounters). As soon as we report one, another pops up. I'm not sure of the success rate for having the accounts removed because there have been so many it would take a great deal of man power to track and follow up on each one. There has to be a way to prevent, or at least make it harder for this kind of content to be consistently published by children.
38. Accounts that target students with bullying and harassment lead to bigger problems with student attendance due to their desire to refrain from being in the school environment. Missing school days leads to heavier teacher workloads as they work to ensure missing students are able to stay caught up on their work.
39. Videos were posted and posts about specific students were made that simply were not true.
40. Hard to get timely information on the creator and timely corrective action on the account itself.
41. Once you have one account taken down, another one pops up.
42. This problem is particularly prevalent on Instagram. The only action I was able to get Instagram to take was to remove images of children mooning the camera. Even reporting middle school content as children too young to have an IG account had no effect.
43. Usually these are really obvious and have nothing to do with our trademark just an additional reason to report. Typically these are removed when there are video post. Photo and text post are less likely to be removed.
44. Wasn't pulled down since it didn't "endanger" the other student.
45. A mentally ill parent, who we have a restraining order against, has a private page and an "organizational page" where he says our superintendent, assistant superintendents, principals, teachers, etc. (even the city mayor) molest kids.   He calls people by name and makes up conversations that never occurred. He harasses others students also.
46. Generally speaking, the social media platform doesn't take action because it doesn't violate their terms.
47. We've had multiple reports from campus administration that students and parents find the content whether it's bullying, harassments or threat of violence. These accounts are reported, and we do have classes that teach about digital citizenship, but still hard to to rectify the issue.
48. Same statement as above.

49. Mental health of students targeted
50. Students have created accounts that post videos of fights in schools, bad parking in student lots, students who appear sleeping and pictures of couples.
51. Mock accounts created by students can be disruptive and angers parents. Reporting it can often be ineffective in having the account removed. It can be difficult to identify who has created the account. And even when it is removed, a new one pops up and it feels like whack-a-mole.
52. Students are creating accounts. It's like "whack-a-mole" ... we can get one taken down and another pops up in it's place.
53. Accounts that show people sleeping in class, dress code violations, pictures of teachers, and listing of people sleeping together.
54. The accounts mentioned above often rate students or share photos of students in the bathroom.
55. We have had several "dirt" accounts on Facebook and twitter related to the board or specific schools where subscribers are encouraged to post unflattering photos of students/staff or make nasty comments/tell stories about them. They have all been reported for harassment at least a month ago, but still haven't been shut down.
56. "Our hands are really tied. Reporting accounts often feels like screaming into a black hole. We've had some success with sending a cease and desist letter to owners of accounts who are using our school logos. But that only works if they are using the logo (and doesn't always work anyway). If they are bullying, etc. but not using our name/logo it's really difficult to get traction.
57. Thank you for administering this survey. I am confident that our district isn't alone in the fight. What would be helpful would be to have dedicated school liaisons at each social media company who can swiftly address fake accounts and bullying behaviors. Kids are crafty and I know it won't solve all the struggles with social media but right now schools have very little leverage."
58. These accounts are anonymous. It's impossible to know who runs them. And, therefore, incredibly difficult to get social media companies to delete them.
59. Please hold all participants to terms of service.
60. There is no government contact for most of these platforms, and finding an actual person to follow up with is next to impossible. We have spent countless hours reporting posts that are causing real harm to students only for it to take days to get a response, if any at all, and many times that post remains up.
61. There are multiple sites that students have used to shame or bully others, up to and including "fight sites", "sleeping photos" and other unkind actions. We have encouraged our students to IGNORE those sites...don't share them and don't follow them...and when we find them, we will report them.
62. Accounts have claimed our teachers were drugging students, attacked specific staff members and have attacked students in photos who were expressing their orientation.
63. We have had dozens of fake accounts created on Instagram. We assume they are students who are posting photos of other students, mocking, asking for secrets, on and on. We have had numerous people, including our district account report them - but they are never removed.

64. No matter how many times you report it they won't take it down. More accounts are created to private so you cant see and turn in the content that is bad.
65. Contact person/process is not readily available or provided in an easy to find location. Extreme delay in responding to request. NO LIVE person or helpline. Perception (may be reality) that concerns and complaints go into a black hole.
66. In the last several years, a lot of accounts have been created that use a generic name and a stock photo for their profile picture and interact with our posts using profane, racist and grossly uneducated language. One account in particular screenshots messages from our superintendent and twists the wording to allude that we are indoctrinating students, promoting pedophilia and are teaching children to hate America. Other users consistently spam our comment sections with memes, gifs and other immature language to harass and intimidate other users. Any cultural event post that shares photos or promotes the event is flooded with comments about "equity is division" and "what about the white students." Those posts also get laugh responses instead of likes or loves.
67. We have had several accounts created to "roast" students, post disciplinary issues (fights, sleeping in class, student parking lot issues) and even sometimes accounts about teachers for inappropriate purposes.
68. We have a lot of issues with the "School name here" tea where students gossip inappropriately. or take pictures of bad parking, sleeping students, we had one with pictures of staff butt cracks.
69. We only truly know about accounts if they are shared with us by parents.
70. We are in the process of certifying our accounts and registering our logos/marks with the state. We have numerous accounts that use our logo for accounts created by students for a wide-range of topics. Our biggest frustration is the threats and bullying, anonymous threats of violence, and the continued vandalism and bully associated with Tik Tok challenges.
71. They have been extremely disrupting to the education process and to the mental health and wellbeing of our students.
72. We go to great lengths to stop hateful and harassing comments, but sometimes it just becomes too fast, too quickly, with people opening new accounts even if theirs is blocked.
73. We cannot report just as an organization. It takes multiple people reporting the concern to raise their awareness to do something about it.
74. We have mock accounts for our middle school with students (ours? not sure?) and they have not been considered bullying or fake. So they stayed. I blocked them. The best i could do.
75. Called out specific students, multiple Instagram "Fight club" accounts that show school fights. Kids keep creating and posting because Instagram is allowing them.
76. These are not accounts pretending to be us - they are "fight" pages where students share and rate videos of old fights from our schools. We have also run into pages threatening violence (guns or knives) at our schools.
77. We have not encountered this scenario much.
78. Gossip and "tea" accounts create unstable environments that breed all of the above. Administrators spend valuable time trying to review and track down information to

determine validity and then it is very hard to determine who is doing what due to anonymity. We have even gotten law enforcement involved to assist, but the processes are time consuming and often futile because the social media platforms are hardly accessible and do not act swiftly or take no action at all.

79. There are many accounts that have been created and continue to be created. Some of the photos on these accounts include students in school settings.

80. The time it takes to take down and knowing what happens after the report is submitted. What process do these companies use to evaluate and how do we know they took action against the account other than looking for the page or checking it regularly. Secondly, most accounts that are removed are then recreated by the same individuals with a slight name or acronym change.

81. Every week, schools report accounts that are harassing, intimidating, or bullying our students. Even threatening messages posted on these accounts are not removed by the social media companies. This is not a high school only issue. We have 9 and 10 year olds who are being harassed or bullied on social media by their peers. The school is responsible for assisting parents through the crisis that this creates in their family, but we have no recourse to try to stop what is happening. The social media companies do nothing to assist and rarely take down posts from these accounts.

82. We have numerous Instagram accounts (in many cases using official school logos) that bully and harass students. Some of these accounts are dedicated to showing student-created videos of students fighting. Others allow users to post terrible, profane insults toward our students. Our school staff members report these accounts, but they are so numerous that even if one is taken down, it seems that three others pop up in its place. What happens on these accounts affects what happens in our schools. These accounts promote behavior that directly violates our code of conduct. These platforms should shut down accounts that misappropriate our logos or post malicious and/or false content. By allowing these accounts to persist, social media platforms are causing harm to children and teenagers.

83. Numerous times we have tried to get harassing, intimidating or bullying accounts removed. Instagram, Twitter and Facebook never remove the accounts and there is no number to call to speak with a live person.

84. Harassment is a strong word but we have users to come in and utilize our posts to constantly comment about products, etc, providing links to places where we don't always know where they lead and don't always have enough time to check these links before our stakeholders have clicked them. Links should not be allowed within posts of a school system, if it's not the school system doing the posting.

85. Sometimes the mock accounts can spread rumors or post pictures of students without their knowledge or consent.

86. Student/s created a mock account to (which included school name) to bully another student re: appearance

87. Instagram accounts purporting to represent our schools have allowed for the bullying of students AND adults, and have posts accusing staff members of inappropriate or actions.

88. Children are very cruel posting very inappropriate and hurtful things about others. Our hearts break for these students that are being bullied.

89. They undermine the work we are trying to accomplish.
90. There have been several "fight" accounts, particularly on Instagram. We've requested that they be removed, but had little success.
91. Response time can be lacking.
92. Students keep putting them up - we have to chase, try to submit cases and even have to get law enforcement involved.
93. Parent groups bullied our LBGTQ+ students and lied about library books in our schools.
94. Each one of our middle and high schools has about a dozen mock accounts on Instagram that in most cases uses the school's logo without permission and gives bullies a platform to harass other students, teachers, and staff. We've had absolutely no success with shutting these account down.
95. These accounts are used to mock staff and students and post unauthorized photos.
96. Our biggest challenge has been on Instagram. We have had a lot of issues with bullying and people creating accounts using our logo. Parents are mad because they want us to remove it, but our hands are tied. It is also very difficult to trace a fake account back to anyone.
97. Accounts are easily created— too many, too often
98. The biggest challenge is getting the fake accounts removed, but another big challenge is the misinformation or ugliness being spread by the accounts.
99. The number of fighting, bullying, harassment, intimidation, and trolling accounts related to our schools is out of control. We're reporting one such account at least every week, if not more. We also have instances where students are posting fights to their personal accounts, threats against others and staff, and we have little recourse to have the information removed.
100. These are typically started by students and they often use our name and/or logo to gain followers. Accounts impersonating the school or district don't get taken down. We have better luck flagging posts, but this is difficult to keep up with. This is particularly challenging on Instagram. The reporting process needs to be more streamlined and requires immediate attention in removal of these accounts.
101. Bullying, incorrect information, etc.
102. It was mix of bullying students and staff/district personnel.
103. Many times, even with proof, these accounts do not get removed. I'm not sure what Instagram or Twitter's definition of harassment is, but it must be very different from ours for such vile things to be allowed online.
104. It is impossible to police these accounts. Information is shared often and it spreads quickly. (i.e. fighting pages)
105. They are prevalent and there are multiple accounts per campus at the secondary level. It is hard to monitor since they change the name formats (i.e., NBHS.ships or NBHS.ships_22)
106. They were student-created accounts and they asked students to rate students and teachers.
107. Student are on multiple platforms, not associated with our schools. Students use personal devices not connected to our network that are not easily regulated and cannot be filtered, monitored, or shutdown.

108.   This has led to many fights on campus and has become a behavioral issue that is very distracting to learning.
109.   We have had several accounts that harassed our students. We use our official account to post on those accounts and ask them to stop the behavior. Sometimes they take it down, but other times, they simply ignore us.
110.   There is no customer service/person to contact. The content/accounts in question stay up and continue to cause harm, confusion, angst, etc. Lots of people using real accounts to harass schools/students/staff. These social media providers seem to be completely oblivious to the First Amendment rules schools have to follow.
111.   School sites have had to flag/report numerous accounts, mainly on Instagram, to the platform that bullied/harassed students and staff with embarrassing photos and inappropriate content. Many times these accounts were taken down, but many times they stayed up for far too long or reappeared after a few days. It was a challenge keeping track of them all.

For the social media platform(s) that rejected your educational organization's application to be verified, please provide some brief details on the platform's explanation for that rejection.

1. We often do not receive a response from the platform.
2. The explanation was brief and boiled down to a single sentence which said "we didn't take action." Appeals to our rejections are never acted upon.
3. We have not attempted to be verified within the last year (that I know of).
4. The fact that we are a public school with imitators attempting to appear official didn't matter.
5. had to go through a review process that was slow or no action was taken.
6. There have been no good explanations. I have even provided a copy of a utility bill, and we still are unable to be verified.
7. We have never applied to be verified.
8. No reason was given.
9. Not enough followers (Instagram)
10. Facebook rejected a utility bill as proof for the high school. The problem is the account was established in 2011 when Facebook ONLY allowed business pages that were tied to a personal page. Now we find it impossible to disentangle the personal page (set up in my name but not my own personal page) from the school page, and we find it impossible to verify the business page. We haven't even tried with Instagram because we have not reached 10,000 followers. We are over 10,000 followers on Facebook.
11. It is very hard to get verified so not worth the effort.
12. School districts -- especially on Facebook and Instagram -- are not eligible for verification as a business or official entity.
13. Facebook and Instagram both make verification difficult, the former due to requirements for utility bills (this was a few years ago) or articles of incorporation that schools do not have. Instagram asks for an uploaded photo of a staff badge, but provides no assurance that the information will be appropriately protected.
14. I would love to provide details except we were not given any. We always get a canned email that says we do not qualify but does not specify why and does not have a way for us to inquire further.
15. Meta's answer: "we're not eligible." Which is weird, because when Twitter was verifying accounts, it was EASY and we felt trusted us as an educational institution. (PS -- they need to reinstate that)
16. We have not had any rejected.
17. YouTube- not enough followers
18. None was given for most. It is frustrating.
19. Twitter, Facebook and Instagram all gave similar explanations that they could not verify that we were both (a) the organization that we claimed to be and (b) an organization noteworthy enough to be verified.
20. No explanation was given. We were able to provide all the artifacts asked for and were rejected.

21. "They will say "upon further investigation they don't see anything that goes against their bylaws or regulations therefore the page will remain." Or after going back-and-forth and back-and-forth providing more more information they finally stop responding to me and the page remains up.
22. Is extremely time consuming and frustrating I feel like an attorney in court."
23. No explanation, just that our application was denied and to apply again if we believe that to be in error.
24. Instagram does not make it easy to verify school based accounts. Facebook no longer verifies accounts in general.
25. The process is simply too difficult for an organization rather than an individual and there is little to no support available from the platforms.
26. Freedom of speech
27. We followed the directions exactly for how to be verified. We are unsure as to why we've been declined. It may be that we are a small school.
28. Since our phone has extensions, it would never verify by phone. Mailed verification requests never arrived.
29. We are a smaller school district. In some cases, our organization does not have the appropriate reach or following to be verified. It is difficult to increase that when we already have the majority of our constituency following our pages.
30. There wasn't really anything substantive provided.
31. For the sites that our district has applied to be verified on, the primary explanation for rejection was that our account was not notable enough to earn verification.
32. They don't give much information - just that it cannot be verified at this time. Our district account was verified by Facebook, then they removed all verifications. Since then, they have not approved our verification.
33. For those who require a phone call, we have an automated phone system which cannot accept that call. Then we are tying accounts to personal cell phones.
34. Not enough information was provided, apparently.
35. We are going through an official trademark process for our logos and we hope this helps with the process of removing from social networks. It's our understanding, that you can't do much without that.
36. "LinkedIn an account was created by a random staff person before the district could create an account. So that staff person is the owner and they have to be the one to change ownership to the district.
37. Facebook locations are automatically generated if enough people tag something, a page is created. Challenge is trying to monitor locations and pages and try to merge them together."
38. I have only tried to verify FB and Twitter and both were eventually verified. I have not tried with our YouTube accounts or with LinkedIn.
39. We have not submitted any applications to be verified but am interested in applying.
40. It appears like an auto generated response comes back indicating the account is unable to be verified and to send in certain information to certify. The information is sent over and over with no resolution.
41. We have not applied to be verified on any platform. Directions to do so would be appreciated.

42. No response
43. We haven't received a reason why this accounts are not taken down. We keep reporting the same accounts over and over again and nothing is done.
44. They typically say it's satire.
45. Facebook used to be verified, but they took away the verified status for all pages. Twitter rejected verification.
46. It was a while ago, but we were rejected on Twitter. We wanted to become verified because we tweet a lot of news/updates and we wanted people to know that we are an official account.
47. None given other than standard response in review
48. We don't necessarily have the actual type of documents they are asking for and in the cases of some of those documents, our business office will not release them to an outside company. We have a town charter which outlines the creation of the school district. That's the sole document that exists that says we are officially associated with our town. I've also submitted our profile via the State Department of Education, but that's gone nowhere to help. We do not have article of incorporation or paperwork filed with a Secretary of State because of our structure.

Please briefly describe any difficulties you have encountered when attempting to report a social media issue for your educational organization to the applicable social media platform.

1. I have not reported any
2. Reporting is not a problem, but I've never received any follow-up to the reporting.
3. Our school division has several Facebook pages for our schools that were created prior to the division having official accounts. We do not know who the admin users are for those pages, and we have had a hard time getting Facebook to back us up to delete those.
4. Instagram and snapchat never respond and often the accounts are still there.
5. Meta is the worst offender when it comes to providing quality customer service. It is near impossible to reach a human to address issues. Additionally, the program that flags accounts often makes errors and it has proven a hindrance when running recruitment ads through our Meta platforms.
6. The options available for reporting concerns are extremely limited in scope and do not allow for narratives or additional details to be provided.
7. Reporting the issue is the easier part. Actually getting something done about it is impossible.
8. I think it would be great for social media accounts to have stricter rules as it pertains to schools, particularly K-12. Whether it's reporting fake accounts, a privacy concern, or any issue that warrants reporting, it's very difficult to know if what you are reporting is being heard or being sent into a "black hole". I know I've heard stories of Instagram accounts being active for weeks, and the only remedy is to "flood" reports to Instagram in the hope that at some point, an account is taken down.
9. It is pretty much impossible to get help from an actual person with Facebook/Instagram. Facebook's Business Suite/Creator Studio have conflicting abilities, making planning and scheduling challenging. But reaching Meta to explain this does no good. We have applied numerous times to be verified on Twitter, including reaching out separately from the actual application process, all with no luck.
10. It is easy to report things, it's the amount of time it takes the platforms to respond that is the problem.
11. It has been difficult to determine under what violation to report the account, or the violations do not quite match the situation. Because these are anonymous accounts we do not know the age of the person managing them. We report them for violence and for harassment. Many of them feature our middle school students and minors. This is primarily on Instagram. But nothing has ever been done by the company.
12. Primarily just inaction. We report through the platforms channels but rarely see results.
13. TikTok and Facebook rarely take action on reports
14. When there have been TikTok student issues it there is no response from TikTok when we have attempted to contact them.
15. too slow to act, if they act at all
16. It seems like any reports just go nowhere and no action is ever taken.

17. The amount of time it takes to receive a response is incredibly long. Typically, the AI used doesn't spot the issue and we're told the account/information/etc. doesn't meet the standard for removal.
18. Individuals within our organization have repeatedly reported an attack page of a local political group. While the person who posts has once been temporarily locked out, it has done no good. As soon as he was back and posting, people gave up. The bullying continues because we don't have the resources to fight back. The most that happens is a temporary shut down and he moves to another platform and continues to harass until he is allowed back on the other platform. He has made fake Facebook and email accounts and personally attacked individual board members in cruel ways. It is exhausting.
19. Reporting an issue is tricky as you're routed and rerouted to different places in the network help centers. Once you make a report receiving a response or resolution just doesn't happen.
20. The issues tend not to fall into the categories for which they have check boxes, so it's hard to report/explain. And usually, if/when we hear anything back, it just says what we see as an issue doesn't violate their standards, or is seen as satire. But these posts can be traumatic, especially the ones "outing" students.
21. With TikTok, where we don't have an organizational account, we have to report as individuals. The reporting is onerous and hard to get any information on the status of the report.
22. Mostly, nothing happens. We try to get multiple people to report when there is hateful or violent posts that harass students -- these are clearly in violation of the rules set out on the social media platform. If they truly cared, they would have a phone number or contact information for a department or person who could help address these situations appropriately. It is frustrating--the expectation is that our office of communications can do something to improve the situation but we cannot due to the way the social media companies operate.
23. We have never gotten a response from reporting other than a standard reply message.
24. There is nothing we can do to remove an account on Instagram. We've tried everything. It is very frustrating that Instagram doesn't have a person that can help us in schools.
25. No way to speak to anyone directly or mark an issue as URGENT to have it reviewed sooner.
26. There is no customer service base or real person to contact. It's not difficult to report per se, but it is extremely difficult to get a page removed.
27. Instagram reports come back as: "Because of the high volume of reports we receive, our team hasn't been able to review this account." They then go on to recommend that you unfollow, mute or block the account. This message was from February 15, 2022 on a report filed February 13 and it has still not been reviewed.
28. The amount of time it takes during a normal work day along with the amount of time the fake account is removed. During this time period, a student has most likely created another account.
29. Too much delay in action take to remove the fake account.

30. The biggest issue is that you can submit an account or post, but you never receive notice or resolution unless it's a copyright claim.
31. Appears to go to a black hole - no response.
32. Reporting is fairly easy, but the follow-through on these platforms' part is often nonexistent.
33. I selected difficult because the platforms only allow you to select pre-determined criteria with no option to provide context or details. When action is not taken by the platform there is no opportunity to appeal.
34. Our reports go unanswered and unacknowledged. No changes are made or assistance is received when issues are reported and there is no recourse or no way for us to get ahold of someone for assistance.
35. It is very hard to contact Facebook - most reports are denied without further recourse. Only marginally better contacting IG. Twitter gave better responses.
36. The reviews take so long with Instagram that the report is closed before any action is taken on behalf of the social media company. We need their support in creating safe conditions online for our students.
37. School districts are treated as basic users, not educational institutions. The best we can do is tell staff, parents, and students to report these accounts the same way we do and "hope" they are taken down.
38. We never get follow through with anything we have reported.
39. They make no attempt to assist or respond. Their reporting platform is useless.
40. Often our concerns our not validated. The posts or accounts that we request to be taken down are still up an thriving.
41. When we report an account, we get the same canned response from Instagram. If someone actually looked at these accounts, they would be blocked. Instagram needs to put more resources toward supporting schools through these problems.
42. Having to click through a dozen screens just to report an issue. There should be some priority given to educational accounts which are reporting harassment or infringement of copyrighted materials. It can be a safety issue.
43. We have on more than one occasion needed to make an inquiry to the above platforms. We have never received a response, and often wasted precious time as we slog through on-line user posts in the hopes of locating useful guidance. This is primarily true when a shift in services or procedures by the platform occurs. After nine years of championing these platforms, and successfully utilizing these platforms, I am considering looking to invent other avenues for the sharing of news with the community at large.
44. You never talk to a real person, so any issues or questions you have about the reporting process or the final decision are usually left unanswered.
45. "We have tried to have these student-led accounts removed from Instagram because they are run by children younger than 13 and they promote violence. They are either fighting or they will share threatening information that becomes evidence in an investigation.
46. We've also tried to have fights removed when parents have been on campus behaving badly but they've all been denied each time."

47. Getting no response or feeling like no human being is actually reviewing your message or concerns.
48. We tried to prove we were not a political organization so we could boost ads for a proposition on Facebook and we tried for months and we were unable to do so.
49. We aren't notified about the results when we report accounts on IG, again making tracking reporting and removing almost impossible.
50. There is regularly little to no follow up. And, when there is follow up that simply states no faults were found and no action is being taken, there's no way to push it on further to clearly explain the problem. There's absolutely no way for a school district to get to a human being to have a conversation about the issues we are encountering and valuable time and resources are being spent attempting to solve these problems, with basically no help from the platforms themselves.
51. Automated responses. No one to actually explain the situation to. Not very timely.
52. Facebook is the worst - click for the form and there's not a form - pages to go through.
53. We haven't needed to report a social media issue. The only thing that came close was a photo associated with one of our schools on Google Maps. We were able to resolve that. We have found it challenging to report anything or get feedback from YouTube, but we haven't really had an issue.
54. Instagram is the most difficult I think because it's the platform that students use most so it has the most fake accounts and it's the most difficult one to work with in getting things taken down.
55. Feels almost impossible to be able to have any voice to protect our public image, our brand, and our community. Social media functions as a necessary burden as there is little we can do to get a response.
56. I would say it's easy to report... but not necessarily easy to get a resolution.
57. There are a lot of steps involved in the reporting process
58. We only have issues on our Instagram account, and sometimes the reports do not work and IG will not remove the profile.
59. Reporting is easy but the action behind the reporting isn't always successful.
60. Accounts that show fights or bullying at specific schools are difficult to have taken down unless they are a copyright or brand/trademark violation.
61. It's easy to report, but maddeningly slow awaiting results.
62. "Slow response rates Or no response"
63. Easy to report; however hard to get the social media overlords to take action.
64. I have found Instagram to be very unresponsive to our requests to remove an account. Not only do they not respond, they haven't removed one.
65. We have a few commenters that have previously been briefly banned or had comments removed by Facebook. But later, similar comments are not removed and after repeated bans, the commenter is continued to remain on Facebook.
66. When it comes to student accounts, you have to know who created the account and the child's age if they are underage. Finding out the student identity is difficult.
67. I have not had to report an account.

68. Facebook and Instagram make it difficult because you are required to select a category and it doesn't always fit. Then I don't get verification nor is action taken. You can never speak to a real person.
69. There is no response from the vendor, so you have no idea what the status is of your request and any action taken, if there is action taken, is not done so in a timely fashion.
70. black hole - there is never a response
71. It's not difficult to click on the "report this account" or whatnot. What is difficult is feeling like it's a fruitless endeavor.
72. The reporting protocols are often difficult to locate, require information that we may not have, and often take entirely too long to receive a response.
73. There's no actual person to reach out to. IT takes forever to get a response, and there's no way to appeal if a complaint is rejected.
74. We haven't had to reach out.
75. There is NO ONE to talk to at Meta and Twitter is unresponsive, as well. We do not have issues with LinkedIn (perhaps because it's not used as frequently) and we do not have SnapChat or TikTok accounts. We have reported videos on TikTok but have never learned of any action because we are not users (we assume)
76. One of the main issues we have encountered when attempting to report a social media issue at AESD is that reports often go unanswered, in other words, we never hear back and it seems like reports go into a black hole never to be found again.
77. There seems to just be an automated response to us that when you turn in something it will send a message out. Nothing is resolved, you get another automated response that they "looked into it" but don't deem it as a threat or harassment or bullying.
78. There's very little that we can do. Our hands are tied, and Facebook is not motivated to protect our schools.
79. Posts on LinkedIn not showing up when managed by a Super Admin. Had to contact LinkedIn support to generate a ticket but it was difficult to find this information in their Help Center.
80. See previous response
81. It's not hard to get to the report form, but those who are not in a school setting do not realize the magnitude of disruption caused by harmful or misleading posts on their platforms and the urgency of deleting or at least temporarily holding a post from being shared more while it's being investigated. If they had to sit in a middle school office consoling dozens of upset students who are on the verge of a true mental health crisis or possibly even self harm, perhaps they could understand why there needs to be IMMEDIATE action for those who are in schools or at least in law enforcement.
82. We've been trying to merge two pages, but Facebook has made it virtually impossible to do and is unresponsive.
83. Reporting the issue isn't a problem. Finding the link is easy, but it's the follow-up and action that do not happen.

84. It's easy to report on Instagram (this is where we see the most accounts pop up), but nothing is ever done unless you file an official trademark complaint, which requires paperwork.
85. Faceless process that takes time and many steps to justify request.
86. They aren't always willing to take down inappropriate posts or accounts.
87. While all the social media platforms do have a reporting system in place, some platforms do not respond very quickly. We may or may not receive notification the issue has been addressed.
88. Understanding that social media platforms receive millions of complaints and reports daily, we try our best to be understanding and accommodating to those organizations when we report something.
89. Easy to report, but action from Facebook doesn't seem to be taken.
90. It's difficult to receive a response or get issues resolved from any of these platforms. Over the past, there have been inappropriate accounts that we've reported and the process to get them removed takes a long time. Almost 90% of the time, we don't receive communication back from the platforms about how they are handling the situation at all.
91. Usually the solution offered it so unfollow the person rather them remove the account. The social media companies should have an easy reporting conduit for school-related issues.
92. They don't respond until it reaches a critical mass.
93. The difficulty involve having to utilize AI in order to submit a report.
94. Finding who to get the information to and how on Facebook was challenging.
95. There is no accessibility to a real person to discuss circumstances or urgency. You push a button to report an issue and never receive feedback or response. We have even gotten law enforcement involved to assist, but the processes are time consuming and often futile because the social media platforms are hardly accessible and do not act swiftly or take no action at all.
96. We get a blanket response and never get an update on the process of the account shut down.
97. It's cumbersome, time consuming, and almost impossible to get a response once an issue is reported.
98. Not all "Report Something Wrong" options capture the unique issues and reports we have to submit as an educational institution. Our default is to submit a generic "harmful to children" or copyright/trademark infringement but those categories and the "Pretending to be someone else" do not allow us to proceed unless we specific a person rather than a school/educational team/agency or business.
99. We have an Instagram account that a former employee made for HR. She used her personal email to set it up and we have not been able to gain access to it. It was reported to Facebook/Instagram and it's still active to this day. Meta is not very user-friendly or helpful when trying to report issues and have them fixed.
100. Lack of ability to speak with a human about the issue, lack of clear direction to help solve issues. Feels like reports hit a dead end and go nowhere.
101. It's easy to report the issues/concerns, but the response is always that nothing can be done.

102.   While it's easy to submit a report to these platforms, it appears automated responses are received with no action taken. There are no numbers to call to speak with a live person.

103.   You either have to jump through so many hoops to verify who you are (the person making the request) or the reasons for the report are not detailed enough to the organization, because their general options don't always fit, or don't apply to the situation. And then no one ever gets back to us about actions taken.

104.   Inability to know how to reach them, getting a response

105.   The process is not clear. Typically, it's just a form. There's no person-to-person exchange. You can't get things done quickly.

106.   Platforms are generally responsive to blocking personal accounts of individual users that comment inappropriate things on our page. Mock or inappropriate accounts created by students are harder to manage.

107.   There's no one to contact, and it seems like any sent communications ends up in a big, black hole.

108.   No response most of the time.   Even if the problem is addressed by the company, we often do not receive any type of communication regarding the complaints.

109.   The problem is that we cannot talk to a live person about the accounts that are not taken down. We just keep reporting the accounts.

110.   Not addressed with speed. Took days.

111.   The categories for reporting are very limited. It takes a minimum of 48 hours for anyone to get back with you.

112.   Need to create a bogus account so I do not use my personal account.

113.   Can't talk to someone, emails don't get answered right away.

114.   We try to utilize the strength in numbers approach by inviting other leadership members and staff from the school to also report the account; however, we have never been successful in getting these accounts taken down.

115.   Results are never achieved. It's impossible to receive any solutions.

116.   Snapchat has been the easiest to work with when it comes to requesting information due to bullying or threats. Instagram you never hear anything only that "This does not violate our policies" even though it is directly bullying students.

117.   We haven't experienced any issues that hare required a report to any of the platforms for an organizational account. My department has assisted several individual members of our staff in addressing issues of hijacked or spoofed accounts. I do not recall a time when we experienced an issue in coming to a resolution, apart from the process taking longer than the user would have liked.

118.   Inquiries are often overlooked—we get the canned message response even with several requests for the same issue

119.   We use Instagram, Twitter, YouTube, and Facebook, but Facebook is our primary social media communications account. Facebook is notorious for being difficult to contact because the only way to get in touch with them is through a form that's difficult to find. Once you find and submit the form, you are told that Facebook may or may not respond to your message. There's no email address or phone number. There is essentially a huge wall between the user and the company, and

the only way to contact them is to throw a message over the top of the wall and hope that someone on the other side gets it and responds.

120. It does no good to report and the entire process be automated. The fact that we cannot speak to someone to better understand the rejection is difficult. Sure, there's a report button there, but I know as soon as I hit send, I'll get a blanket "this post doesn't violate our community guidelines" within hours. What's the point? It clearly does, and they are choosing not to take action and aiding the spread of misinformation, bullying, harassment, and violence.

121. We have seen an uptick of fake sports pages inviting us to "co-host" some fake events. Many of the fake events are sports/livestream related requests.

122. Instagram does not provide an option to report an account for impersonating the school district and/or using our logo. It's more geared to personal accounts.

123. We can report, but the lack of response and/or timing for some very urgent content has been a big issue.

124. Facebook's customer service is essentially nonexistent, so any time an issue is reported, it's never followed up on or removed. Same goes for Instagram, since they are owned by the same company. Twitter has a little bit better of a response time, but even then, it can be hard to get through to anyone.

125. Identifying the guideline that is being violated is sometimes tricky. As an example, violence is not always described or viewed the same.

126. There are a lot of layers of questions. Some don't always apply and then we have to rescind our report since it does not meet the exact options listed.

127. We report, but they don't do anything about it. We report through their platform, but you can't talk to anyone. You have to get law enforcement involved to make any progress.

128. With LinkedIn I know our organization has used it in the past, but believed the price for postings did not match up to the results they were getting. They discontinued using it because they were not getting any traction and it was not cheap.

129. I find it fairly easy to make a report. However, the thing I find most frustrating is that you cannot list any specifics and sometimes it is hard to tell which category you should choose for a particular situation. I also do not like that on FB in particular there is no follow-up to let you know the resolution of your complaint. I found this to be true with Instagram as well when we reported accounts using our logos/images that were inappropriate.

130. You can't get anyone to talk to on the phone. The chat function does not help troubleshoot, especially if you are having a technical issue. These platforms change constantly without notifying users of updates. I have to often google others who have had similar experiences to find out how to do something new on the site or fix a problem or find something.

131. Each platform has a reporting mechanism, but little or nothing happens when this is used. School personnel need to be trained better in how to effectively report and what to do when nothing is done.

132.   Reaching a human is the hardest challenge. Needing to get someone to take action quickly is imperative in these situations we faced in the past year. (TikTok student challenges).

133.   There is not a point of contact for many social media platforms, which makes it difficult to resolve issues quickly. I have not experienced any issues in my current position, but in previous school districts I worked for, I had our twitter account taken down because it thought it was a bot account. It took me several months to resolve this issue. When someone went to our twitter account it had a big red flag that said it was a fake account, which was inaccurate. We lost a lot of key followers because of this.

134.   Reporting is relatively easy, the categories offered don't always align with the real issues. The real problem is not reporting but a lack of timely response/action.

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