

Proactively Protecting Our Youth

NTT DATA Social Media Monitoring

Why NTT DATA?

- One of the largest ICT companies in the world
- As part of NTT, investing \$3.6 billion annually in R&D
- Supporting top educational institutes in monitoring efforts
- Over 10 years of practitioner and thought leadership
- Depth and breadth of offerings span from cybersecurity to data centers and mobile solutions

Students face many challenges, both inside and outside classrooms. Bullying, self-harm, suicide and violent acts have become an unfortunate reality in our schools, universities and communities. School violence has increased nationwide by over 100% in the past three years.¹ Often, there are warning signs of potential threats on social media that go unnoticed until it's too late.

Threat intelligence mitigation programs are a top priority for many states, school districts and community leaders. School districts are taking action by implementing policies and procedures to enable school safety programs. Individual schools are installing metal detectors and security cameras, hiring more security officers and prioritizing the safeguarding of our children.

As a company made up of parents, concerned citizens and students, NTT DATA is committed to innovation that makes a difference. As an information and communications technology (ICT) company, we challenge our teams to use technology to help solve real-world problems. Nothing is more important than the safety and protection of our youth.

Digital technologies are at the core of everything we do — and we fully recognize the need to make schools safer. Our Social Media Monitoring solution offers proactive threat intelligence to aid in the protection of our children and schools. This solution functions as an early warning, helping educators detect on social media conversations to facilitate lead to actionable prevention.

Social media doesn't sleep

To support schools in keeping students safe while they focus on their primary purpose of educating, our solution offers aggregated social media data in real time — 24 hours a day, 365 days a year. It's configured with keyword phrases, geographic location information and subject-based intelligence to keep students safe around the clock.

We track all the popular publically available social media channels, forums, blogs and message boards, and collaborate with schools to identify threat keywords and build profiles to aggregate threat mentions posted online. The raw data is then further analyzed and categorized into threat-level tiers, as defined by each school. The platform sends alerts in real time and/or as scheduled by school officials.

Benefits:

- Proactive intervention on potentially threatening situations at or around the school
- Ability to focus on conversations and topics of concern to an individual school
- 24x7 social media monitoring to send actionable data in real time to users via alerts



Real-time monitoring

Social media provides real-time dialogue, so the response also needs to be in real time. Our Social Media Monitoring solution monitors and analyzes specific social media platforms and sends the results to the school district, so the information is immediately available. By using a layered approach, we increase the district’s chances of detecting potential threats posted on social media.

Keyword-based intelligence

Our Social Media Monitoring service relies on identified keywords to provide actionable information. We can customize the digital risk protection platform based on each school’s requirements, matching keywords, phrases and searches to its threat assessment plan.

Location-based intelligence

To provide accurate intelligence and a complete solution to schools, our Social Media Monitoring solution assigns a location to all social conversations. Location-based intelligence monitors conversations within a 20-mile radius — or more, if needed. Using individual dashboard components, users can access, search, analyze and chart location-specific data.

Ability to monitor

Our user-friendly dashboard accesses extensive data and offers unique, customizable components that allow users to drill down into the data. The solution does not limit the number of users, tabs or components.

Alerts

To keep abreast of real-time digital threats, notifications are delivered in the form of email alerts. The solution aggregates conversations, and if these conversations meet the designated alert criteria, it then triggers an automatic alert. Users can designate the specific audience to whom specific alerts are sent. These alerts are set up based on topics and are customizable to individual users. This allows 100% control over who receives an alert.

Sites monitored

We have the capability to support up to 95 million premium sources — such as Twitter, which counts as one site — every day, ingesting more than 2 billion posts per month into our 10-year (and counting) data archive of billions of posts. These sources include social networks, microblogging platforms, blogs, image sites, video sites, forums, news sites, review sites and more.

Ability to monitor several languages

NTT DATA currently supports full topic extraction and sentiment analysis for up to 27 languages in addition to English.

¹ Dr. Amy Klinger and Amanda Klinger, Esq. "Violent Threats and Incidents in Schools: An Analysis of the 2017-2018 School Year." Educator's School Safety Network. 2018. <http://eschoolsafety.org/violence/>

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