MARYLAND CENTER for SCHOOL SAFETY

SCHOOL SAFETY BULLETIN
September 29, 2021

Social Media Challenges

This school year, we are seeing concerning challenges circulating across social media platforms. These challenges encourage students to complete specific tasks or challenges and post their success on social media. In this bulletin, we will review several recent TikTok challenges.

"Devious Licks"

This September challenge encouraged students to steal or destroy school property and post their success videos to TikTok. This challenge is happening nationwide. During this challenge, students have stolen hand sanitizer/soap dispensers, projectors, computers, and monitors, bathroom mirrors and, in one state, even the bathroom sink.

"Slap a Teacher/Staff Member"

October brings a more violent challenge called the "Slap a Teacher/Staff Member" challenge. This challenge will begin soon (*or may have already started in some areas*). It encourages students to slap a school staff member and post the video.

"Cheese" or "Cheesing"

This challenge encourages children and adults to throw slices of cheese on vehicles. While most of these incidents occur when vehicles are parked, some have occurred while vehicles were moving. Not only does this cause a mess for the vehicle owner to clean up, but if done while a vehicle is in motion, the distraction could cause a serious traffic accident. News media link - KCENNews (Texas)

More Challenges

We have seen more upcoming monthly challenges being posted to social media (*see images*). These challenges range from minor student infractions (e.g., skipping school), to more destructive and dangerous challenges (e.g., vandalism, theft, harm to others).   Please continue to share this information with your schools, administrators, and, most importantly, teachers and staff. In addition, we encourage schools to speak with parents and students about the dangers and consequences of participating in these challenges.

- Sept: Damage school RR
- Oct: Slap a staff member
- Nov: Kiss someone else's girl
- Dec: Deck the Halls.....trash and inappropriate graffiti
- Jan: Jab a female ....
- Feb: Destroy school signs
- March: Make a mess in the cafeteria or courtyard
- April: Grab privates of boys
- May: Skip School
- June: Flip Off Front Office
- July: Spray a neighbors fence

Hi All! This month's TikTok challenge that some students are choosing to engage in may not be the end. This story was covered (9/16/21) in Fresno, CA on abc30 where Coalinga-Huron Superintendent addressed the Tik-Tok challenge and the damage that has been done at various schools. The challenges that have been created are as follows:

August – Sleep in and be late
September – Mess up a toilet/vandalize restroom
October - Smack a staff member on the backside
November – Kiss your friends' girlfriend at school
December – "Deck the halls and show your b***" In school halls (expose your private area)
January – Jab a breast
February – Mess up school signs
March – Make a mess in the courtyard or cafeteria
April – Grab some "eggz" (theft/stealing)
May – Ditch Day
June – Flip off front office
July – Spray a neighbor fence

Knowledge is power. Together, let's get ahead of this!

New/Emerging Apps

Yik Yak

The once-popular social media application "Yik Yak" is back as of 2021. Initially developed in 2013 but later shut down, the app was known for bullying, discriminatory/hateful speech, threats of violence, and more.

The new website states they purchased the app in 2021 and they are committed to a platform that is "free of bullying, threats, and all sort of negativity." In addition, they have posted a list of "Community Guardrails" or rules, along with "Mental Health Resources" and "Stay Safe Resources."

However, it is important to be aware and understand the potential concerns these applications can pose to our youth. Nefarious actors could exploit the extreme anonymity and geolocation features of these types of applications.

Anonymously connect with everyone within 5 miles.

Yik Yak

Questions regarding this bulletin should be sent to the
Maryland Center for School Safety at admin.mcss@maryland.gov.

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