

Over the last several years, Lodi USD, like other districts across the United States, has experienced an increase in online social media threats against our schools. In 2020, the district partnered with Sandy Hook Promise (SHP), a national nonprofit focused on preventing violence before it happens, to implement the Say Something Anonymous Reporting System (SS-ARS) district-wide. Since the district went live with SS-ARS in 2020, we have received 905 life safety tips, which has allowed us and law enforcement to intervene before violence or a safety issues occurs. In response to this increase in online social media threats, the communications team worked with a group of high school students to create a public safety announcement (PSA) directed at students to inform them of the real life consequences of online threats. SHP provided insight and edits to the script, and SS-ARS is featured in the video. The PSA was filmed by the San Joaquin County Office of Education with Lodi High students and the Lodi Police Department. The video fulfilled a goal of the district's communication plan to "develop public service announcements (PSAs) regarding various safety issues in consultation with local law enforcement." The video amassed nearly 16,000 views across the district's social media platforms.