

Website and Social Media Search Terms

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Abstract

Two issues of importance for Behavioral Intervention and Threat Assessment Teams are the accessibility of the BIT/TAT site on the college website and what keywords to search for on social media in conjunction with the school name to get out ahead of potential threats. This article offers some suggestions to increase visibility and access to the BIT/TAT website and identify potential concerns by combing through social media for threatening language.

Website Search Terms

Ensuring access and visibility to Behavioral Intervention or Threat Assessment Teams online is a critical issue for those searching for information about team members, how to make a report, how to manage disruptive/dangerous student behaviors, and how to best share information of concern. Many times, colleges and universities have BIT/TAT websites that are tucked into larger sites for departments such as student affairs, student conduct, counseling, or police, which can make it difficult for students, faculty, parents, and members of the larger community to find essential information in a timely manner. NaBITA suggests working with the institutional Information Technology (IT) department to have a list of key terms that direct users to the BIT/TAT website. Most schools have a centralized search function on the home page in addition to a directory. IT often has the ability to empower certain keywords to link users to the BIT/TAT website.

Keywords to Direct Users to BIT/TAT Site

- Student of concern
- SOC
- Disruptive
- Dangerous
- Classroom behavior
- NaBITA
- Report behavior
- Mental health
- Suicide
- Suicidal
- Behavioral concern
- Aspergers
- ASD
- Depression
- Self-injury
- Cutting
- Fearful
- Fear
- Concerned
- Hopeless
- Unusual
- Bullied
- Safety
- Threat
- Threatening
- Threat assessment
- TAT
- BIT
- Threat Assessment Team
- Student of Concern Team
- CARE
- CARE Team
- Classroom disruption
- Disrespectful
- Schizophrenia
- Bipolar (bi-polar)
- Angry
- Rude
- Rage
- Odd
- Bizarre
- Obsessive
- Inappropriate
- Bully
- Difficult
- Safety concern

Social Media Search Terms

Social media is a growing sensation among college students everywhere. There are times when Facebook profiles or posts and Twitter “tweets” contain mention despondent or suicidal thoughts. Public or semi-public blogs may also describe anger, frustrations, and a desire to seek vengeance.

College and university marketing and public relation departments often use data mining and real-time “listening platforms” to assess social media and the Internet for potential threats against their campus communities. While a large number of posts and tweets end up being false positives and therefore benign, it’s important that institutions do everything they can to safeguard the well being of their communities. Just because something is not being said aloud doesn’t mean we shouldn’t be listening.

The following are some suggestions for keywords to be paired with the institution’s name to identify potential threats. If the school name is not paired with the words or phrases below, simply searching for these words or phrases will undoubtedly provide too many results to be useful.

Weapons

- Ammunition
- Pipe-bomb
- Glock
- FN-P90
- AK-47
- Automatic killer
- .22
- Ammonium nitrate
- AR-15
- Colt python
- C4
- Semtex
- Hollow-point bullet
- 9mm
- Hand grenade
- Reb
- Gungir
- Little cricket
- Sawed-off
- Shotgun
- Dirty bomb
- Chokepoint
- Eotech
- Pressure cooker
- PETN
- Molotov cocktail
- Propane
- Explosives
- Duct tape
- Chains
- Walther P22
- P22
- MP5
- Sig
- Desert eagle
- Anarchist cookbook
- Plastique

Past Attacks

- Lanza
- Columbine
- Virginia Tech
- Seung-Hui Cho
- Cho
- Whitman
- Clock tower
- Knights Templar
- Hitler
- Eric and Dylan
- NBK
- Ich bin Gott
- Nazi
- 88
- Idiocracy
- Holmes
- Bishop
- Amazon Fever
- Hasan
- Elliot Rodger
- Kazmierczak
- Death Knight
- Anthrax
- Trench coat mafia
- Reb and V
- Natural Born Killers
- Smiggles
- Aryan
- Kissless virgin
- Humanity is overrated
- Loughner
- Sodini
- Saari
- Pima
- Doom
- Breivik
- Klebold
- Harris
- April 20
- Vodka
- Littleton
- Kaynbred
- Heil
- Pick-up artist
- Charles Manson

Miscellaneous Words/Phrases

- Karma
- Call of Duty
- COD
- Mankind
- Make fun
- Famous
- Flesh
- Bones
- "This sure beats algebra"
- Beta uprising
- Manifesto
- Hopeless
- Victim
- Suicide
- Virgin
- Infamous
- "I don't like Mondays"
- Rage
- Standoff
- Katana
- Routine
- Vendetta
- Rebellion
- Beta rebellion
- Beta
- Final release
- Getting it on
- Shooter

General Threat Action Verbs/Phrases

- Shoot
- Destroy
- Revenge
- Make them pay
- Lethal
- Aggressive
- Bombs blow
- Snap
- Untouchable
- Snap
- Grudge
- Resentment
- Remorse
- Rejected
- Expulsion
- Ripped
- Struggle
- Rape
- No mercy
- Wake-up call
- Powerful
- Ruined
- Collapse
- Bloodshed
- Kill
- Maim
- Exploit
- Make it right
- Violence
- Set a bomb
- Shoot
- Fail
- End it all
- Conceal
- Persecution
- Blow up
- Regret
- Embarrassment
- Suspension
- Hatred
- Bully
- Retarded
- Cracking
- Die
- Punish
- Advance
- Massacre
- Jihad
- Explode
- Murder
- Injustice
- Persecuted
- Persecute
- Bomb
- Unleash
- Reckoning
- Rampage
- Destruction
- Attack
- Torture
- Lash
- Embarrass
- Separation
- Unmasking
- Bullied
- Stupid
- Wake up
- Emptiness
- Hopelessness
- Payback
- Crush
- Slaughter