























VS.



FEATURE	UPOPOLIS	FACEBOOK	EXTRA INFO
More youth included in a safe online community			Upopolis users range in age from 8 years to 19 years. We are able to bring younger children onto the site because it is a monitored and closed network. The minimum age to be a Facebook users is 13; however, many children younger than age 13 use Facebook without any supervision or oversight.
Face-to-face signup only			All Upopolis users are selected by a health care professional to join Upopolis based on an identified need of benefiting from the site. This ensures a personal connection with each user on the site and helps facilitate an in-person discussion around expectations and online behaviour.
Personal accountability (profiles are never anonymous)			Usernames on the site are never anonymous. First names and last initials are used for ALL youth on the site and can only be changed with the help of an administrator. This increases the accountability for behaviours on the site, as each user is identifiable by hospital and by their name to the staff who are on the site.
Daily reports for site activity			Staff are aware of the content and activity in their individual spaces and by their users through daily reports via email. This feature allows staff and youth to stay engaged with one another (a notifications feature can also be engaged if staff wish to receive an email notification immediately when a comment is posted to the site).
Online bullying and inappropriate content protection			Upopolis has a "report abusive content" button on every post and photo on the site. If a user (staff or youth) clicks on the button, the content immediately disappears from the site and is sent by email to the administrators for

			review. The post or photo can be restored to the site or deleted permanently at the administrator's discretion.
Therapeutic content created by child life specialists and health care professionals			<p>Some spaces on Upopolis are created and maintained by professionals with specific training in psychosocial care and medical specialties. This allows youth using the site to have a therapeutic outlet to express their feelings, concerns and daily experiences about living with a chronic illness or diagnosis.</p> <p>Specific examples of therapeutic programming unique to Upopolis (and not available on other social support networks) includes:</p> <ul style="list-style-type: none"> • UKnow videos (videos led by a patient and staff member to offer information, tours and experiences that are typically anxiety producing and frightening experiences due to the unknown). Recent videos created (and suggested based on the needs of staff and users on the site) include a tour of the Operating Room with an anaesthesiologist, the Truth about PICC Lines and a tour of Bloorview (for patients being transferred to the rehabilitation facility after an initial admit at a children's hospital) • UKnow medical content (links, resources and written information on hospital terms, tests and procedures and diagnoses) to put information in the hands of youth to help empower them and provide age appropriate information to decrease anxiety and inform them on their treatment and hospital experience
Opportunity to have a leadership position and gain high school volunteer hours			Our UMentor and UPal programs allow youth who have an interest in a leadership opportunity to be identified as such and participate more fully in suggestions for improvements on the site, welcoming new users, being a contact for new users, participating in special events and activities on the site, etc. Both programs provide hours toward mandatory high school volunteer hours that are otherwise not possible due to their illness/hospitalization.

Private and secure forum to discuss their diagnosis			<p>Privacy and security on Facebook private pages is questionable at best. We have features designed to assure users of their privacy – features not available on Facebook, such as:</p> <p>Spaces on Upopolis can be private or public. Users have the advantage of knowing that everyone on the site understands them and has had similar experiences. Due to the terms of use and expectations on the site, users have commented that they feel safer on Upopolis than on Facebook to discuss health related issues.</p> <p>Coming soon: live video chats facilitated by a child life specialist and led by a health care professional on a variety of topics each month. The link will be posted on Upopolis and users can choose to join the live chats to get information, share experiences and be part of a supportive community.</p>
Presence of adults/staff monitoring site activity			<p>Due to the function of the reports, notification systems and report abusive content button + the focus of the site being around health care and hospital experiences, adult staff and health care professionals are an integral part of the site and are able to monitor activity, provide added security and accountability for online behaviour and support to users. The expertise of the health care professionals being online is also an added bonus. The connectivity of staff across Canada on one site is also an added feature that is not available on other social support sites.</p>
Community of support and understanding			<p>There are community pages on Facebook but that still exposes youth to the wider Facebook user community – which is not as secure and safe.</p> <p>Upopolis registrations are done in person so we are confident that every member has been selected and identified as being appropriate for the site. This provides much more security in knowing that all members of the Upopolis site are supportive. Inappropriate content and/or bullying is cause for immediate removal/account deactivation.</p>