

Facebook-face

Jaunty music. A boy is using Facebook. On the 'Privacy' settings, he makes 'Photos and videos' accessible to 'Everyone'. A title panel reads: "Once it's online, it's not yours anymore." In the street, we see the boy react to something he has seen, and we see him peer closely at it. It is a photograph of him stuck to a tree. It has been drawn on, and the word 'Loser' is written across it. He tears it off the tree and rips it up. We see him making his way along the street nervously, looking around in a paranoid way. He passes a sinister figure laughing and pointing, and holding another copy of the image. The boy goes down a narrow alleyway, as though to hide. He finds another picture on the ground, picks it up and screws it into a ball. Magically, more and more pictures appear on the ground. He screws them up one by one, then he sinks to his knees, overwhelmed. We see him back at his desk, as though this has all been a day-dream. On-screen, he now selects 'Only friends' in the privacy settings. Cut to text on screen: 'What would you do?'