

**TECHNOLOGY FOR PARENTS:
THE FIVE MOST-USED
SOCIAL MEDIA BY
TODAY'S YOUTH**

DECEMBER 2014

FACEBOOK



Facebook is a social networking website that makes it easy for you to connect and share with your family and friends online. Today, Facebook is the world's largest social network, with more than 1 billion users worldwide.

Many teenagers use Facebook. Teens feel the need to maintain a profile there, even if they are not very active on the site.

For More Information and Facebook tutorials, visit:

<https://www.facebook.com/>

<http://www.gcflearnfree.org/facebook101>



Teens like it, but they
don't love it.



It's crowded. Mom, dad, grandma and all the cousins are oversharing and commenting on posts.

Teens see value in Facebook as a way to stay in touch with family, but they're self-censoring.

Statistics don't show a Facebook exodus, but they do show a decrease in teen usage as more networks compete for their attention.

“Facebook just really seems to have more drama.”
- 16-year-old Jaime Esquivel

<http://bigstory.ap.org/article/poll-teens-migrating-twitter>

<http://www.pewinternet.org/Reports/2013/Teens-Social-Media-And-Privacy/Summary-of-Findings.aspx>

INSTAGRAM



Instagram is a popular photo-sharing and photo-editing app for smartphones. Compared with other social networks, Instagram is relatively simple—it's focused exclusively on sharing photos with your friends.

Instagram allows users to easily and quickly edit and post photos taken on their phone; the images are publicly visible by default.

For More Information and Instagram tutorials, visit:

<http://instagram.com/#>

<http://www.gcflearnfree.org/instagram>



Teens have become visual storytellers on Instagram.



Instagram has 150M monthly active users, ranking third (11%) behind Facebook and Twitter among teens who maintain social network profiles.

Simplicity and celebrity presences add appeal.

Many tweens, banned from Facebook by their parents, turned to Instagram to interact with friends.

“By the time we could have Facebooks, we were already obsessed with Instagram.”
- 13-year-old Ruby Karp

SNAPCHAT



Snaps are picture or video messages taken and shared with friends on Snapchat in real-time and are intended to create “capture the moment” messaging.

Snaps can be viewed for up to 10 seconds. By default, Snaps disappear from the screen once they are viewed, but the sender can save the snap in their phone’s photo gallery, and the receiver can choose to save it with a screenshot.

For More Information and User Guide, visit:
<https://www.snapchat.com/>
http://www.connectsafely.org/wp-content/uploads/snapchat_guide.pdf



Disposable social media
is wildly popular.



Snapchat users are sharing 350M photos per day, up from 200M in June 2013 and 20M in Oct 2012.

Exhausted from “success theater,” Snapchat users enjoy sharing raw, funny moments instead of perfected images.

Snapchats self-destruct, reducing teen stress.

Due to its non-reliance on text messaging, Snapchat is appealing to teens who don't want to blow up their family's cellular plan.

TWITTER



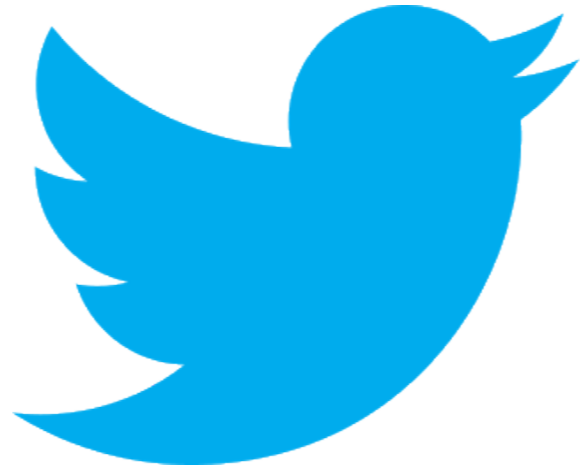
Twitter is a micro-blogging network of real-time posts that are limited to 140 characters or less and offers quick connection with anyone in the world.

Twitter users can follow and be followed, as well as block other users from seeing what they post. Images can also be posted on Twitter.

For More Information and Twitter tutorials, visit:

<https://twitter.com/>

<http://www.gcflearnfree.org/twitter101>



Teens are migrating to
Twitter.



24% of online teens use Twitter.
That's more than double since 2011.

Teens enjoy using Twitter to follow celebrities and share inside jokes among small circles of friends.

64% of teens on Twitter have public accounts.
60% maintain private accounts on Facebook.

“The key is that there are fewer adults, fewer parents and just simply less complexity.”
- Amanda Lenhart, Pew Research Center

<http://bigstory.ap.org/article/poll-teens-migrating-twitter>

<http://www.pewinternet.org/Reports/2013/Teens-Social-Media-And-Privacy/Summary-of-Findings.aspx>

VINE



Vine is a popular video-sharing app for smartphones. Vine users create and post six-second videos, which are often shared on Twitter and Facebook.

It's amazing what you can do in six seconds! Think of it as a way to capture the tiniest moments from your day and then share them with your friends.

For More Information and Vine tutorials, visit:
<https://vine.co/>
<http://www.gcflearnfree.org/vine>

Wine

Teens are surprisingly
creative with just six seconds.



Vine doesn't break down demographics yet, but teens are clearly dominating usage.

Using the app, Vine users quickly create, edit and share six-second looping videos on the fly.

As with Twitter's 140 characters, Vine's six-second constraint inspires unexpected creativity.

The Vine app doubled its share in the U.S. iPhone market in April 2013, reaching nearly 8% of all users with 18 million downloads.

CREDITS

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