Social Media Use by Young People

Workshop delivered by Alice PR & Events

30th January 2019

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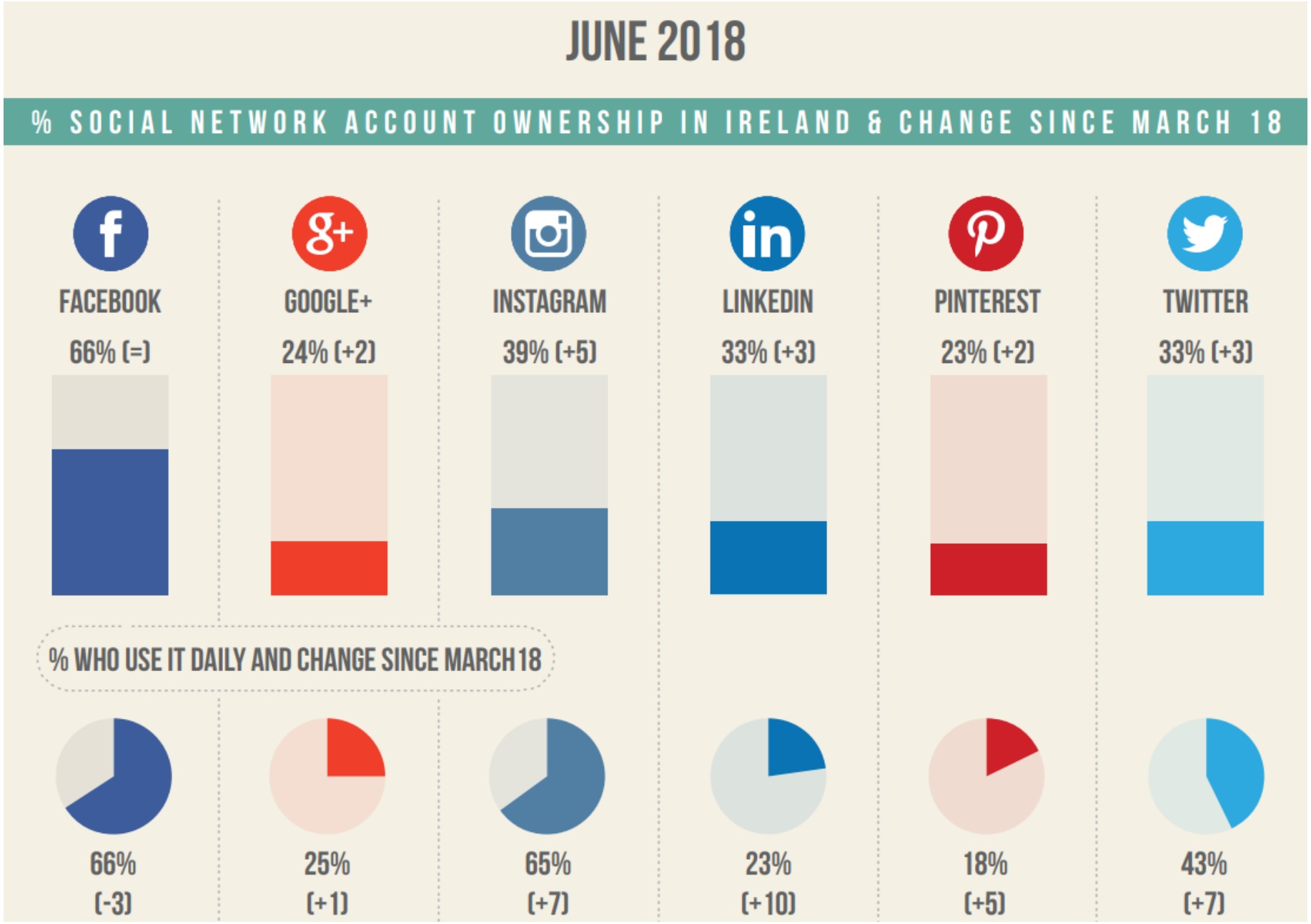
Today's Session Plan

- Overview of main social media platforms used by young people (Instagram, Snapchat, YouTube).
- Considerations for schools re. use of social media by students – pros and cons of social media.
- Examples of the approaches taken by different schools to managing social media use by young people.
- Questions and feedback.

Social Media Landscape in Ireland



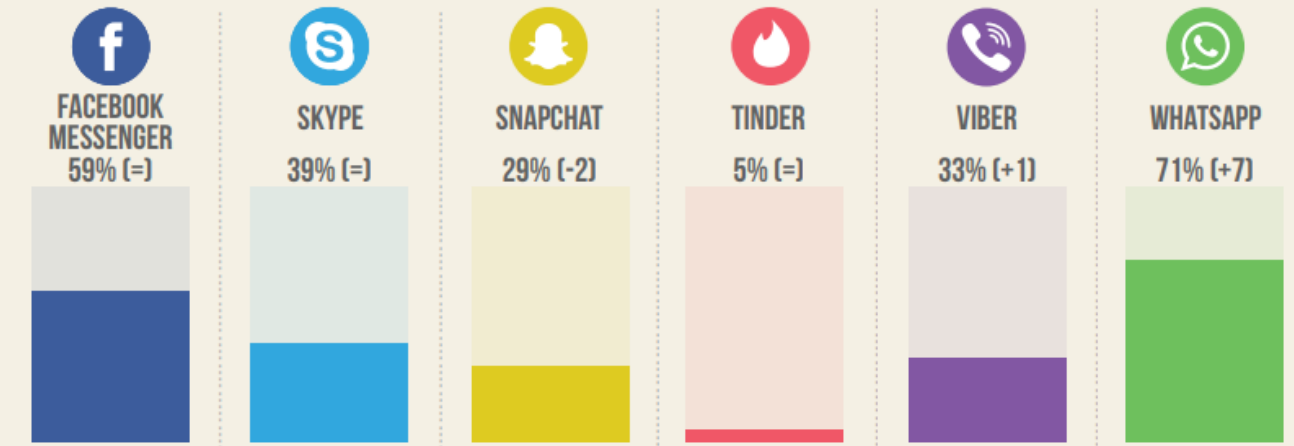
Source: Ipsos MRBI

Ipsos MRBI

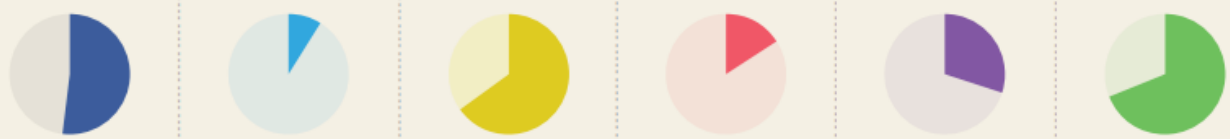
SOCIAL MESSAGING TRACKER

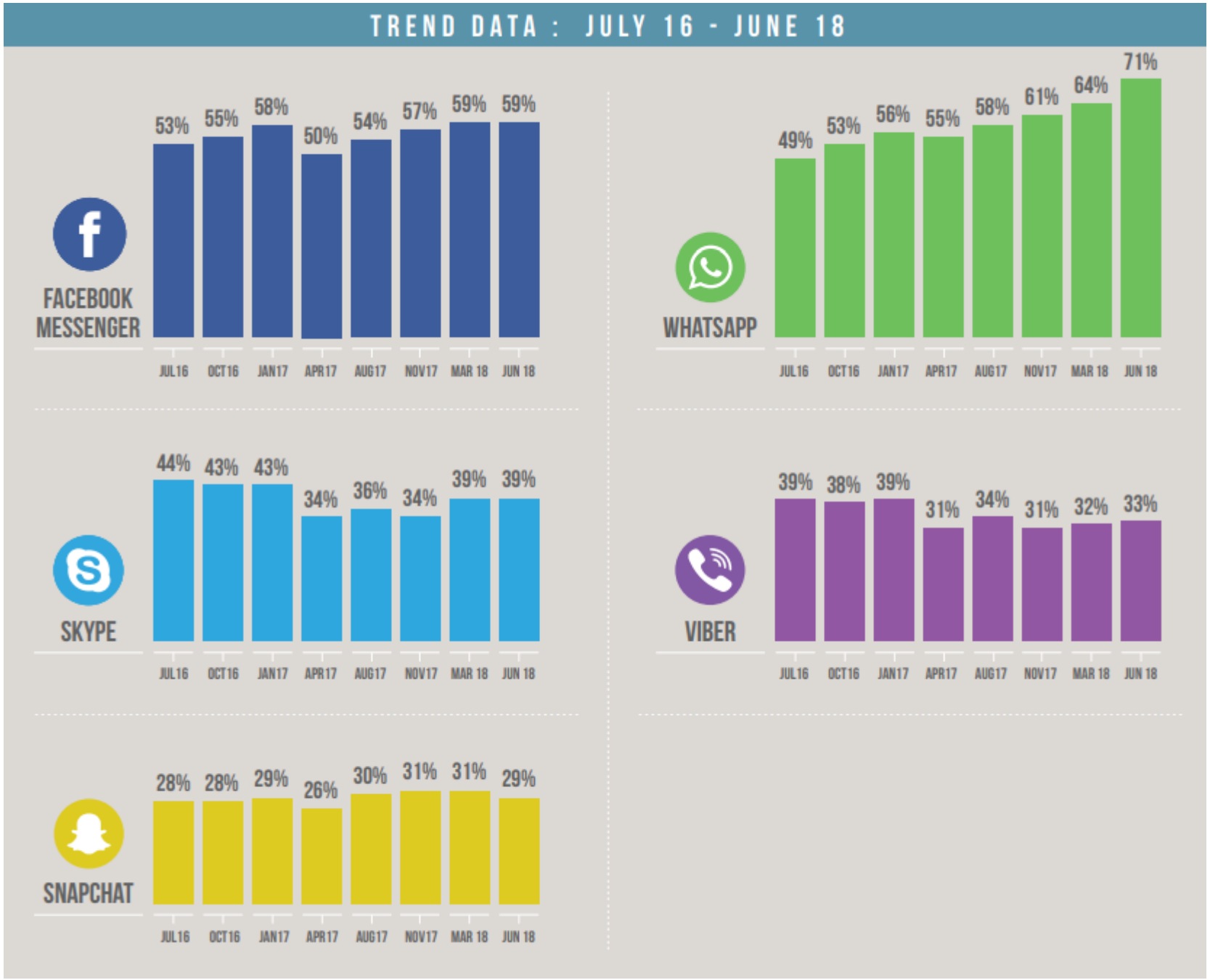
JUNE 2018

% SOCIAL MESSAGING ACCOUNT OWNERSHIP IN IRELAND & CHANGE SINCE MARCH 18

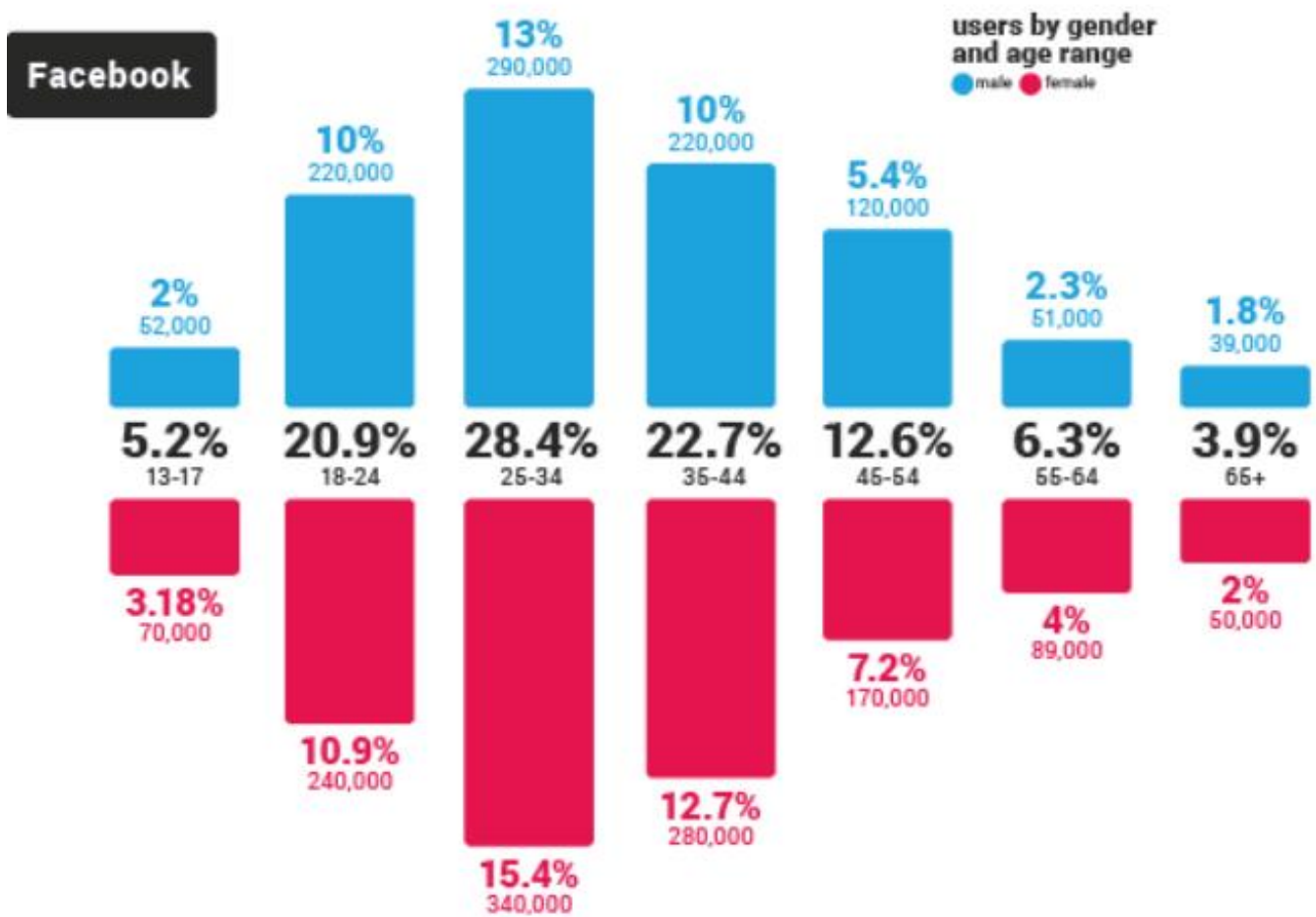


% WHO USE IT DAILY AND CHANGE SINCE MARCH18





Source: Ipsos MRBI



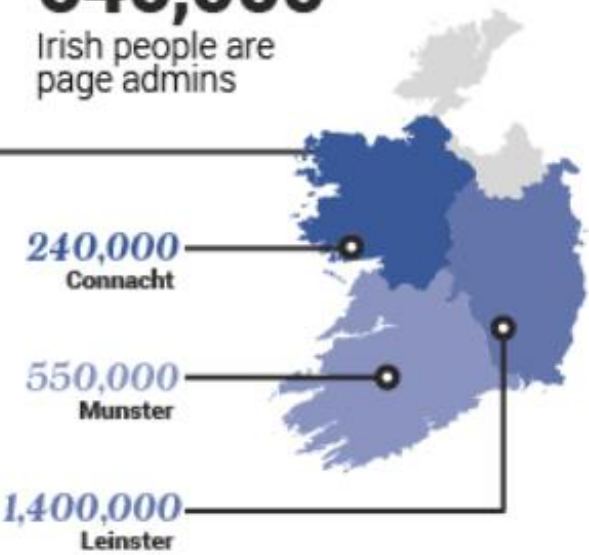
2,200,000 TOTAL IRISH USERS

5h40m
is the average time users spend weekly

640,000
Irish people are page admins

920,000
Irish Facebook users are from rural areas

excluding Dublin City, Cork City, Limerick, Galway



6 in 10

6 in 10 Facebookers say they've logged in without posting or commenting on anything. This is evidence of the move towards more 'passive' forms of networking.

Source: Connector.ie

Social Media Trends among Young People

- According to a recent US survey, Facebook use by young people (13-17 year olds) is on the wane – Facebook use has plummeted from 71 per cent in 2014/2015 to 51 per cent in 2018.
- As part of the Pew survey on Teens, Social Media & Technology 2018, when asked which of the online platforms teens used the most, only 10 per cent said Facebook. 35 per cent said Snapchat, 32 per cent said YouTube and 15 per cent said Instagram.
- For the purposes of today's session, we're going to look at Snapchat and Instagram.

Instagram

Instagram **720,000** TOTAL IRISH USERS

59%
of Irish Instagram users use the app everyday

The Snapys

Ireland was the first country to host an **Instagram Community Awards** achieving **1.9 million** interactions

18%
are frequent travelers

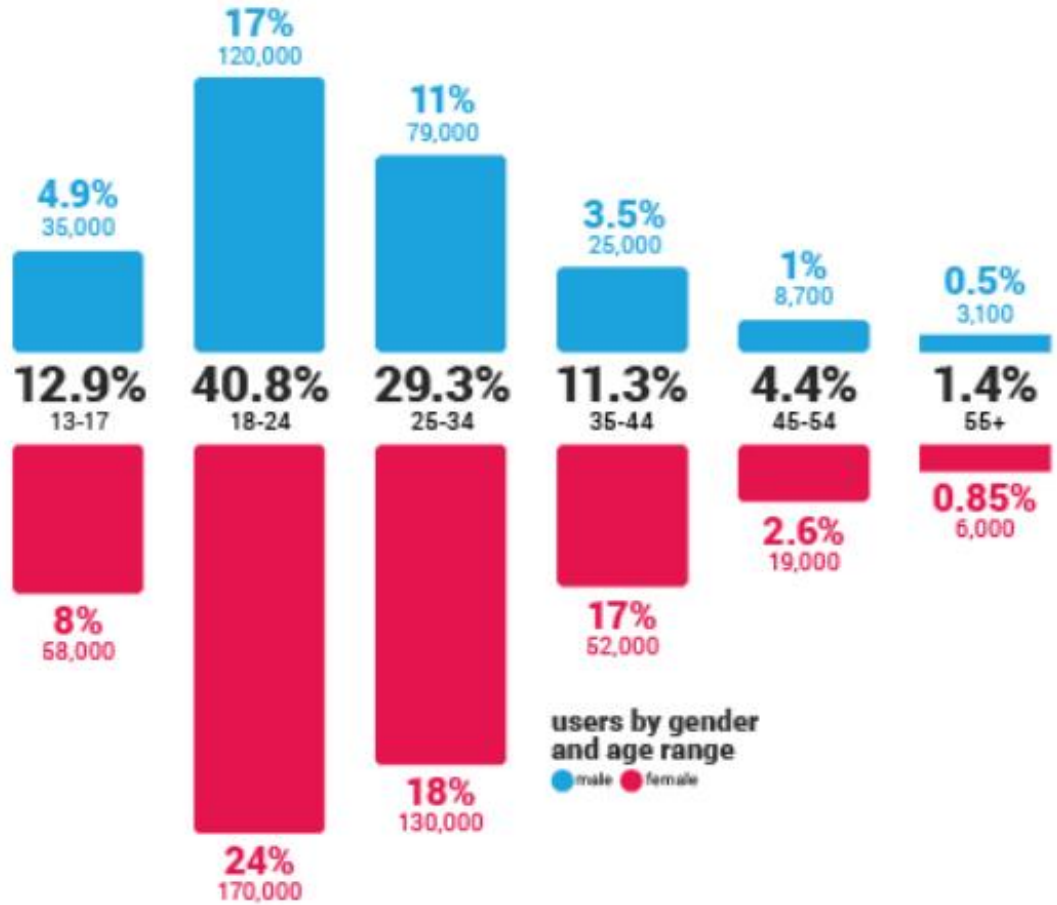
81,000
are parents

260,000
are single people

**140,000 single ladies*

Galway is the selfie capital of Ireland

The Cliffs of Moher are Ireland's most photographed landmark



Interests

690,000
shopping & fashion

640,000
food & drink

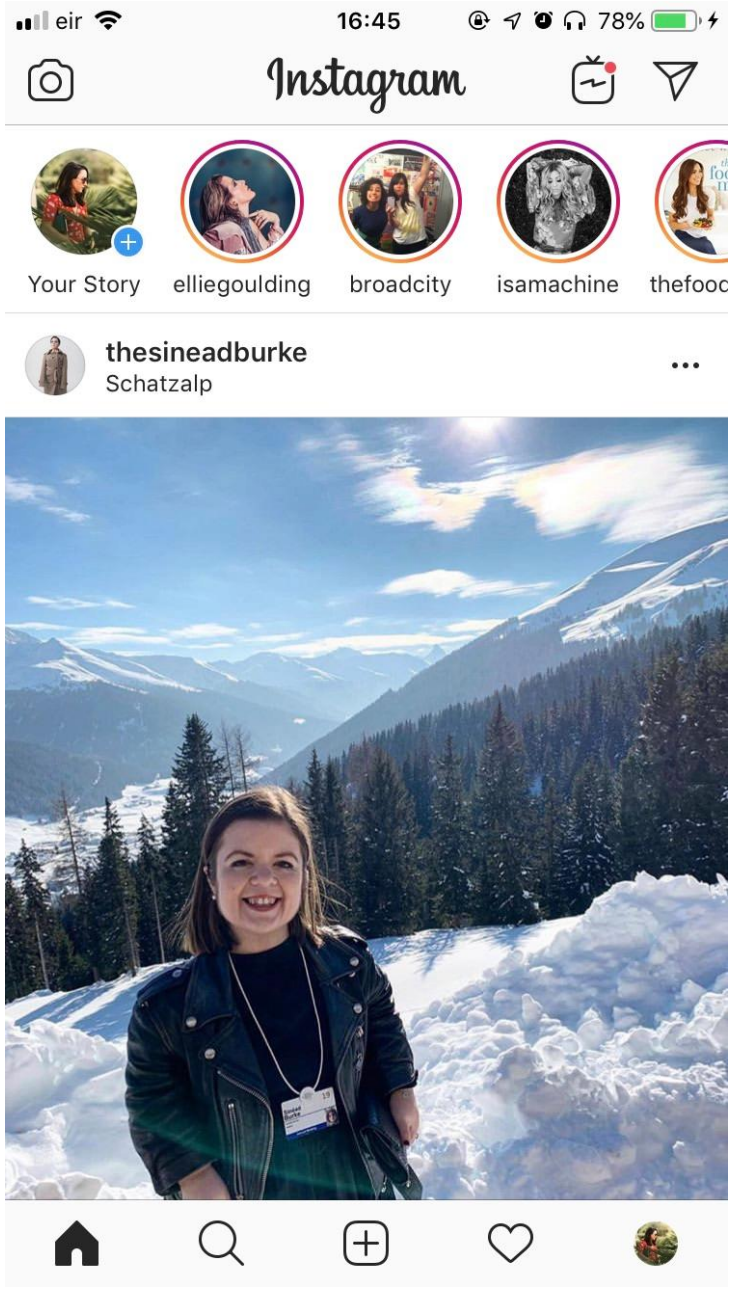
670,000
technology

630,000
fitness & wellness

Source: Connector.ie

Instagram terminology

- Followers.
- Likes.
- Comments.
- Filters.
- Hashtags.
- Instagram Stories.
- IGTV.
- Boomerangs.
- Instagram Live.
- Discover.



13 posts | 32 followers | 0 following

Follow

St Gerard's School, Ireland

St. Gerard's School is a Catholic Co-educational private day school with a student population of 490. Located in Bray, Wicklow Co.

www.stgerards.ie/

dublinmomblog

249 likes

dublinmomblog ** Happy Easter from my family to yours 😘🐣🐰 **

249 likes

dublinmomblog ** Happy Easter from my family to yours 😘🐣🐰 **

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Hoping you had a wonderful day with your family. We started today off with a little Easter egg hunt. I just loved seeing their little faces so lit up and having so much fun. They have gone to bed with their bellies full of chocolate but they are super happy so that is all that matters. I think I'll be finding pieces of chocolate all over for days 🤣🙈

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We made these fun bunny face masks. They were pretty easy to do and Rory LOVED making them 😍. He played with them all day which was so great.

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Oíche mhaith (good night) Sue 😘

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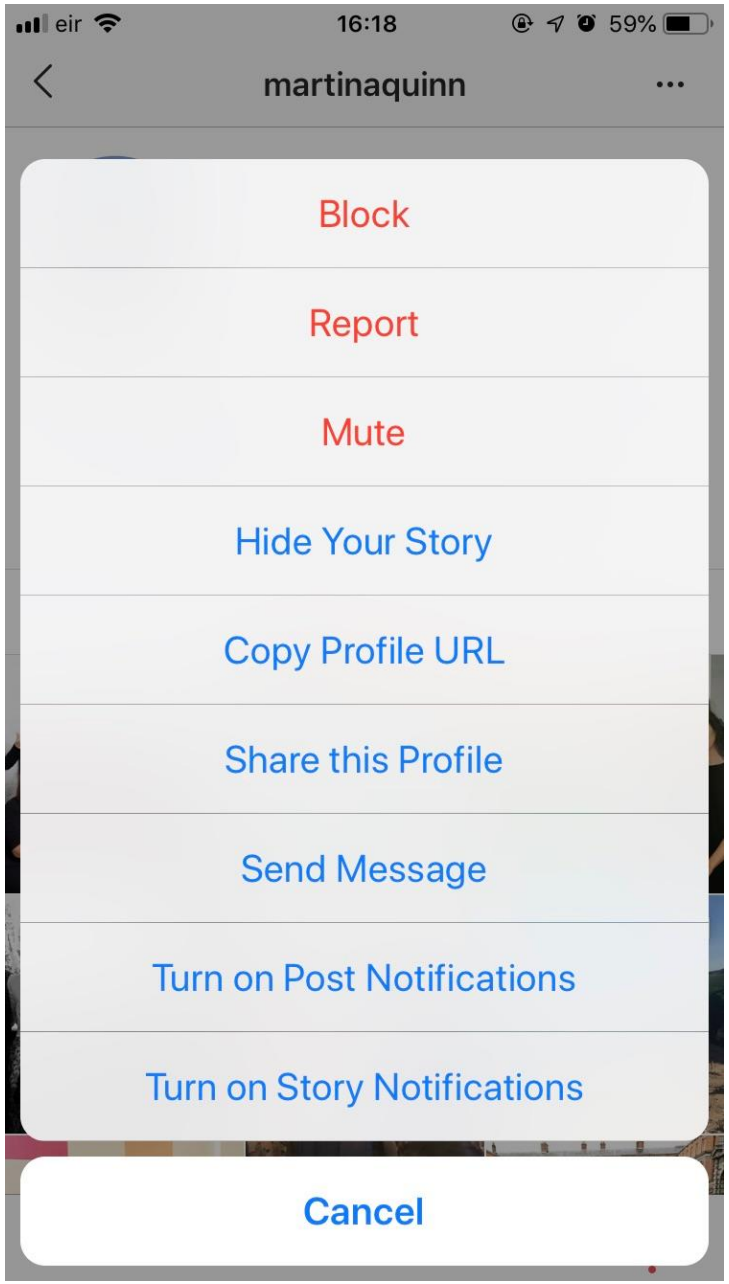
#easter #facemask #bunny #childrensart #crayola #childrenofinstagram #funart #magicofchildhood #childhoodunplugged #raw_cuteness #cute #documentyourdays #family #sahm #irish #mumsofinstagram #mumlife #son #threeyearold #irish #irishmammy #momlife #motherhood #instagood #picoftheday

View all 6 comments

Protections built in to Instagram

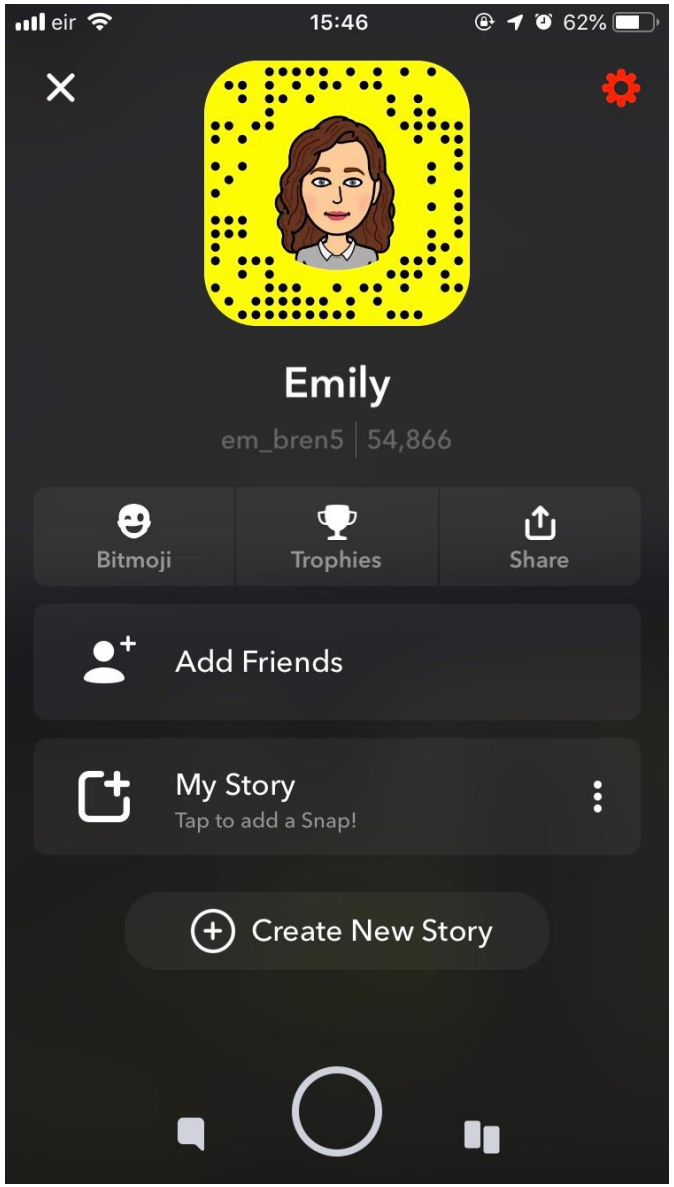
- Requires users to be over-13. However, there is no way of enforcing this.
- Settings can be adjusted to make a profile private – allowing only approved followers to see your pictures and your ‘stories’.
- However, even if a young person’s profile is set to private, they can still view publicly available inappropriate content.
- You can block and report individuals.



Snapchat

Snapchat Overview

- App launched in September 2011.
- 3 billion snaps created everyday (photos & videos).
- 71% of Snapchat users are under 34 years old.
- Roughly 63% of Snapchat users access the platform daily.
- People under the age of 25 use Snapchat for 40 minutes on average every day, more than Instagram's latest stat for the same demographic.
- Ireland, Saudi Arabia, and Sweden have the highest levels of Snapchat penetration of their population aged 16+.



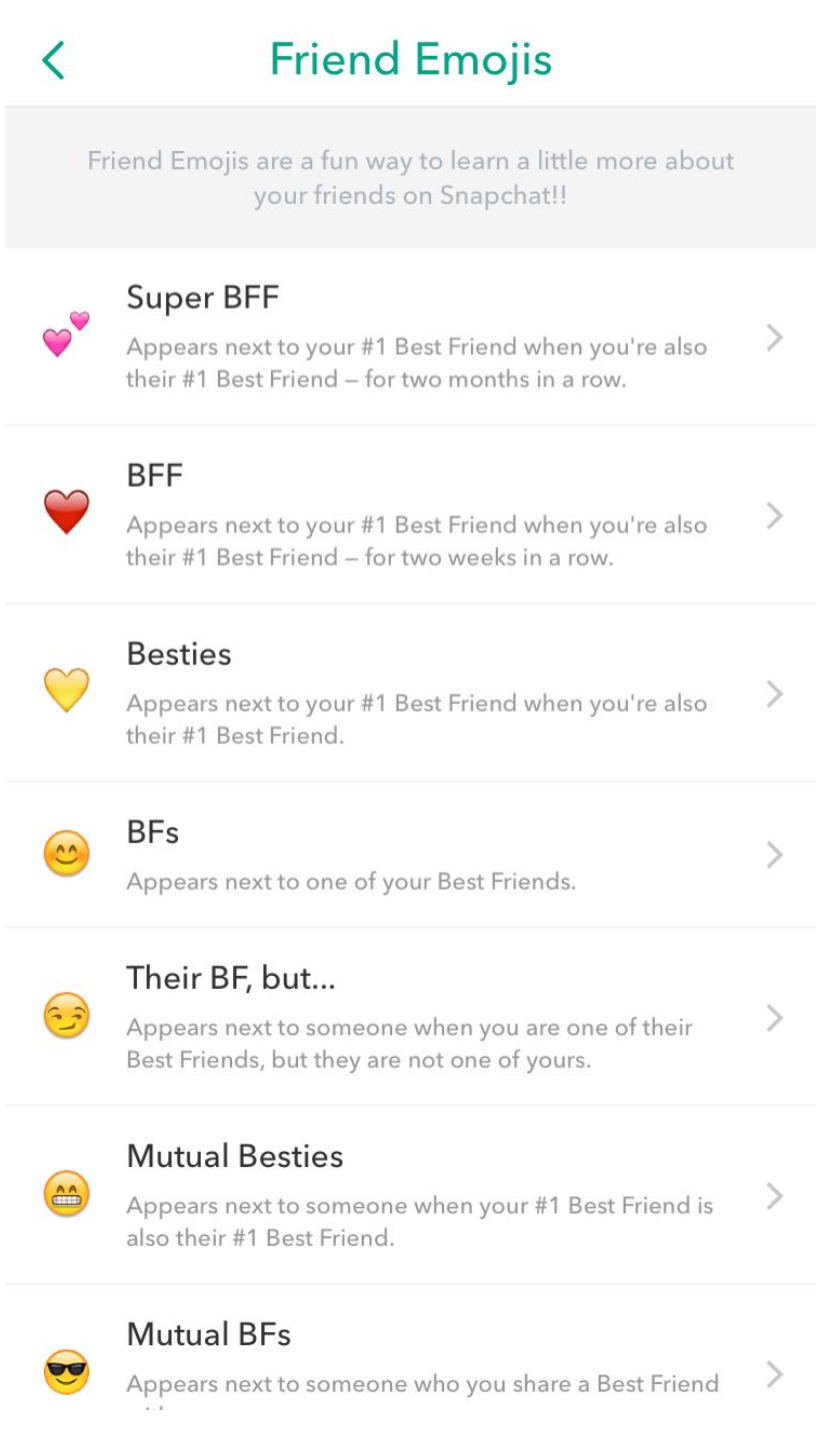
Snapchat in Ireland

- 84% of Irish 15-18 year olds have a Snapchat account and 85% of those use it on a daily basis.
- Daily users of Snapchat in Ireland stand at more than 1.75m daily, out of which 1.4m are under 35 and, of these, 975,000 are under 24.
- The biggest Snapchat user group are aged between 18 and 20 years old (675,000), followed by 24-34-year-olds (425,000), 13-17-year-olds (400,000), 35 and over (350,000) and 21-24-year-olds (300,000).

Snapchat Terminology

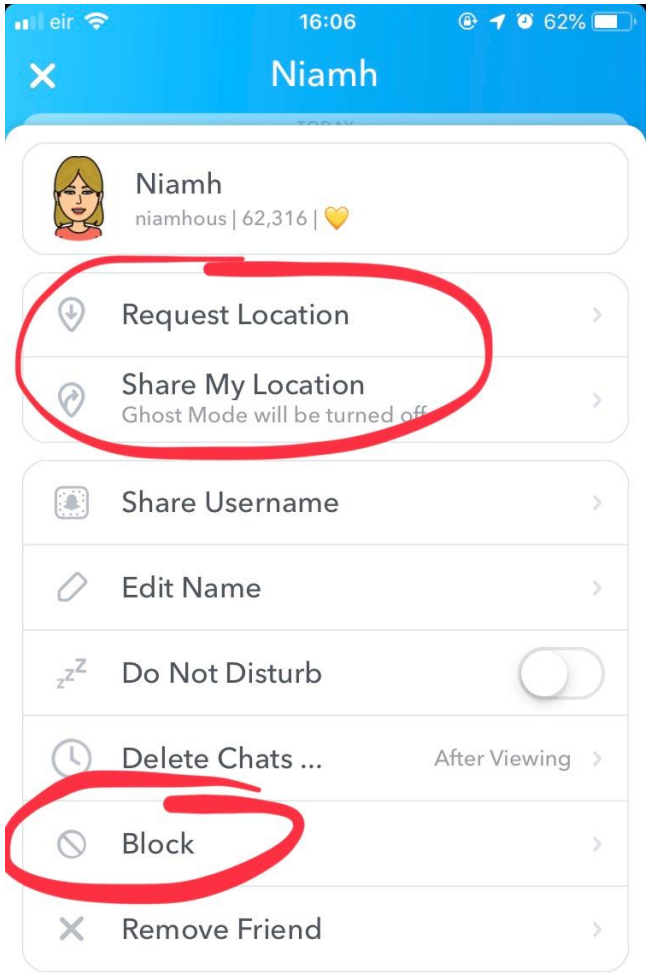
- A ‘snap’
- Snap Score
- Chat
- Story
- Streak
- Discover
- Filters & Lenses
- Geofilters (specific to location)
- Trophy Case
- Bitmoji
- Emoji
- Friend Emojis
- Memories
- Snap Map
- Screenshotting

Snapchat Friend Emojis appear beside your contacts' names in the app.



Protections built in to Snapchat

- Similar to Instagram, Snapchat requires users to be over-13. However, there is no way of enforcing this.
- Settings can be adjusted to control who sees the snaps you send, and who can send you snaps.
- You can turn off your location settings.
- You can block and report individuals.



Threats caused by Social Media

- Snapchat – messages ‘disappear’, but there are opportunities to screenshot snaps.
- Instagram – the currency of likes.
- Online bullying.
- Online grooming.
- In-class distractions.
- Reduced self-esteem.
- Becoming disconnected from the real world.
- Damaging a young person’s reputation online.
- Having personal information shared online.

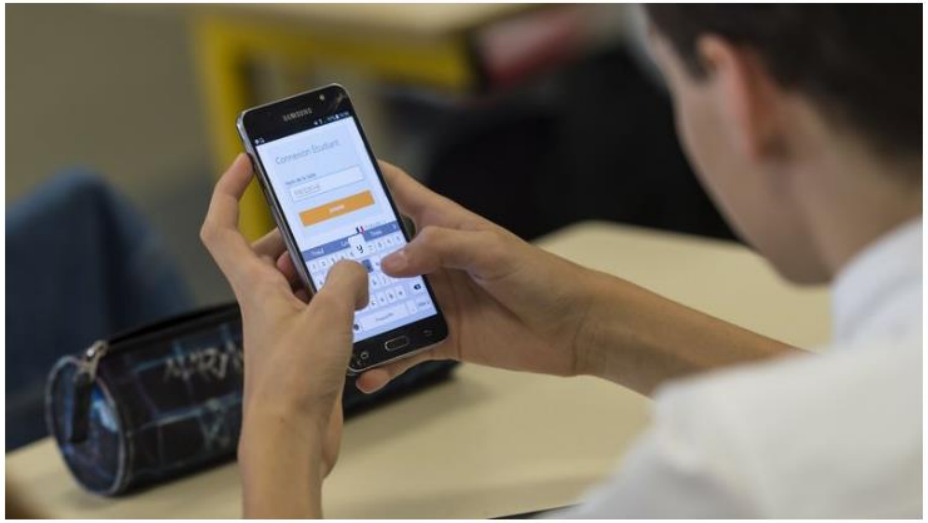
Examples of schools' approaches to social media

RTÉ News Sport Entertainment Business Lifestyle Culture Player TV Radio More

News > Politics | Ireland World Business Politics Nuacht Investigations Programmes Brexit

Seanad bill proposes children hand in mobile phones at the start of school day

Updated / Wednesday, 27 Jun 2018 **23:19**



Standard rules for the use of digital devices in schools proposed

INDEPENDENT.IE NEWS OPINION BUSINESS SPORT LIFE STYLE ENTERTAINMENT TR

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Monday 28 January 2019

News Education

School in Kerry introduces ban on smart phones and social media... outside school hours

Stock photo

Practical Exercise

- In groups of three / four, discuss what steps your school has taken towards managing social media use.
- One person from each group to share what has / hasn’t worked.

Encouraging Positive Online Behaviour

- Many cyber victims know their bullies through social groups in the real world.
- Online bullying manifests itself in the same way as real-life bullying – exclusion / humiliation.
- Be familiar with social media apps and how students use them.
- In school – are students' email addresses stored securely, i.e. can they be accessed by other students?
- Arming students with the knowledge of how to block individuals; how to report abusive/upsetting material.
- In a HSE report, many young people didn't want to report online bullying for fear it would result in their own access to the internet being limited.

Encouraging Positive Online Behaviour

- Workshops for:
  - Students – a hands-on workshop alerting students to the risks of social media and showing them the practical steps to make their profiles private / block and report users, etc.;
  - Parents – focusing on each of the various social media platforms and how they are being used by their children;
  - Teachers – a workshop similar to the parents', also covering how to talk to young people about the dangers of social media, and how best the school can deal with online bullying.

Helpful resources

- National Youth Council of Ireland: Screenagers, Guidance for Digital Youth Work. http://www.youth.ie/sites/youth.ie/files/Screenagers-Guidance.pdf

- Article on the declining use of Facebook among young people: https://www.theguardian.com/technology/2018/feb/16/parents-killed-it-facebook-losing-teenage-users

- WebWise: https://www.webwise.ie/

Questions

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