SNAP SCHOOL COUNSELING: Students in the Age of Social Media

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SNAP SCHOOL COUNSELING

- *Presentation Content*
  - 10 of the most popular social media platforms that teenagers are using worldwide.
  - Dangers and benefits of social media applications.
  - Ways students/teens use Apps to hide other Apps.
  - School counseling techniques for helping students understand the dangers or misuse of social media.
  - Helpful tips for school counselors to provide to parents on guiding their teens in using social media safely.
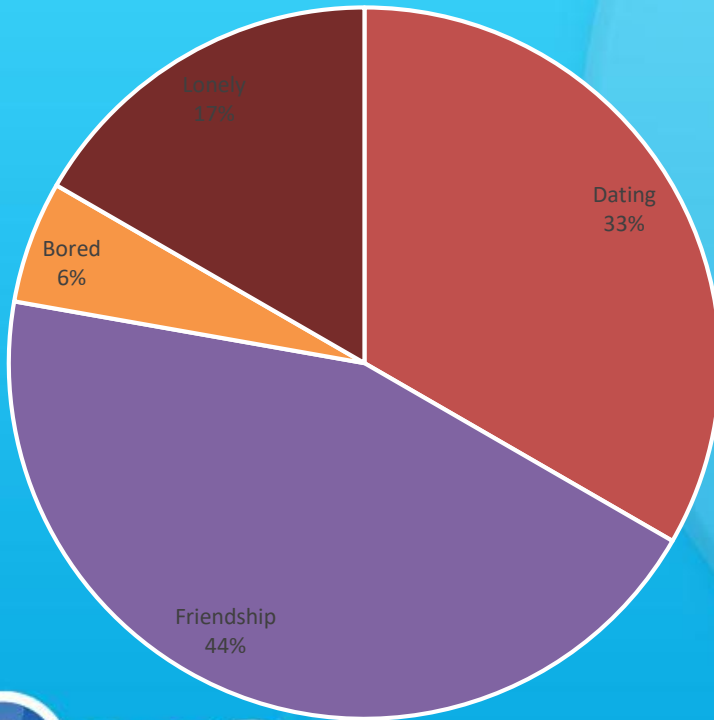
SNAP SCHOOL COUNSELING

❖ **What would you say are the main reasons that teens use social media?**

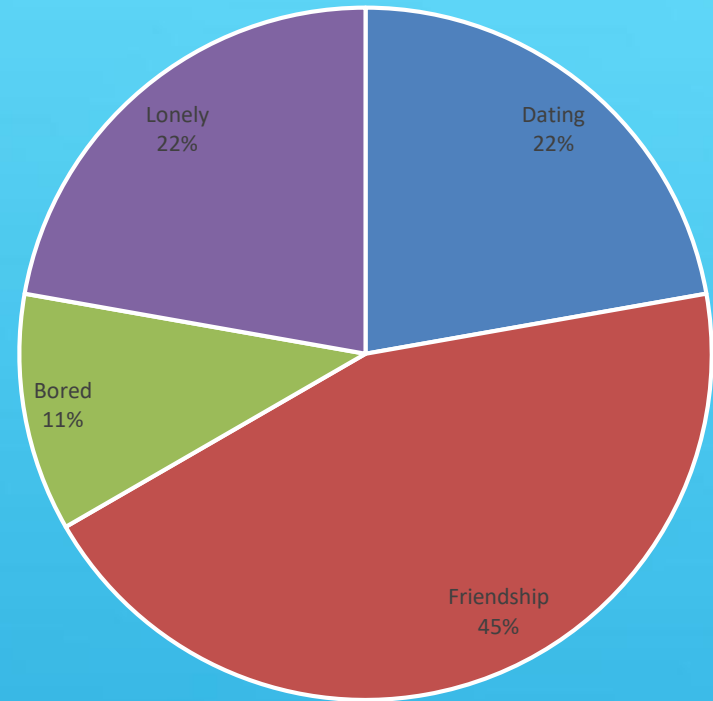❖ **What things do you know or have heard about social media and students?**

INFORMAL SURVEY RESULTS

Females Reasons for Social Media

Lonely
17%

Dating
33%

Bored
6%

Friendship
44%

Males Reasons for Social Media

Lonely
22%

Dating
22%

Bored
11%

Friendship
45%

SOCIAL MEDIA PLATFORMS

- **Social media is and can be:**
  - *a wonderful source of learning and insight,*
  - a great way to encounter people and ideas whose paths you may have otherwise never crossed,
  - It's immediacy in sharing information makes it appealing to all!

SOCIAL MEDIA PLATFORMS

- **Social Media is:**
  - **the approach or channel for online communication focused on or dedicated to *community-based input*, *interaction*, *content-sharing* and *collaboration*.**
    - **Purposes such as,**
      - **social networking,**
      - **forums/discussion boards,**
      - **Mini or micro blogging,**
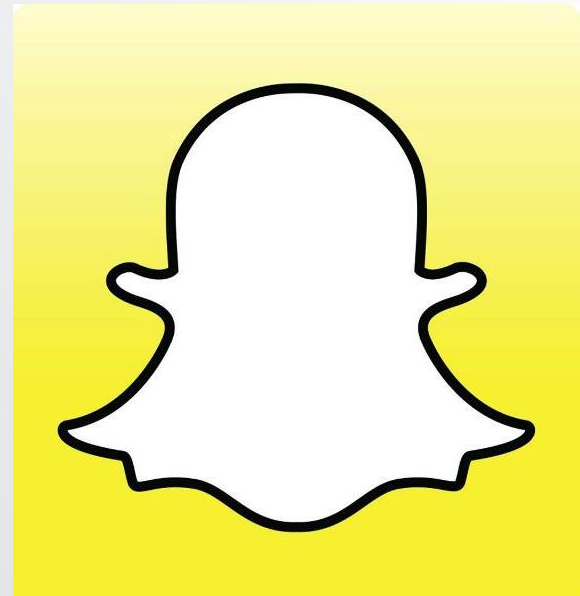   - **social bookmarking.**

SOCIAL MEDIA PLATFORMS

- **For kids and teens, social media is an essential part of their lives, much the way telephones were important to us at their age.**

- **About 90% of teens have used some form of social media and 75% have a profile on a social networking site.**

- **More than half of all American teens visit social networking sites every day.**

1

Snapchat

SOCIAL MEDIA PLATFORM

- *Most popular private messaging app for photos and short videos, which are automatically deleted after they've been viewed for a few seconds.*
    - **For teens, this *"self-destructing"* feature is a big part of what makes Snapchat so appealing, encouraging kids to interact more given that all their previous snaps disappear.**
    - **Privacy, sexting and screenshot saving has posed some of the most problematic issues for this platform.**
    - **A lot of images from Snapchat are regularly posted to revenge porn sites, called "*snap porn*."**

#2

Instagram

SOCIAL MEDIA PLATFORM

- *With over 400 million users, Instagram has exploded into a massive social media network. Not only are adults taking to the site, but so are teens.*

- *Instagram is a social networking app designed to share photos and videos.*

  - **Instagram's popularity is skyrocketing with approximately 52% of American teens ages 13-17 reporting using the site.**

#3

Facebook

SOCIAL MEDIA PLATFORM

- *While there have been reports that Facebook's popularity with teens is beginning to fade, surveys show that it's still very popular. Approximately 71% of American teens ages 13-17 report using Facebook.*
  - **It is one of the most user-friendly social networking sites. Creating a profile is super easy. The site helps members identify people they may know based on their age, geographical location, school, etc.**
  - *For teens, Facebook provides a place to virtually hangout and connect with friends.*

#4

SOCIAL MEDIA PLATFORM

- *WhatsApp had over 900 million monthly active users as of January 2017, and they're not just using the texting feature.*

- *WhatsApp also lets you post status updates, send video, share your location and make voice/video calls over the internet.*

  - **Actually owned by Facebook but they do not overlap.**

#5

Twitter

SOCIAL MEDIA PLATFORM

- *Teens like using Twitter, a miroblogging social network, not only because it is a big resource for getting real-time news but also because of it's ability to connecting with high-profile individuals and celebs (like musicians, bands, actors, politicians, etc.).*
  - Twitter is very simple to use from a mobile device making it convenient to access. Of course, with its integration of embedded multimedia like photos, articles, and videos in tweets through *Twitter Cards*, the visual component that most kids really love, can get that on Twitter too.

#6

Tumblr

SOCIAL MEDIA PLATFORM

- *Tumblr is one of the web's most popular blogging platforms, and a lot of teens have admittedly traded in their Facebook accounts for a Tumblr blog instead.*
  - Like Snapchat and Instagram, Tumblr is largely dominated by visual content and has become one of the number one platforms for animated GIF sharing.
  - Although Tumblr allows its users to create blog posts in all sorts of formats like text, audio, quote, and dialogue, it is arguably *the visual content* - the photos, videos, and GIFs, is what makes it appealing.

#7

Whisper

SOCIAL MEDIA PLATFORM

- **Whisper is a social "confessional" app that allows users to post whatever's on their minds, paired with an image.**

- *With all the emotions running through teens, anonymous outlets give them the freedom to share their feelings without fear of judgment.*

- **Whispers are often sexual in nature. Some users use the app to try to hook up with people nearby, while others post "confessions" of desire. Lots of eye-catching, nearly nude pics accompany these shared secrets.**

SOCIAL MEDIA PLATFORM

- **The content in Whisper can be *dark*.**

- **People normally don't confess sunshine and rainbows; *common Whisper topics include insecurity, depression, substance abuse, and various lies told to teachers, employers and parents.***

- **Although it's anonymous to start, it may not stay that way.**

- **The app encourages users to exchange personal information in the "*Meet Up*" section.**

#8

Amino

SOCIAL MEDIA PLATFORM

- *Amino - Communities, Chat, Forums, and Groups* **is an interest-based app that lets users find people who are into the same things. Teens can join groups -- or create them -- and then post within the group, follow other users, and chat with them via text, voice, or video.**

- **Contact with strangers is part of the experience.**

- **Unless a teen is in a closed group, everything they post is public, and other users can search for them.**

- *Mature content and bullying is common.*

- **Since each community makes its own rules,** *profanity, sexual references, and violent content* **are a part of some forums.**

- **A lot of what teens see, who they meet, and what people post is determined by the groups they decide to join, as some are very tame and some are definitely not for kids.**

SOCIAL MEDIA PLATFORM

- *YouTube* **is wildly popular with teens and tweens, who visit it at a level that has almost doubled in the past three years.**

- **YouTube has added a strong influencer and vlogger base to what was once primarily a passive content consumption website, and the teens love it.**

- **In 2018, YouTube became the most popular social app among American 13- to 18-year-old teens.**

#10

Kik Messenger

SOCIAL MEDIA PLATFORM

- Like *WhatsApp*, *Kik* has become an insanely popular messaging app for teens who like to chat with their friends. It's just one of the other fast and intuitive messaging apps used as an alternative to SMS (cell phone) texting, requiring only a username rather than a phone number.

- In Kik, you can communicate with the world through a chat interface.

- If you take a look on Instagram, you'll notice that a lot of profiles list Kik usernames in the bios so that other Instagrammers have some way to contact them privately.

SOCIAL MEDIA PLATFORM

- **It is important to note other social media platforms that are rising in popularity among teens that parents, guardians and educators need to be aware of include:**

  - *Ask.fm. is a popular social networking sites that is almost exclusively used by kids. It is a Q&A site where users can ask other users questions anonymously. The problem is that kids sometimes target one person and the questions get nasty. It is cyberbullying with no chance of ever getting caught. Ask.fm had been associated with nine documented cases of suicide in the U.S. and the U.K.*

SOCIAL MEDIA PLATFORM

- *Tinder* is a popular app used for hooking-up and dating that allows users to "rate" profiles and locate hookups via GPS tracking. It is too easy for adults and minors to find one another. The rating system can be used for cyber-bullying; a group of kids can target another kid and intentionally make his/her rating go down.

- Tinder is advertised as having 30 billion users and is *"the world's most popular App for meeting new people."*

SOCIAL MEDIA PLATFORM

- *Blendr* is an App that is used to meet new people nearby. It uses GPS location services.

- Users can message, exchange photos and videos, and rate the "hotness" of other users (encouraging kids to engage in superficial values at best).

- Since there are no authentication requirements, sexual predators can contact minors and minors can also hook up with adults!

- **Others…….**

APPS to HIDE APPS

If you have any experience with teens and tweens, it is not uncommon that when an adult walks up to, behind or near them while they are on their device, to see then turn away, or even turn their device of!

APPS to HIDE APPS

- **Not everything online is evil, nor does danger lurk behind every new app that comes to market.**

- **But keeping up with teens' and preteens' online activities can be a challenge — frustrating, futile and something bound to make you feel inept.**

- **While no app poses a danger in and of itself, many do provide kids with an opportunity to make bad choices.**

APPS to HIDE APPS

- **Bullies and rule-breaking have been around for generation, however they were pretty much done within plain view.**

- **Today, social media, makes the possibilities of such heinous behaviors invisible in many cases; as a matter of fact, what is happening behind all of those screens is simply terrifying.**

- **Many apps for smartphones make it very difficult to prevent strangers from contacting children and teens!**

  - *The following are a list of Apps to look for on your students' device!*

APPS to HIDE APPS

- **AppLocker:**
  - **Audio Manager is one of the top Applockers used by teens to hide other Apps with photos, videos, messages and even calls in the person's phone memory.**

  - **Teens have admitted that Audo Manager is used to hide nude and other inappropriate photos and videos.**

APPS to HIDE APPS

- **Calculator% is a *Hide It Pro* App with a calculator icon posing as something it isn't.**

- **Calculator% and other Hide It Pro Apps look like a normal calculator App but when teens push a button within the app they can hide all inappropriate pictures. "*It's a key way teens are hiding their nude pictures from their parents*."**

- **Last fall, there was a headline-making case in a Colorado high school where teens used calculator apps to hide a huge sexting ring from parents and school officials.**

APPS to HIDE APPS

- **Vaulty will not only store photos and videos away from adult "*spying*" eyes, but it also will snap a photo of anyone who tries to access the "vault" with the wrong password.**

- *A teen with a vaulty on his/her phone is definitely hiding things!*

APPS to HIDE APPS

- **Other ways to find hidden activity is through unexplained blanks or missing data from their smartphones.**
  - Over 70% of teens have hidden online activity from their parents.
  - 53% achieve this by clearing their browser history,
  - 34% hide or delete messages, photos, or videos.
- **Other red-flag behaviors include…**
  - Hiding their screen or turning off their device when you enter the room.
  - Refusing to hand over their passwords.
  - A sudden increase in media usage; new apps can be "addictive" and take up a lot of time.

SOCIAL MEDIA & TEENS: FACTS and FIGURES!

SOCIAL MEDIA & TEENS: FACTS

- **The research group, http://www.pewresearch.org/ conducts extensive research annually on a plethora of topics pertinent to trends in the USA.**

- *Social media and social media use in teens is no exception.*
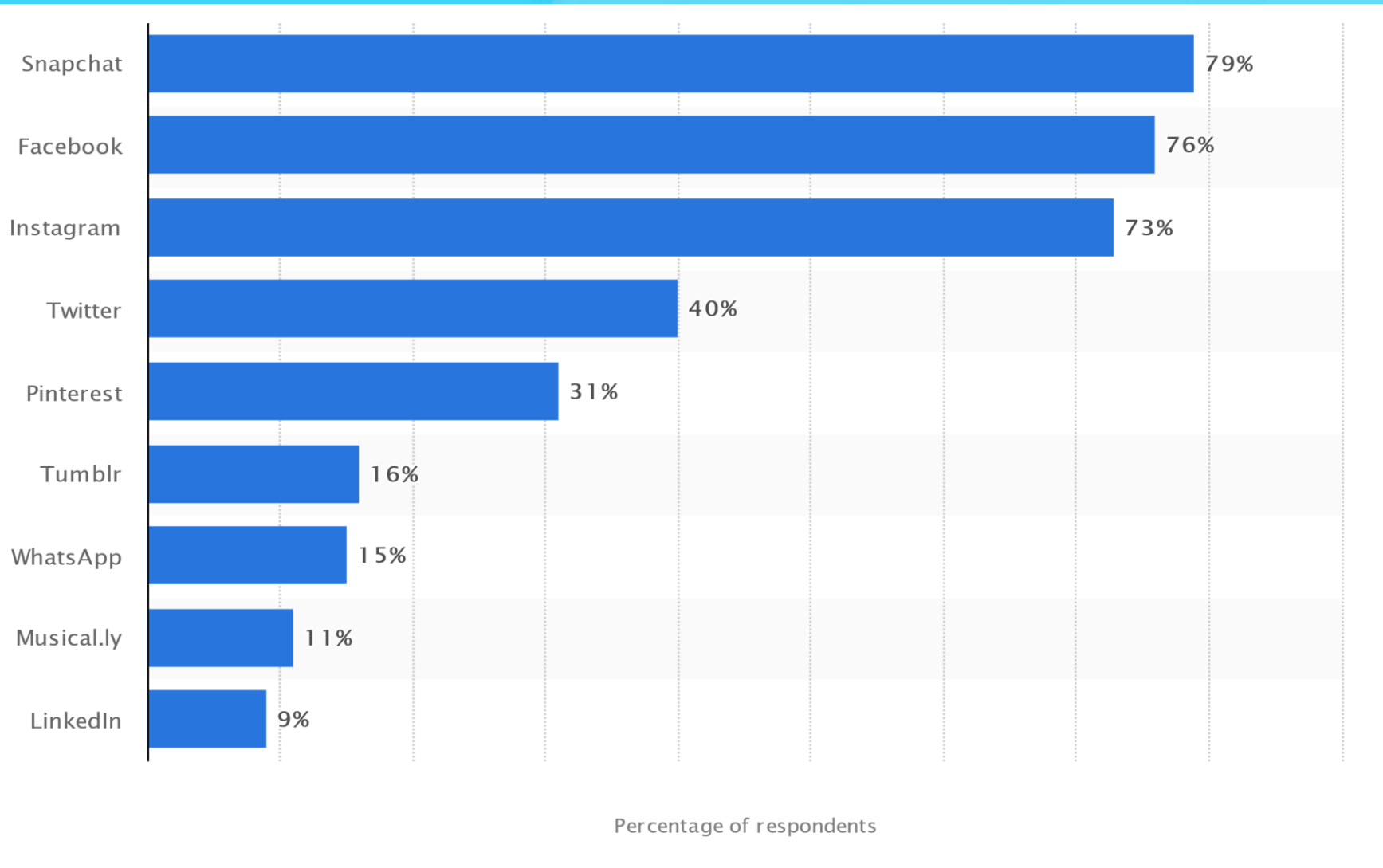
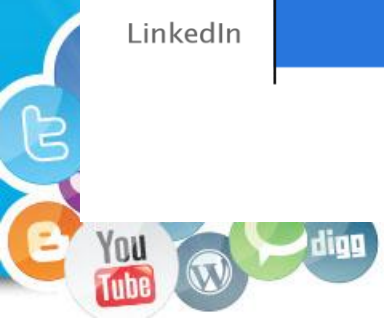- **Here are a few facts about teens, 13 – 17.**

SOCIAL MEDIA & TEENS: FACTS

- **Teens love the internet!!**
  - 2 in 4 use social media almost constantly.
  - 96% of teens report going online at least once a day, and 86% admit they go online "several times" a day.
  - 90% of teens ages 13-17 say they have a cell phone, and 100% say they use them to text.
  - 91% of teens say they use more than one social network platform.
  - 73% of responding internet users aged 13 to 24 used social photo sharing app such as Instagram.

SOCIAL MEDIA & TEENS: FACTS

Platform	Percentage
Snapchat	79%
Facebook	76%
Instagram	73%
Twitter	40%
Pinterest	31%
Tumblr	16%
WhatsApp	15%
Musical.ly	11%
LinkedIn	9%

Percentage of respondents

SOCIAL MEDIA & TEENS: FACTS

- **Teens' social media use differs by gender.**
  - *Boys use Facebook and YouTube most often; while girls prefer using visually-oriented platforms such as SnapChat and Instagram.*
- **Teens share their personal information including where they life, their current location, and also when and where they are traveling.**
- **Teens use social media for romance.**
  - *In the role of technology in teen romantic relationships, half of teens say they've used a social networking sites to express romantic interest in someone and also to display their romantic relationships.*

SOCIAL MEDIA: BENEFITS & DANGERS

SOCIAL MEDIA: BENEFITS

- **Despite the negatives we have heard about the use of social media, their use actually do have distinct advantages.**
  - *Boosts self esteem*
    - **Social media provides a place where teens can freely express themselves in groups and on fan pages that they are interested in and which reflect their own unique personality. This empowers them and makes them know that their opinion counts, thus boosting their self-esteem. Their confidence online is also transferred to their physical lives where they are able to pursue their passions to the fullest.**

SOCIAL MEDIA: BENEFITS

- *Helps teens with disabilities interact at the same level with others*
  - **Many times, teens with disabilities do not get an equal chance to interact with others. However, social media offers an equal opportunity to everyone. Teens with disabilities can do all of the activities that their fellow teenagers do on social media. This makes them feel that they actually belong**

SOCIAL MEDIA: BENEFITS

- *Assists in getting jobs*
  - **There are many jobs posted and applied for with the use of social media. Whether they are part time, full time, volunteer positions, internships or contract jobs, they can all be found on social media platforms that provide users with the ability to create their own unique profile of skills and interests, thus allowing teens to have access to new job opportunities especially from their locality.**

SOCIAL MEDIA: BENEFITS

- **Others reasons included:**
  - *Keep up to date with the current technology*
  - *They become more informed about current affairs.*
  - *It is easier to study and carry out research work.*

SOCIAL MEDIA: DANGERS

- **There are real and eminent dangers in using or misusing social media for teens:**
  - *Teens are exposed to cyberbullying*
    - Cyberbullying is one of the more negative influences that presents itself in social media. It gives a platform for cyberbullies to taunt and bully others. It is easier to bully others through social media than to do it physically. Due to the huge level of networking offered by social media, cyberbullying moves from bad to worse in a matter of days causing long lasting pain.

SOCIAL MEDIA: DANGERS

- *Destroys social skills*
  - The increase in the time spent interacting in the virtual world of social media affects the face to face communication and social skills of teenagers.
  - Teens who are quite outspoken on social media can be quite reserved when engaging in face to face interactions.

SOCIAL MEDIA: DANGERS

- *Leads to disclosing of too much information*
  - Social media has a way of making teens disclose a lot of information that they would not disclose face to face.
    - Where one lives,
    - Where they go to school,
    - That they have money and how much, and
    - Other personal details.

SOCIAL MEDIA: DANGERS

- *Isolation of kids with disabilities*
- *Decrease in productivity levels*
- *Posting, sharing, liking photos of guns, violence, theft and other criminal activities*
- *Issues of sexting, pornography, etc.*

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- **Settle Your Glitter by Momentous Institute**
- **Stop, Breathe & Think Kids: Focus, Calm & Sleep by Stop, Breathe & Think**
- **Breathing Bubbles by Momentous Institute**
- **iTouchiLearn Feelings for Preschool Kids Free by Staytoooned**
- **Social Stories Creator and Library by Touch Autism**
- **TF-CBT Triangle of Life by Allegheny Health Network**
- **FOCUS On the Go! by University of California, Los Angeles**

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- **Best Practices:**
  - **Tips for Parents (see Handout)**

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