

SOCIAL MEDIA CHEAT SHEET

	Overview	Teen Female vs. Male Usage ¹	Minimum Age	Privacy and Safety Features	Things to Consider
TikTok 	TikTok is used to share and view 1-10 minute long videos including personal thoughts, tutorials, dances, and more.	70% Female 66% Male	13	- TikTok Digital Well-being - Restricted Mode - Family Pairing	- TikTok "challenges" can become unsafe or inappropriate for youth and teens - While content is reviewed, what some consider appropriate may not be to others - Comment sections are often flooded with negative or harmful comments, but users can change video settings to restrict comments on their video
Snapchat 	Snapchat allows users to send "snaps" (photos or videos) which will disappear after being viewed.	66% Female 62% Male	13	- Change contact settings - Disable "show me in quick add" setting - Enable "ghost mode" to prevent location sharing	- Snaps disappear after they are viewed, which can make sending hurtful or inappropriate messages easy to get away with - Photos or messages can be screenshots or saved in the chat but the sender will be notified
Instagram 	Instagram is a platform where you can post and view photos and videos, allowing users to connect with friends, family, brands, celebrities, and influencers.	78% Female 62% Male	13	Supervision option lets parents link their social media accounts to their child's account to supervise activity	- Instagram influencers and celebrities are often followed and idolized by youth and teens - Posts can perpetuate the image of living "perfect lives" "Instagram vs. reality" is an important topic to address with young people
Twitter 	Twitter is a social media platform designed to connect people and allow them to share their thoughts through short posts called tweets.	20% Female 23% Male	13	- Privacy settings can adjust who can tag, follow, and message users - Safety Mode will automatically block abusive language and spam accounts	- Twitter is automatically public which makes it easier to interact with strangers - Twitter is permanent and even if accounts are changed to private, tweets sent from a public account remain public - Often used as a way to spread news-with many tragedies occurring daily, it's important to discuss the impact of news and how to cope
YouTube 	YouTube is a video sharing platform where users can watch, like, share, comment, and upload their own videos.	80% Female 86% Male	Must be 13 to have own account, but children of all ages may use if enabled by a parent or guardian.	- YouTube supervised Google account - YouTube Kids app - YouTube Family Guide	Without parental controls, youth can look up virtually anything, including explicit content
Facebook 	Facebook allows users to stay connected to others through messages, posts, and videos. Users can discover what's going on in the world, join groups, and share thoughts and life updates.	40% Female 40% Male	13	Privacy, timeline, and tagging settings can all be changed to help protect user's accounts and safety.	While Facebook may not be the primary form of social media used by youth anymore, it can be used for cyberbullying and catfishing
Pinterest 	Pinterest is a social site where you can collect and share images to "boards," often allowing for discovery of ideas.	30% Female 8% Male	13	Customizable privacy settings	Possibility of seeing inappropriate, offensive, or troublesome images (i.e. pictures glorifying eating disorders) on public boards
Discord 	Discord is a voice, video, and text chat app organized by topic channels that allows users to talk and hang out with communities and friends.	18% Female 29% Male	13	Safe Direct Messaging can automatically scan and delete direct messages containing explicit content	- Discord is used by predators to contact youth - Has become increasingly used for cyberbullying - Has been used for criminal activity and spreading troublesome ideologies and explicit content
Reddit 	Reddit has many forums where people can share news, pop culture, personal experiences, or other content. Content is socially promoted through site members voting.	7% Female 14% Male	13	- Profile settings can be altered to keep minors more anonymous - Privacy settings can be customized - Content preferences can disable adult content from being shown	- Reddit threads are often not based on fact, but on opinion - Threads can be filled with gossip, theories, controversial topics, and personal experiences - Reddit communities provide space for people to share, but may be unsafe, inappropriate, or triggering for youth to read - Personal details of users have been revealed, resulting in harassment
WhatsApp 	WhatsApp is a messenger app used to send and receive texts, images, audio, or video via the internet instead of cell phone service.	Data unavailable	13-16 Depending on country	Customizable privacy settings	- Messages from strangers may contain viruses or be scams - Can be hard to monitor if "disappearing messages" feature is enabled - Has been used for cyberbullying - There is no filter for adult content
BeReal 	BeReal is a photo sharing app that allows you to share photos only once a day. It is designed to show your life without filters in authentic moments.	Data unavailable	13	Customizable privacy settings	By providing daily snapshots into their actual lives, young people could make it easier for others to figure out their routines and behaviors