social media

What you need to know.
Presented by Elle Walls
Kiwanis International Foundation
Communications specialist
Social media

Websites and applications that enable users to create and share content or to participate in social networking.
Hashtag

Groups together similar content or used as a punch line to a joke.
What social media apps are teens into?
Top ten

1. Facebook
2. Instagram
3. Twitter
4. Snapchat
5. Tumblr
6. Pinterest
7. Google Plus
8. Kik Messenger
9. WhatsApp
10. Vine
Top four

95%  Facebook
90%  Instagram
83%  Snapchat
69%  Twitter
Top app to watch: Facebook
Facebook login screen on a mobile device.
Facebook

- 24% Log in to other apps
- 44% Browse profiles
- 47% Share photos
- 57% My friends are using it
- 71% Keep in touch with family

+School Projects/Organization updates
Top app to watch: Twitter
Top app to watch: Instagram
Why it’s popular:

Instagram unites the most popular features of social media sites: sharing, seeing and commenting on photos. Instagram also lets you apply fun filters and effects to your photos, making them look high-quality and artistic.
Top app to watch: Snapchat
Why it’s popular:

Snapchat’s creators intended the app’s fleeting images to be a way for teens to share fun, light moments without the risk of having them go public.
6 How often and when are teens on social media?
When are they active?

- Anytime I'm bored: 55%
- In bed before falling asleep: 15%
- Evening: 15%
- Afternoon: 10%
- Morning: 5%
Push notifications

17% Do NOT receive push notifications for social media

83% DO receive push notifications for social media

41% Check their phone any time they receive a push notification
Who are they following?
Who are they following?

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>99%</td>
<td>Friends</td>
</tr>
<tr>
<td>77%</td>
<td>Family</td>
</tr>
<tr>
<td>72%</td>
<td>Non-profit orgs</td>
</tr>
<tr>
<td>53%</td>
<td>Celebrities</td>
</tr>
<tr>
<td>51%</td>
<td>My school</td>
</tr>
<tr>
<td>41%</td>
<td>Brands</td>
</tr>
</tbody>
</table>
How many teens are posting anonymously?
I love these 10 cute motivational posts from chibird.

#motivational posts  #doodle  #chibird
9,563 notes
33% Use some form of social media anonymously or under a different persona

67% Do NOT use social media anonymously or under a different persona
How important is receiving feedback?
Importance of feedback

- Extremely important: 1%
- Very important: 13%
- Moderately important: 32%
- Slightly important: 37%
- Not important at all: 17%
What apps are “okay” for adults to use?
Questions?

Elle Walls
ewalls@kiwanis.org
317-217-6222