



# Youth Innovation

Conference

Scroll, Snap, Share:  
Social Media's Grip  
on Youth

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# Scroll, Snap, Share - Social Media's Grip on Youth

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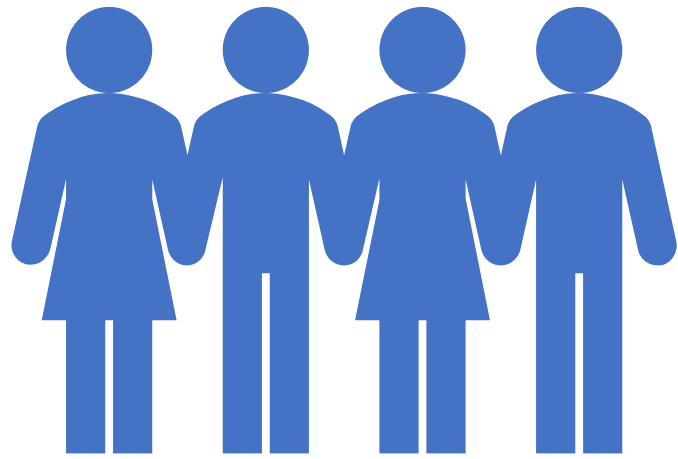


## Social media – what is it?

- Platforms that allow their users to share information with virtual communities.
- It allows people to interact with one another without being near each other.

- With as many as 99% of young people using social media on a day to day basis, the most popular social media platforms consist of;
  - YouTube (93%)
  - Instagram (76%)
  - TikTok (68%)
  - Snapchat (65%)





## Benefits of social media

- Connecting communities
- Self expression
- Opportunities
- Form and maintain relations

# Potential harms

- Poor mental health outcomes
- Cyber bullying
- Difficulty differentiating social media and reality





# Marketing and branding

- Expanding target audience
- More outreach
- Targeted ads
- Engagement



Quiz time



Thank you for attending  
my workshop. I look  
forward to any and all  
feedback

