

RAISED IN A DIGITAL WORLD

HOW SOCIAL MEDIA IMPACTS YOUNG PEOPLE



Over the past decade, social media has become such an integral part of our lives that it's hard to imagine a world without it.

Platforms such as Facebook, Instagram, and Twitter allow us to be connected to the outside world 24/7, all year round.

But as social media usage continues to grow and sites gain popularity, we need to be aware of the impact it has on young people.

ACCESS TO THE INTERNET

USE OF SOCIAL MEDIA²



GLOBALLY*
1/3
OF INTERNET USERS
ARE CHILDREN¹

MORE THAN
90%
OF CHILDREN ACCESS THE
INTERNET AT HOME¹



ALMOST
1/2
OF CHILDREN BETWEEN
THE AGES OF 10 AND 12

ALMOST
1/3
OF CHILDREN BETWEEN
THE AGES OF 7 AND 9

*Under the age of 18-years-old

MENTAL HEALTH**



Young people who spent 3+ hours on social media per day were more at risk of mental health issues (e.g. anxiety, depression, and antisocial behavior).³

CYBER BULLYING



A study conducted in Europe among 10-18-year-olds, found that more than 50% of participants had been victims of cyber bullying.⁴

FAKE NEWS



Between 32-77% of children acknowledged that they are unable to verify whether the information they read online was true or not.¹

**According to a study conducted in the US in 2019

SOCIAL MEDIA

PROS AND CONS



- ⊕ Easy access to learn new skills
- ⊕ Educational
- ⊕ Boosts creativity
- ⊕ Can help to make friends

- ⊖ Can be addictive
- ⊖ Cyberbullying and online predators
- ⊖ Oversharing information
- ⊖ Access to fake news



WHAT CAN PARENTS DO TO HELP?

ENSURE THAT YOUR CHILD IS READY

As a parent, you know your child best. Just because your child is old enough to be on social media, doesn't mean they are emotionally ready.

SPEAK TO YOUR CHILD

Be open with your child about the pros and cons of social media and keep the lines of communication open.

SET LIMITS

It's recommended that screen time should be limited to two hours per day, so agree to screen time limits upfront. For younger children, it's best to forbid the use of screens right before bedtime. There are a number of apps that can help.

KEEP AN EYE OUT

You're entitled to know what your child is exposed to online, so monitor their usage by checking which apps they're on and decide whether they're appropriate.

SET THE EXAMPLE

While this isn't always easy, try to practice healthy social media habits yourself - at least in front of your child.

