Role and Impact of Social Media on Behavioral Health Prevention

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Disclosure Statement

Relevant Financial Relationships:

- Employed as COO at Community Assisted and Supported Living, Inc.
- Serves as a consultant to and receives compensation from Trust But Verify, LLC

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Learning Objectives:

Participants will:

- Learn about the rates of social media use among young people and their preferred social media platforms
- Discover youth perspectives on social media and its positive and negative impacts on their lives
- Explore ideas for using social media as a prevention tool and support for mental wellbeing
The Primary Social Media Platforms used by Teens ages 13-17 years old
What is Facebook?

- Facebook is a social networking site that makes it easy for you to connect and share with family and friends online. Originally designed for college students, Facebook was created in 2004 by Mark Zuckerberg while he was enrolled at Harvard University. By 2006, anyone over the age of 13 with a valid email address could join Facebook. Today, Facebook is the world's largest social network, with more than 1 billion users worldwide. Very few youth use Facebook as it is considered an “Old Person’s” app.

(GCFGlobal.Org, 2022)
What is YouTube?

- YouTube is a free video sharing website that makes it easy to watch online videos. You can even create and upload your own videos to share with others. Originally created in 2005, YouTube is now one of the most popular sites on the Web, with visitors watching around 6 billion hours of video every month. If you've ever watched a video online, there's a good chance it was a YouTube video.

(GCFGlobal.Org, 2022)
What is TikTok?

- TikTok (formerly Musical.ly) is a **social media platform for creating, sharing and discovering short videos**. The app is used by young people as an outlet to express themselves through singing, dancing, comedy, and lip-syncing, and allows users to create videos and share them across a community.

(Webwise.ie, 2021)
What is Instagram?

- Instagram is a popular **photo-sharing app** for smartphones. Compared with other social networks, Instagram is relatively simple—it's focused mainly on sharing photos and videos with your friends.

(GCFGlobal.Org, 2022)
What is Snapchat?

- Snapchat is a free **messaging and social networking app** for smartphones. Available for both **Android** and **iOS**, Snapchat allows you to send **text messages, pictures, and short videos** to friends and family. What makes Snapchat unique is that most of these messages are **temporary**. For example, after someone views a photo or video you've shared, it will disappear and cannot be viewed again.

(GCFGlobal.Org, 2022)
What is WhatsApp?

- WhatsApp is a free messaging app for Android smartphones, iPhones, Mac computers, and Windows PCs. It allows you to make calls and send texts, images, videos, voice recordings, and documents up to 100 MB. You can even video group chat with up to 8 people. These functions are free as long as you use WiFi.

(TechUntold, 2022)
What is Twitter?

- Twitter is an online news and social networking site where people communicate in short messages called tweets. Tweeting is posting short messages for anyone who follows you on Twitter, with the hope that your words are useful and interesting to someone in your audience. Another description of Twitter and tweeting might be micropublogging. Some people use Twitter to discover interesting people and companies online, opting to follow their tweets.

(Lifewire, 2021)
What is Twitch?

- Twitch is a live streaming platform for gamers. The primary focus on Twitch is video games. Users can watch other people playing games, interact with other viewers, or live stream their own gameplay to the world. Lots of different games are streamed, with popular titles such as Fortnite, Teamfight Tactics, League of Legends, and Grand Theft Auto V being among the most watched. Streamers also have the potential to earn money through subscriptions and Twitch partnerships. The platform’s biggest star ‘Ninja’ has more than 11 million followers, and reportedly earns over $500,000 per month.
What is Reddit?

- Reddit is a website where users can **view and share links or text posts** for others to see. These posts range from pictures and videos to news and discussion threads. With hundreds of millions of users, Reddit has become one of the most popular websites globally and has provided a platform for up-to-date news and trends. Because Reddit is a public forum, **certain content may be offensive or negative to some people.** It's probably a good idea to stay off Reddit while in formal places, like your workplace or at school.

(GCFGlobal.Org, 2022)
What is Tumblr?

• “Tumblr lets you effortlessly share anything. Post text, photos, quotes, links, music, and videos from your browser, phone, desktop, email or wherever you happen to be.” It is a cross between a social networking site (like Facebook and Twitter) and a blog. It is often described as ‘microblog’ as people usually post short snippets of text and quick snaps as opposed to longer diary style entries found in more traditional blogs.

• Tumblr appears to have a younger user demographic in comparison with other social networks. To register for a Tumblr blog, you must be over thirteen years of age. Currently hosting over 217 million separate blogs with 420 million users.

(Webwise.ie, 2018)
Poll: What are the top three social media platforms you use?
Poll: What are the top three social media platforms adolescents use?
Teen Social Media Usage

(Common Sense Media for Families, 2018)
Since 2014-15, TikTok has arisen; Facebook usage has dropped; Instagram, Snapchat have grown

About one-in-five teens visit or use YouTube “almost constantly”

54% of teens say it would be hard to give up social media

Nearly all teens in 2022 have access to a smartphone, up from 73% in 2014-15

(Pew Research Center, 2022)
Teens in lower-income households are less likely to report having a computer, gaming console

Black, Hispanic teens more likely than White teens to say they are online almost constantly

Teen girls are more likely than boys to use TikTok, Instagram, and Snapchat; teen boys more likely to use Twitch, Reddit, and YouTube; and Black teens are especially drawn to TikTok compared to White and Hispanic teens

Older teens are more likely than younger teens to say it would be hard to give up social media

(Pew Research Center, 2022)
Cell Phone Addiction – Tanner Welton

(TEDxLangleyED, 2019)
Sample Social Media Terms

- Algorithm
- Curated Content
- Digital Tribalism
- FOMO
- Social Media Challenge
- Social Media Communities
- Social Media Filters
- Social Media Influencer

(Social Media Terms and Definitions to Know, 2020)
Social Media Addiction - How It Changes Your Brain

(Social Media Addiction - How It Changes Your Brain | Luke Burgis | Big Think, 2021)
Social Media and the Brain

- Our smartphones are little dopamine stimulators.
- Social media makes us bad at multitasking.
- Just like gambling or substance addiction, social media addiction involves broken reward pathways in our brains.
- Our reward centers in our brains are most active when we’re talking about ourselves. In real life, people talk about themselves 30% to 40% of the time, but on social media, people talk about themselves 80% of the time.

(McSweeney, 2019)
Teen Voices: Who are You on Social Media?
How might social media be used for substance abuse prevention and support mental wellbeing?

- Create TikTok, YouTube, and Instagram profiles that give individuals in recovery a forum to share their experience, strength, and hope!
- Work with adolescents to scour social media platforms for examples of positive peer influences and share links.
- Create social media campaigns using hashtags. For example, a week could be dedicated to suicide prevention and awareness.
- Create a campaign competition between schools to get “likes” for positive activities posted online.
How might social media be used for substance abuse prevention and support mental wellbeing?

- Create communities (such as subreddit) related to mental wellbeing and substance abuse prevention that promote healthy strategies, self-care tips, etc.
- Create healthy lifestyle “challenges” online that are fun!

Go to the youth in your community as “They are the experts!”
Please share in the chat how you are using social media in your prevention work!
Closing Questions?


References and Resources


References and Resources

- **Voices of Youth: Substance Use Vignettes.** YouTube. Michigan Medicine. (2019, October 1). Retrieved September 12, 2022, from [https://www.youtube.com/watch?v=KvAkCcZEIaQ](https://www.youtube.com/watch?v=KvAkCcZEIaQ)


- Welton, T. (2019, June 10). *Cell Phone Addiction | Tanner Welton | TEDxLangleyED.* YouTube. [https://www.youtube.com/watch?v=qBbEXJ-Uqi0](https://www.youtube.com/watch?v=qBbEXJ-Uqi0)


Social Media Terms

**Algorithm** - Algorithms in social media platforms can be defined as technical means of sorting posts based on relevancy instead of publish time, in order to prioritize which content an user sees first according to the likelihood that they will actually engage with such content. For example, the posts which are recommended to you when you scroll through your Instagram feed, or the stories of your friends that appear first on the dashboard, are determined by algorithms.

**Curated Content** - is the process of gathering existing information like blog posts, social media posts, and videos written and shared by other people or brands and sharing it with your followers.

**Digital Tribalism** - algorithms expose us mostly to the ideology of one “digital tribe”—the same way my Instagram world became only super fit and active people. This is how one’s Matrix can become the extremes of conservatism, liberalism, different religions, climate change worriers or deniers, or other ideologies. Members of each tribe keep consuming and feeding one another the same ideology while policing one another against opening up to “the others.”

**FOMO** - The fear of missing out refers to the feeling or perception that others are having more fun, living better lives, or experiencing better things than you are. It involves a deep sense of envy and affects self-esteem. It is often exacerbated by social media sites like Instagram and Facebook.
Social Media Terms

Social Media Challenge - Social media challenges typically involve users recording themselves performing unusual, dramatic, funny, or risky actions and sharing this content with others who can then perform the act themselves, thereby accepting, completing, and continuing to share the challenge.

Social Media Communities - is a community whose members interact with each other primarily via the Internet. Members of the community usually share common interests. For many, online communities may feel like home, consisting of a "family of invisible friends". Additionally, these "friends" can be connected through gaming communities and gaming companies. Those who wish to be a part of an online community usually have to become a member via a specific site and thereby gain access to specific content or links.

Social Media Filters - Appearance-altering filters on social media, also known as beauty filters, are photo editing tools that use artificial intelligence and computer vision to change facial features.

Social Media Influencer - Influencers in social media are people who have built a reputation for their knowledge and expertise on a specific topic. They make regular posts about that topic on their preferred social media channels and generate large followings of enthusiastic, engaged people who pay close attention to their views.
Social Media Terms Citations


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Thank you for participating!

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