

PARENTS: WHAT YOU WISH YOU KNEW

**A QUICK GUIDE TO THE
BASICS OF SOCIAL MEDIA
(AND THE POTENTIAL RISKS FOR CHILDREN AND TEENS)**

PUBLISHED OCTOBER 2019

PUBLISHED BY LEGACY HEALTH ENDOWMENT

legacyhealthendowment.org

 LHE
Legacy Health Endowment

EXPERT ENDORSEMENTS

“ Legacy Health Endowment has provided a valuable, easy to understand, guide to help parents understand the risks of social media and the impact it may have on their child. I encourage every teacher and education leader to share this with their staff and parents. ”
Scott Kuykendall, Stanislaus County Superintendent of Schools

“ This social media guide will be a great resource for parents in helping understand how various social media outlets operate and the potential impact on their child’s behavioral health. As a Fellow of the American Academy of Pediatrics, I recommend that parents and caregivers carefully review this document and develop their own family media plan for their children. Too much access to social media and media, in general, can mean that children don’t have enough time during the day to play, study, communicate in person with others, or even sleep. The idea is to balance media use, and for parents to understand the consequences of their inactions. ”
Dr. Sunita Saini MD FAAP, Board Certified Pediatrician, Fellow of the American Academy of Pediatrics, Clinical Chief of Pediatrics for Health Services Agency’s Family and Pediatric Health Center, Pediatric Faculty for VCME Residency Training with Scenic Faculty Medical Group

“ This resource will prove invaluable to helping young people acquire the knowledge and confidence they need to engage in social media while being cognizant of good health and strong minds. ”
Dana Trevethan, Superintendent of TUSD

“ First, thank you for and LHE for all that you are doing around student mental health. I am excited to have such a great partner in this effort. I am game for any meetings that need to happen to further your efforts. I am going to have our counselors, administrators, and our nurse take a look at the brochure to provide any input that could be of value. Again, thank you for your continued support and effort in this area. ”
Bryan Ballenger, Ed.D. Superintendent, Gustine Unified School District

“ Informative guide for anyone who wants to help children and youth navigate social media in a healthy way. We will be sharing this resource with our parents and staff. ”
Terry Metzger, Ed.D. Superintendent, Denair Public Schools

“ Navigating social media can be daunting. This tool is invaluable to educators, teachers as well as parents! ”
JoLynn DiGrazia, Director of Westside Ministries



Table of Contents

<u>Letter from Jeffrey Lewis</u>	<u>1</u>
<u>What You Need to Know</u>	<u>2</u>
<u>YouTube</u>	<u>3</u>
<u>Facebook</u>	<u>4</u>
<u>Instagram</u>	<u>5</u>
<u>Snapchat</u>	<u>6</u>
<u>Twitter</u>	<u>7</u>
<u>TikTok</u>	<u>8</u>
<u>Online Safety Management Tools</u>	<u>9</u>
<u>On the Radar</u>	<u>10</u>
<u>Resource Guide/Citations</u>	<u>11</u>
<u>Glossary</u>	<u>12-13</u>

Legacy Health Endowment is a nonprofit healthcare grantmaking foundation that works solely within Merced and Stanislaus Counties in the California Central Valley. LHE is not a hospital or healthcare services provider.

LETTER FROM THE CEO



Dear Parent,

We have created **What You Wish You Knew: A Quick Guide to the Basics of Social Media (and the potential risks for children and teens)** to help parents and guardians better understand the warnings of the most popular social media apps. Included in this guide is advice on what steps you can take to protect your children's mental health.

More information is coming out arguing that there is a correlation between the increased use of social media and poor behavioral health. It has become clear that educating parents and guardians would be helpful and impactful.

It is important to understand that children and teens who use social media are more vulnerable to depression, anxiety, low self-esteem, and even a heightened sense of suicide. And, for some, social media has become their social anxiety disorder. Compounding the problem is the fact that social media apps can lure them in and can become addictive. Behavioral health challenges may worsen the more time spent on social media. Some people are unable to avoid social media for more than every three hours. When users start sharing and comparing their lives to others, the challenges mount and the social anxiety grows. Parents now find themselves in a place that is both unfamiliar and frightening.

The behavioral health challenges facing children and teens is a growing public health crisis, and it worsens without a proper mental health infrastructure to address it. **What You Wish You Knew** is a basic information tool to help you better understand the world of social media, how it can affect your child, and what this may mean to their mental health. Review it, share your comments with us, and start a conversation with your children. We hope to prepare another guide or a podcast on the nexus between social media and behavioral health and what you need to know (and why).

As we learn more about how children and teenagers are using social media, we can further our understanding of how to protect them. And we, as parents, can continue to stay in front of this public health crisis.

Finally, let me thank and honor Isabella Romeo and Conner Duyst who spent the summer of 2019 working with us on this. Their dedication, hard work, and curiosity helped us create this guide. If you have questions or comments, please email me at jeffrey@legacyhealthendowment.org.

Thank you,

A handwritten signature in black ink, appearing to read 'Jeffrey Lewis'. The signature is stylized and cursive.

Jeffrey Lewis
President and CEO
Legacy Health Endowment
jeffrey@legacyhealthendowment.org

THIS COMPREHENSIVE GUIDE WAS DEVELOPED WITH THE MISSION TO EDUCATE PARENTS ON THE APPS THAT THEIR KIDS ARE MOST LIKELY USING, THE POTENTIAL RISKS THAT THESE APPS CARRY, AND OFFER TIPS TO PROTECT CHILDREN'S MENTAL HEALTH. HERE'S WHAT PARENTS WISH THEY KNEW ABOUT THE FIVE MOST POPULAR SOCIAL MEDIA APPS...

Roughly half of all U.S. teens experience a mental health disorder at some point, and one in five suffers severe impairment. ^[7]

Mental health disorders are far more prevalent during adolescence. ^[7]

Approximately 50 percent of disorders develop by age 14, and 75 percent by age 24. ^[7]

2007

Smartphones were introduced

2010-2015

High levels of depressive symptoms increased by 33% in 8th-12th graders ^[1]

The suicide rate for girls in this age group increase by 65% ^[1]

2015

92% of teens and young adults owned a smartphone ^[2]

Most Downloaded Social Networking Apps of 2018 ^[3]



Most Safety Settings to Least



MOST

LEAST



! YOUTUBE WHAT YOU CAN DO:

YOUTUBE IS A VIDEO-SHARING APPLICATION WHERE VISITORS CAN WATCH AND UPLOAD VIDEOS. TEENS TYPICALLY USE YOUTUBE TO WATCH MUSIC VIDEOS, SHOWS, AND SUBSCRIBE TO THEIR FAVORITE VLOGGERS (VIDEO BLOGGERS). IN 2018, 85% OF TEENS SAID THEY USED YOUTUBE. [4]

YOU SHOULD KNOW...

In the last year, YouTube has faced many issues regarding comments left on videos starring minors. YouTube's previous algorithm that was still being used in early 2019 made it easy for pedophiles to find and abuse young children. While YouTube has created a new algorithm and actively removes accounts and comments that are reported or flagged, the comment section still places minors at risk.

Simple clicks on usernames could lead your child to inappropriate material. This material is easily accessible to those who falsely identify as 18 and over and includes profanity, sexual content, drugs, alcohol, and more. Despite the Restricted Mode setting, thumbnails of videos or accounts may still be visible that contain inappropriate content and third-party sites, like 18viewer.com, allow users to watch that restricted content on their website.

YOUTUBE KIDS

After YouTube's struggle with filtering content from minors, the company created YouTube Kids. YouTube Kids is a much more contained environment that lets parents manage what their child views. The app is tailored to kids twelve and under, but may also be used for older children using the "Approved content only" setting. While YouTube has made changes to help protect the content that users see, they are still facing issues with inappropriate content appearing on YouTube Kids. [5]

ADJUST THE PRIVACY SETTINGS

- ▶ Go to **Your Channel** > Click the gear icon > Change the preferred Privacy settings.
- ▶ Click on **Manage your Google Account** > **Personal info & privacy** > **Change Location Sharing, About me, or Search settings** as desired. Adjusting these settings helps protect your child and their account.

CLEAR SEARCH AND WATCH HISTORY

- ▶ Go to **Settings** > Then clear search and watch history to protect your child from inappropriate content appearing on their account.

INSTALL RESTRICTED MODE

- ▶ Go to **Settings** > **Click Restricted Mode** to help filter the content your child sees.

INSTALL YOUTUBE KIDS

- ▶ Screen time management, turning off search, pausing watch history, choosing an experience, and viewing what your child watches are all available settings for parents. Installing YouTube Kids adds an additional filter to the content your child may see on the original YouTube app.

TIP:

Video thumbnails (the cover photo on a video) could contain clickbait to entice a user to click on the video. Clickbait is a form of false advertisement used to grab attention with overexaggerated emotion or images.



TIP:

Facebook Groups have become very popular and more people can be found posting in groups they've joined than posting on their public profile. Some FB Groups are private and some are public.

FACEBOOK SERVES AS A WAY FOR PEOPLE TO CONNECT WITH FAMILY AND FRIENDS, BE ALERTED OF LOCAL EVENTS, SHARE PERSONAL PHOTOS AND VIDEOS, SEND PRIVATE MESSAGES, AND KEEP IN TOUCH WITH PEOPLE FROM ALL OVER THE WORLD. IN 2018, 51% OF TEENS SAID THEY USE FACEBOOK. [4] THOUGH, FACEBOOK IS NOT BEING USED BY THE MAJORITY OF TEENS AND CHILDREN, IT'S STILL RELEVANT AND COULD BE USED BY YOUR CHILD.

! FACEBOOK WHAT YOU CAN DO:

ADJUST THE PRIVACY SETTINGS

- ▶ Go to Settings > View Privacy Shortcuts > Privacy > See more privacy settings > Then limit who can see your child's activity and how people can find and contact them.

LIMIT THIRD-PARTY APP ACCESS

- ▶ Go to Settings > View Privacy Shortcuts > Privacy > See more privacy settings > Check a few important settings > Take the Privacy Checkup to protect your child's account privacy and review apps and websites.

ADJUST THE LOCATION SETTINGS

- ▶ Go to Settings > View Privacy Shortcuts > Privacy > Manage your location settings > Change the device settings and Facebook settings for your child's account.

YOU SHOULD KNOW...

Facebook's default settings make accounts public to all users. With a public account, anyone can view what your child is posting about and post comments. Personal information is also accessible to the public, including the city they live in and phone number. Most websites now allow you to log in using your Facebook account and this could also put accounts at risk of having personal information collected.



TIP:

Some teenagers utilize “finstas,” or false aliases, to post private content. Talk to your child to ensure that they are posting appropriately and if they are posting private content.

INSTAGRAM IS A PLATFORM WHERE USERS CAN PRIMARILY SHARE PHOTOS/VIDEOS. BESIDES THAT, YOU CAN ALSO SEND PRIVATE MESSAGES, AND FOLLOW FRIENDS, FAMILY, PUBLIC FIGURES, AND BRANDS. IN 2018, 72% OF TEENS SAID THEY USED INSTAGRAM. [4]

! INSTAGRAM WHAT YOU CAN DO:

ADJUST THE PRIVACY SETTINGS

- ▶ Go to Settings > Privacy > Adjust Comment, Tags, Story, and Account Privacy settings as desired.

CLEAR SEARCH HISTORY

- ▶ Go to Settings > Security > Clear Search History to adjust the content your child may see on their Discover Page.

YOU SHOULD KNOW...

When anyone creates an Instagram account, their profile will automatically be public to all users and this allows anyone to follow or message them. If the privacy settings are not adjusted, the user is at risk to be exposed to inappropriate content, harassment, and cyberbullying in the comment settings on their or other's posts.

! SNAPCHAT WHAT YOU CAN DO:

ADJUST THE PRIVACY SETTINGS

- ▶ Go to **Settings** > Go to **Who Can...** settings > Change the settings to your preference to best protect your child.

CHANGE THE LOCATION SETTINGS

- ▶ Go to **Settings** > Go to **Who Can...** settings > **See My Location** > Enable **Ghost Mode**. Although this is one of the "Who Can..." settings, we feel it is especially important to enable this feature. This makes sure that your child's location is not available on Snap Map.

INSTALL A THIRD-PARTY SOFTWARE

- ▶ Softwares, like mSpy, help parents monitor their child's Snapchat more in depth. This software saves the videos and photos shared by your child on Snapchat, allowing parents to monitor the content their child sends.

YOU SHOULD KNOW...

Snapchat's Discover Page is an easy place for your child to come into contact with inappropriate tiles. Tiles are used by businesses to attract viewers and consumers, similar to clickbait. The app's disappearing photos and videos (a.k.a. "Snaps") feature also makes it easier to send inappropriate photos with less risk of being caught. Though, these Snaps disappear after being viewed, receivers of the message can still screenshot the temporary image. If someone has screenshot your message, you will always get a notification about it; however, a way around that is to use another phone and take a picture of the phone's screen.

In 2014, over 200,000 Snapchat videos and photos were leaked. These photos were from Snapchat and then stored in a third-party website called Snapsaved.com. Since Snapchat is only available on mobile phones, Snapsaved.com attracted users by offering Snapchat through the website on a computer. Without users knowing it, the site was gathering people's login details and storing the photos and videos they were sending through the site. Using third-party websites like Snapsaved.com puts your child at risk of having their pictures and videos leaked as well.

If your Snapchat settings allow for anyone to send you messages, you are more likely to receive messages from scammers and strangers. Their messages may be deceitful, abusive, manipulative, or contain inappropriate images.



SNAPCHAT IS AN APP WHERE USERS CAN SEND PHOTOS AND VIDEOS THAT DISAPPEAR AFTER THEY HAVE BEEN SEEN. IT SERVES AS A PLACE FOR PEOPLE TO SEND MESSAGES, CONNECT WITH FRIENDS, FAMILY, AND CELEBRITIES, AND SHARE DAILY EXPERIENCES IN THE MOMENT. IN 2018, 69% OF TEENS SAID THEY USED SNAPCHAT. [4]

TIP:

Explain the potentials of being scammed to your child and to be aware of receiving message requests from strangers.



TIP:

Beware that topics on the Explore page cannot be filtered. Trending topics are typically on the Explore page.

TWITTER IS A COMMUNICATION PLATFORM WHERE USERS CAN SEND OUT THEIR STATUS (A.K.A. "TWEETS") THAT ARE LIMITED TO 280 CHARACTERS. USERS CAN FOLLOW EACH OTHER, "LIKE" TWEETS, "RETWEET" OTHERS' TWEETS, AND BE INFORMED OF WHAT'S GOING ON IN THE WORLD. IT'S ONE OF THE MOST POPULAR PLATFORMS THAT IS MAINLY USED FOR MASS COMMUNICATION. IN 2018, 32% OF TEENS SAY THEY USE TWITTER.^[4]

! TWITTER WHAT YOU CAN DO:

▶ **ADJUST THE PRIVACY SETTINGS**

Go to Settings and privacy > Privacy and safety > Click on Protect your Tweets, Discoverability and Contacts, Direct Messages, Notification, and Location settings to ensure that your child's personal information and privacy are protected.

▶ **HIDE SENSITIVE CONTENT (COMPUTER ONLY)**

Go to Settings and privacy > Privacy and safety > Safety > Filter the content your child sees while searching or on their account.

YOU SHOULD KNOW...

Twitter's commitment to free speech opens the door for anyone to experience harassment and cyberbullying. In addition, Twitter's policies and default settings make it easy for your child to encounter tweets or accounts that are ill-suited for children. Simple clicks on a hashtag or username could lead them to material that may be detrimental to their mental health. If you come across an account you wish to not see, you can block this user by going to their profile, clicking the three dots in the top right corner, and clicking "Block" or "Report" if you think this user is abusive or suspicious.



TIKTOK IS A VIDEO SHARING PLATFORM THAT ALLOWS USERS TO SHARE FIFTEEN-SECOND VIDEOS OF THEMSELVES. THE APP WAS ORIGINALLY KNOWN AS MUSICAL.LY UNTIL IT WAS REBRANDED INTO TIKTOK IN 2018. LIP SYNCING, DANCING, AND COMEDY VIDEOS TEND TO GET THE MOST VIEWS ON THE PLATFORM. THE APP USES A SIMPLE AND INTERACTIVE FEED SYSTEM WHERE USERS CAN EASILY SWIPE UP OR DOWN TO THE NEXT VIDEO WITH THE ABILITY TO LIKE, COMMENT, AND EVEN REACT TO OTHER VIDEOS. OF THE 26.5 MILLION TIKTOK USERS IN THE U.S. 60% OF THE APP'S MONTHLY ACTIVE USERS ARE 16 TO 24 YEAR-OLDS. [6]

TIP:

Teens find it very important to have followers and fans of their account. Being motivated by an increase of followers could lead teens to post videos that attract attention.

! TIKTOK WHAT YOU CAN DO:

ADJUST THE PRIVACY SETTINGS

- ▶ Go to Privacy and Settings > Privacy and Safety > Change any settings under Discoverability and Safety. This limits who can see and interact with your child and their account.

HIDE SENSITIVE CONTENT (COMPUTER ONLY)

- ▶ Go to Privacy and Settings > Digital Wellbeing > Then limit the time your child can spend on TikTok and help filter the content they see by turning on Restricted Mode.

YOU SHOULD KNOW...

One of the major flaws associated with TikTok is that despite needing to be 13 years of age to create a profile, children and teens can still use the app without creating an account. In addition, TikTok's default settings make your child's account public to all users, meaning your child's videos could appear on others "For You" feed. This feed is a compilation of recommended videos that are tailored to the user's interests.

TikTok does have a "Restricted Mode" that filters content that may be inappropriate for minors, but it is not able to go through every video, profile, comment, or chat. This mode can only be activated via a password that parents create that is valid for 30 days. You can also set time limits on how much screen-time a user can have on the app through the "Screen Time Management" feature.

ONLINE SAFETY MANAGEMENT TOOLS

If you're looking for an easier way to manage your child's digital footprint, there are several useful apps out there that can help with that. Most smartphones also allow you to adjust a screen time limit.



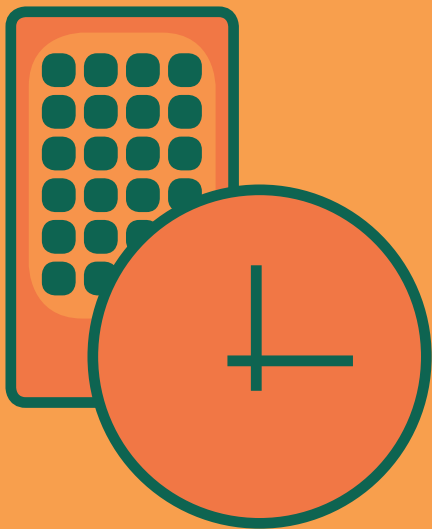
BARK - PARENTAL CONTROL PHONE TRACKER

\$9/MONTH PER FAMILY

Available for iPhone and Android

Bark monitors social media, texts, and emails on Android and iPhone devices for signs of cyberbullying, self-harm, violence, sexual predators, and more. The app notifies parents of any red flags it comes across.

- Monitor any number of children
- Unlimited apps
- 24/7 monitoring



SCREEN TIME MANAGEMENT

To make sure that kids aren't spending an unhealthy amount of time looking at a screen, parents have the option to install screen time management on their children's smartphone device settings. Apple devices have controls built into the device that manage screen time. Set a time limit for each app and you'll be notified when the limit has been reached. Android devices are more limited in their ability to limit screen time; however, Google has created two apps - Google Family Link and Digital Wellbeing, which can both be installed on Android devices.

INSTALL IPHONE SCREEN TIME SETTINGS:

GO TO SETTINGS

- **Click** on Screen Time
- **Choose App Limits** to manage daily time limits on specific app categories
- **Choose Content & Privacy Restrictions** to turn on restrictions for specific phone settings

ON THE RADAR

KEEP THESE OTHER APPS ON YOUR RADAR WHEN PROTECTING YOUR CHILD.



KIK MESSENGER

Users can text each other for free. The messages are only visible through the app.



DISCORD

Users used to use this app to chat while playing video games but it has now become a platform where users can direct message, voice-chat, and video-chat.



GROUPME

Users can direct message and group message for no fee. The app allows for photos and videos to be sent.



TUMBLR

A microblogging platform and social networking site. Users can follow other blogs and make their own blog private.



PATREON

A crowdfunding platform where users pay to view videos, podcasts, images, and more from digital artists and creators. YouTube also allows users to pay to join a private group that has access to exclusive content.



TWITCH

A live streaming platform for gamers. Users can publicly chat with other users around the world.



WHATSAPP

An app that allows users to send messages, photos, videos, and audio messages with no fees.

RESOURCE GUIDE

#RETWEET

PSYCOM

[HTTPS://WWW.PSYCOM.NET/SOCIAL-MEDIA-TEEN-MENTAL-HEALTH](https://www.psychom.net/social-media-teen-mental-health)

ANXIETY AND DEPRESSION ASSOCIATION OF AMERICA

[HTTPS://ADAA.ORG/SOCIAL-MEDIA-OBSESSION](https://adaa.org/social-media-obsession)

FAMILY ZONE

[HTTPS://WWW.FAMILYZONE.COM/AU/FAMILIES/BLOG/WHAT-AGE-FOR-SOCIAL-MEDIA](https://www.familyzone.com/au/families/blog/what-age-for-social-media)

COMMON SENSE MEDIA

[HTTPS://WWW.COMMONSENSEMEDIA.ORG/SOCIAL-MEDIA](https://www.commonsensemedia.org/social-media)

HEALTHY CHILDREN

[HTTPS://WWW.HEALTHYCHILDREN.ORG/ENGLISH/FAMILY-LIFE/MEDIA/PAGES/TIPS-FOR-PARENTS-DIGITAL-AGE.ASPX](https://www.healthychildren.org/english/family-life/media/pages/tips-for-parents-digital-age.aspx)

FAMILY ONLINE SAFETY INSTITUTE

[HTTPS://WWW.FOSI.ORG](https://www.fosi.org)

CHILD MIND INSTITUTE

[HTTPS://CHILDMIND.ORG](https://childmind.org)

ORGANIZATION FOR SOCIAL MEDIA SAFETY [HTTPS://OFSMS.ORG](https://ofsms.org)

SUBSTANCE ABUSE AND MENTAL HEALTH SERVICES ADMINISTRATION

[HTTPS://WWW.SAMHSA.GOV](https://www.samhsa.gov)

CITATIONS

- [1] Twenge, Jean M., et al. "Increases in Depressive Symptoms, Suicide-Related Outcomes, and Suicide Rates Among U.S. Adolescents After 2010 and Links to Increased New Media Screen Time." *Clinical Psychological Science*, vol. 6, no. 1, Jan. 2018, pp. 3–17, doi:10.1177/2167702617723376.
- [2] "Smartphones and Social Media." Child Mind Institute, childmind.org/report/2017-childrens-mental-health-report/smartphones-social-media/#_ftnref5.
- [3] Hutchinson, Andrew. "Apple Reveals the Most Downloaded iPhone Apps of 2018." *Social Media Today*, Industry Dive, 5 Dec. 2018, www.socialmediatoday.com/news/apple-reveals-the-most-downloaded-iphone-apps-of-2018/543608/.
- [4] Anderson, Monica, and Jingjing Jiang. "Teens, Social Media & Technology 2018." Pew Research Center: Internet, Science & Tech, Pew Research Center: Internet, Science & Tech, 30 Nov. 2018, www.pewinternet.org/2018/05/31/teens-social-media-technology-2018/.
- [5] Matsakis, Louise. "Parents, Here's How to Make YouTube Kids Safer." *Wired*, Conde Nast, 28 Feb. 2019, www.wired.com/story/youtube-kids-parental-settings-safer/.
- [6] "13 TikTok Stats for Marketers: TikTok Demographics, Statistics, & Key Data." Mediakix, 29 July 2019, mediakix.com/blog/top-tik-tok-statistics-demographics/.
- [7] "NAMI." NAMI, National Alliance on Mental Illness, www.nami.org/learn-more/mental-health-by-the-numbers.

#INSTAGOOD #MENTALHEALTH

GLOSSARY

(A-M)

App

An application on a mobile device.

Bio

A small section in a profile that gives a glimpse of who the user is. The user can customize what they want their bio to say.

Block

A term used when the user prevents others from viewing their profile. This includes preventing others from following you, messaging you, and more.

Comment

A response to a post or message.

Digital Wellbeing

A TikTok feature that allows users to enable Restricted Mode. This filters out inappropriate content and allows parents to place a limit on the amount of time their child can spend on the app.

Direct Message

A private message that only the user can see.

Duets

A TikTok feature that allows a creator to collaborate with another user's video.

Facebook

An app that lets users keep in touch with friends and family through photo sharing and status updates.

Fans

The term used to describe people who like your Facebook business page.

Feed

The content that appears on the home page of a social media platform.

Follower

Someone who can view a user's profile and what they share.

FOMO

Short for "fear of missing out". Users may experience this when on a social media app and can see what everyone is doing.

For You Feed

A page on TikTok that recommends videos to you based on the users, creators, and videos you have liked.

Friend

A person that you connect with on Facebook or another social network. A friend is a two-way connection - both you and your friend have to endorse the relationship.

GIF

A file in GIF format that appears as an animated or moving image.

Handle

The term used to describe someone's username.

Hashtag

A word or phrase that comes after the "#" sign. These make it possible for others to find messages with a specific theme or content.

Header Image

This refers to the large photo displayed at the top of a profile.

Instagram

A social media app used to share photos and videos.

Like

An action taken by a Facebook or Instagram user that shows approval or in favor of a post.

Live streaming

A video that is being displayed in real-time.

Lurker

A person who reads discussions but rarely or never participates in the discussion.

Meme

A humorous photo that is relative to a piece of media that spreads from person to person.

Mention

When a user includes a username in a post to attribute a piece of content or start a discussion.

GLOSSARY

(M-Y)

Messenger

An app that allows Facebook users to send messages through a smartphone. Facebook's Messenger app is now a necessity to access messages from a Facebook profile.

Post

A social media status update, photo, or anything shared on a profile.

Private

A setting on a social media account that protects content from the public. Users must request to follow private accounts to see the content.

Reactions

An emotion that the user chooses to react to a post.

Retweet

To take another user's tweet and making it available on your account. Users can choose to repost the tweet as it is or repost the tweet with a comment.

Screenshot

A photo that captures activity on a computer screen or on a smartphone.

Snapchat

A social media app used for sharing timed photos and videos. Once you view a message received on Snapchat, it is gone forever.

Snapchat Discover

A collection of videos from news outlets.

Snapcode

A unique, scannable code provided to each Snapchat user. Users can point their phone's camera at a friend's Snapcode to add the other person as a Snapchat contact.

Snapstreak

When two Snapchat users send posts to each other for a consecutive number of days.

Stories

A post on Facebook, Instagram, or Snapchat that disappears after 24 hours.

Tag

To associate another account with your post.

TikTok

A social media app used to create, share, and discover short music videos.

Trend

A topic or hashtag that is popular on social media at a given moment.

Troll

A social media user who makes an annoying comment to anger people.

Twitter

A social media app that allows users to broadcast short posts called tweets.

Unfollow

To stop seeing content from another user's account.

Unfriend

To remove someone as a follower of your account and vice versa. After unfriending someone, you will no longer see their content on your home page or feed.

Views

These are users who have seen your post.

Viral

A term used to describe an instance in which a photo or video achieves massive popularity.

YouTube

A social media app and website that hosts videos and allows users to upload videos.

#MENTALHEALTH