PARENTS: WHAT YOU WISH YOU KNEW

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

LHE
Legacy Health Endowment

Dedicated to the memory of Collin Kartchner, a compassionate and outspoken advocate for children's mental health. He was a loving father of four who committed his career to warning parents and children about the dangers of social media and the devastating effects of cyberbullying. His insights, his generosity, and his warrior spirit shaped and informed this guide.

Thank you, Collin. You made your mark on the world and you will be missed.

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

" 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

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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 the catalyst for 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 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,

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...

50% of lifetime mental illnesses begin in individuals 14 years and older. [7]

1 in 6 youth aged 6-17 in the United States experience a mental health disorder every year. [7]

Suicide is the second leading cause of death in the U.S. among those 10-34 years old. 90% of these deaths by suicide had shown signs of a mental health disorder. [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 2020 [3]

TikTok

Most Safety Settings to Least

TikTok

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, 81% OF U.S. PARENTS SAID THEY ALLOWED THEIR KIDS AGES 11 AND YOUNGER TO WATCH YOUTUBE. OF THESE PARENTS, 61% SAID THEY HAD ENCOUNTERED CONTENT NOT SUITABLE FOR CHILDREN. [10]

As of January 6, 2020, YouTube has implemented changes to comply with federal children's privacy laws. These changes include no longer allowing targeted ads to run on kid's videos, the inability to comment or engage in other community features on kids' videos, and running promotions for YouTube Kids as a better choice for families with children under the age of 13.

In September of 2019, YouTube told video creators they would have to designate content as "directed to children" or not. This was part of a $170 million settlement with the Federal Trade Commission over alleged violations of the Children's Online Privacy and Protection Act (COPPA). Anyone watching a video that has been designated as "directed to children" is now seen as under the age of 13, regardless of the actual age of the viewer. These videos will no longer contain targeted ads, and certain features; (like the ability to send push notifications); will be disabled. To prevent errors, YouTube will also be creating ways to label a video as "directed to children" if the creator does not. [5]

ADJUST THE PRIVACY SETTINGS

▶ Go to your profile icon > Click the gear icon or Settings > Change the preferred **Privacy** settings.

YOU SHOULD KNOW...The privacy settings on YouTube are limited. However, YouTube accounts can be created through email accounts that have their own privacy settings. Due to Gmail's popularity, this guide will provide instructions on how to change settings for this email service.

▶ Click on **Manage your Google Account** > Select **Data & personalization** > Select **Take the Privacy Checkup** to help you determine what privacy settings work best for you and your child.

▶ Click on **Manage your Google Account** > Select **People & sharing** > Select **Choose What Others See About Me** > to control who can see your child's account info.

CLEAR SEARCH AND WATCH HISTORY

▶ Click on your profile picture in the top right corner > Select **Your data in YouTube** > **Manage your YouTube Watch History** > Click **Delete activity** on the left > Select **All time** > **Delete.**

▶ Clearing your search history is very similar to clearing your watch history. The only difference is that you select **Manage your YouTube Search History** instead of **Manage your YouTube Watch History.**

INSTALL RESTRICTED MODE

▶ Click on your profile picture in the top right corner > Select **Restricted Mode** > Click **Activate Restricted Mode**.

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.

! FACEBOOK

WHAT YOU CAN DO:

TIP:

Facebook Groups has become very popular, with more users posting in groups they have joined than on their public profile. Groups can be private or 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 THE FIRST QUARTER OF 2020, THERE WERE 2.6 BILLION FACEBOOK USERS WORLDWIDE [8]. OF THOSE USERS, 5.6% WERE 13-17 YEARS OLD [9]. WHILE THAT MAY SEEM LIKE A SMALL PERCENTAGE, IT EQUATES TO ROUGHLY 1.5 MILLION TEENS.

ADJUST THE PRIVACY SETTINGS
▶ Click the down arrow at the top right corner of your screen > Click <u>Settings & Privacy</u> > <u>Privacy Shortcuts</u> > Use the Privacy section with ability to <u>See more privacy settings</u>.

TAKE THE PRIVACY CHECKUP
▶ Click the down arrow at the top right corner of your screen > Click <u>Settings & Privacy</u> > <u>Privacy Checkup</u> > Select any of the available options.

ADJUST THE LOCATION SETTINGS
▶ Go to the down arrow in the right corner of the screen > Click <u>Settings & Privacy</u> > Select <u>Privacy Shortcuts</u> > Look at the Privacy section and select <u>Manage your location settings.</u>

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.

WHAT YOU CAN DO:

ADJUST THE PRIVACY SETTINGS

▶ Go to your profile in the bottom right corner > Tap the menu (three horizontal lines) in the top right corner of your screen > Click **Settings** > Choose **Privacy and Security** > Adjust the **Account Privacy**, **Activity Status**, **Story Sharing**, and **Comments** settings as desired.

CLEAR SEARCH HISTORY

▶ On mobile app
Go to your profile in the bottom right corner > Tap the menu (three horizontal lines) in the top right corner of your screen > Tap **Settings** > Tap **Security** > Select **Clear Search History** (iPhone) or **Search History** (Android) > Tap **Clear All.**

▶ On personal computers
Go to **instagram.com** > Click your profile picture in the top right corner > Select **Settings** > Click **Privacy and Security** > Select **View Account Data** > Go to Search history under **Account Activity** > Select **View all** > Click **Clear Search History.**

REPORT INAPPROPRIATE OR UNWANTED INTERACTIONS

▶ To report an account or post
Click on the 3 dots in the top right corner of someone's profile or a specific post > Click **Report** or **Report User** > Choose the reason as to why you want to report the post or account (bullying, inappropriate content, triggering content, etc.).

▶ To report a comment
Swipe left on the comment you would like to report > Click on the bubble icon with the exclamation point in it > Click **Report This Comment** > Choose the reasoning as to why

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]

YOU SHOULD KNOW...

When anyone creates an Instagram account, their profile is automatically public to all users, allowing anyone to follow or message them. If they do not adjust their privacy settings, the user is at risk of exposure to inappropriate content, harassment, and cyberbullying in the comment section of their or other's posts.

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]

! SNAPCHAT
WHAT YOU CAN DO:

YOU SHOULD KNOW...

Snapchat's Discover Page is an easy place for your child to come into contact with inappropriate titles and images. To help prevent this, make sure your child's account has the correct birthdate on it. This will help filter the articles or users that appear on their Discover Page. Tiles are used by businesses to attract viewers and consumers, similar to clickbait. The app's disappearing photos and videos (a.ka. "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 screenshotted 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. [1]

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.

ADJUST THE PRIVACY SETTINGS
▶ Click on the profile picture in the top left corner > Select the gear icon > Go to Who Can... settings > Change the setting 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.

TO PREVENT HACKING
▶ Click on the profile picture in the top left corner > Select the gear icon > Select Two-Factor Authentication > Click Continue. This security feature ensures the user receives a second login code via text message in order to log into the account.

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.

TIP:
Explain to your child the possibility of strangers trying to add them on Snapchat, as well as the potential for scamming.

!TWITTER
WHAT YOU CAN DO:
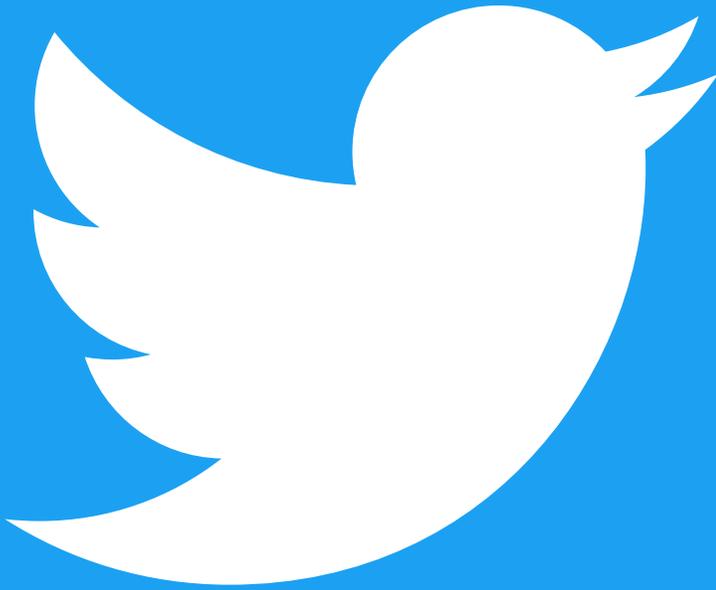
TIP:

Topics on the Explore page, where trending topics are typically featured, cannot be filtered. However, the timeline and notifications can be filtered through the Muted words feature.

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]

ADJUST THE PRIVACY SETTINGS
▶ Click on your profile in the top left corner > Go to <u>Settings and privacy</u> > Click <u>Privacy and safety</u> > Check the <u>Tweets, Direct Messages, Discoverability and contacts, Safety, and Location settings</u> to ensure your child's personal information and privacy are protected.

HIDE SENSITIVE CONTENT
▶ On computer
Go to <u>Settings and privacy</u> > <u>Privacy and safety</u> > <u>Safety</u> > Filter the content your child sees while searching or on their account.

▶ On mobile app
Click on your profile in the top left corner > Go to <u>Privacy and Safety</u> > Click <u>Muted</u> under <u>Safety</u> > You can choose to mute words or accounts so they no longer appear in notifications or on the account's timeline.

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
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.

FAMILY PAIRING
▶ Go to **Settings and Privacy** by clicking on the three dots in the top right corner of profile > Go to **Family Pairing** > You can link multiple TikTok accounts together in order to control the Digital Well-Being and Direct Messaging settings.

HIDE SENSITIVE CONTENT (IN APP ONLY)
▶ Click on the three dots in the top right corner of the profile > Go to **Settings and Privacy** > Go to **Digital Well-Being** > Limit the time your child can spend on TikTok and help filter out inappropriate content by turning on **Restricted Mode**. This setting can only be turned off with a passcode.

YOU SHOULD KNOW...

Now the most downloaded social media app, TikTok has a major flaw when it comes to the mental well-being of its users. This is due to the algorithm TikTok uses to decide what content appears on the For You Page (FYP). The algorithm is based on how your child interacts with or likes, comments, and shares videos and whether they follow accounts with specific content. The more your child interacts with certain videos, the more they appear on their FYP. This can be detrimental, especially to young people who have a mental health issue or an eating disorder. If a user is sensitive to eating disorder content but likes a weight-loss or health-related video, TikTok will show any video that has similar hashtags, which often includes pro-ana* or pro-mia* content.

*Pro-ana and pro-mia refer to content that promotes anorexia or bulimia, respectively. This can be done through promoting a harmful mindset or worrisome behavior.

TIKTOK IS A VIDEO SHARING PLATFORM THAT ALLOWS USERS TO SHARE SIXTY-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. IN THE U.S., USERS OPEN TIKTOK AN AVERAGE OF 8 TIMES PER DAY, SPENDING A TOTAL OF 45 MINUTES IN THE APP. THERE ARE 800 MILLION ACTIVE TIKTOK USERS GLOBALLY, AND 63.5% OF U.S. USERS ARE 10-24 YEARS OLD. [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.

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. Most smartphones also allow you to set a screen time limit.

BARK - PARENTAL CONTROL PHONE TRACKER

BARK — PARENTAL CONTROL MONITORING APP

$14/MONTH PER FAMILY OR $99/YEAR PER FAMILY

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
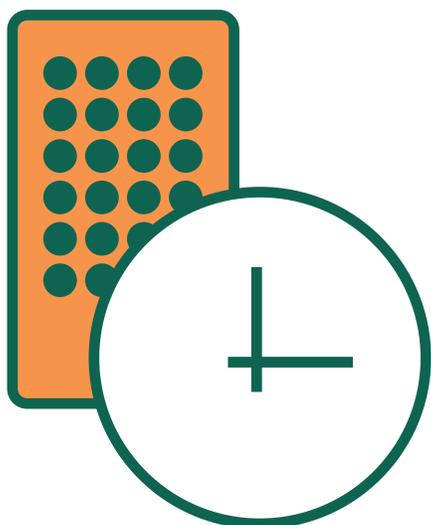
SCREEN TIME MANAGEMENT

To make sure kids aren't spending an unhealthy amount of time looking at a screen, parents can use screen time management tools on their children's smartphones. Although Android devices are limited in their ability to manage screen time, Google has created two apps, Google Family Link and Digital Wellbeing, that can be installed. Apple devices have built-in screen time management settings that include options for individual app limits and alerts when time is up.

INSTALL IPHONE SCREEN TIME SETTINGS:

GO TO SETTINGS
- Click <u>Screen Time</u>
- Choose <u>App Limits</u> to manage daily time limits on specific app categories.
- Choose <u>Content & Privacy Restrictions</u> to turn on restrictions for specific phone settings

KEEP THESE OTHER APPS
ON THE RADAR

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

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

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.

ZOOM
An online video chat and web-conferencing app. It is used by many companies and schools for distance learning and working from home.

REDDIT
A website for social discussion, news aggregation, and content creation. Through the website, users can find communities of people with similar interests.

DISCORD
Once used to chat while playing video games, Discord has now become a platform for direct messaging and voice and video chatting.

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

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.

HOUSEPARTY
A face-to-face social network where users can connect by video chat. Users can add people to a "house," similar to a group chat, and will be notified when their friends log on and are ready to chat.

RESOURCE GUIDE
#RETWEET

PSYCOM
HTTPS://WWW.PSYCOM.NET/SOCIAL-MEDIA-TEEN-MENTAL-HEALTH

ANXIETY AND DEPRESSION ASSOCIATION OF AMERICA
HTTPS://ADAA.ORG/SOCIAL-MEDIA-OBSESSION

FAMILY ZONE
HTTPS://WWW.FAMILYZONE.COM/AU/FAMILIES/BLOG/WHAT-AGE-FOR-SOCIAL-MEDIA

COMMON SENSE MEDIA
HTTPS://WWW.COMMONSENSEMEDIA.ORG/SOCIAL-MEDIA

HEALTHY CHILDREN
HTTPS://WWW.HEALTHYCHILDREN.ORG/ENGLISH/FAMILY-LIFE/MEDIA/PAGES/TIPS-FOR-PARENTS-DIGITAL-AGE.ASPX

FAMILY ONLINE SAFETY INSTITUTE
HTTPS://WWW.FOSI.ORG

CHILD MIND INSTITUTE
HTTPS://CHILDMIND.ORG

ORGANIZATION FOR SOCIAL MEDIA SAFETY
HTTPS://OFSMS.ORG

SUBSTANCE ABUSE AND MENTAL HEALTH SERVICES ADMINISTRATION
HTTPS://WWW.SAMHSA.GOV

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#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. Can also be referred to as a "DM."

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 they can see what everyone is doing on a social media app.

For You Feed
A page on TikTok that recommends videos based on the users, creators, and videos your child has liked or interacted with.

Friend
A person you connect with on Facebook or another social platform. 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 content with specific themes.

Header Image
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 enjoyment 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.

Meme
A humorous photo or piece of media that spreads from person to person via sharing.

Mention
The inclusion of a username in a post to attribute a piece of content to someone 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 or emoji that the user chooses to react to a post.

Retweet
The action of taking 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 what is on a computer screen or smartphone in an instant.

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 another person's snapcode to add them as a friend on Snapchat.

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
The action of removing a friend on a social media platform to no longer see the content they post.

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

Views
The number of users who have seen a post.

Viral
A term to describe an instance where a photo or video achieves massive popularity.

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

#MENTALHEALTH