



Dark Side of Social Media

WHAT YOU NEED TO KNOW



Community Education | Resources | Support | Early Intervention



Our Mission

Empowering adolescents and families to live a life free from the disease of addiction through community outreach, education and early intervention.



Program Goals

The goal of Face2Face is to reach teens and their families in the earliest stages of experimentation in order to alter their decision making so that substance abuse treatment is not necessary in their future.

WORDS MATTER

Terms to use, terms to avoid & why.





INSTEAD OF

- Addict
- User
- Junkie



USE

Person with a
Substance Use
Disorder



INSTEAD OF

- Addict
- User
- Junkie

- Habit
- Addiction



USE

- Person with a Substance Use Disorder

- Substance Use Disorder



INSTEAD OF

- Addict
- User
- Junkie

- Habit
- Addiction

- Abuse



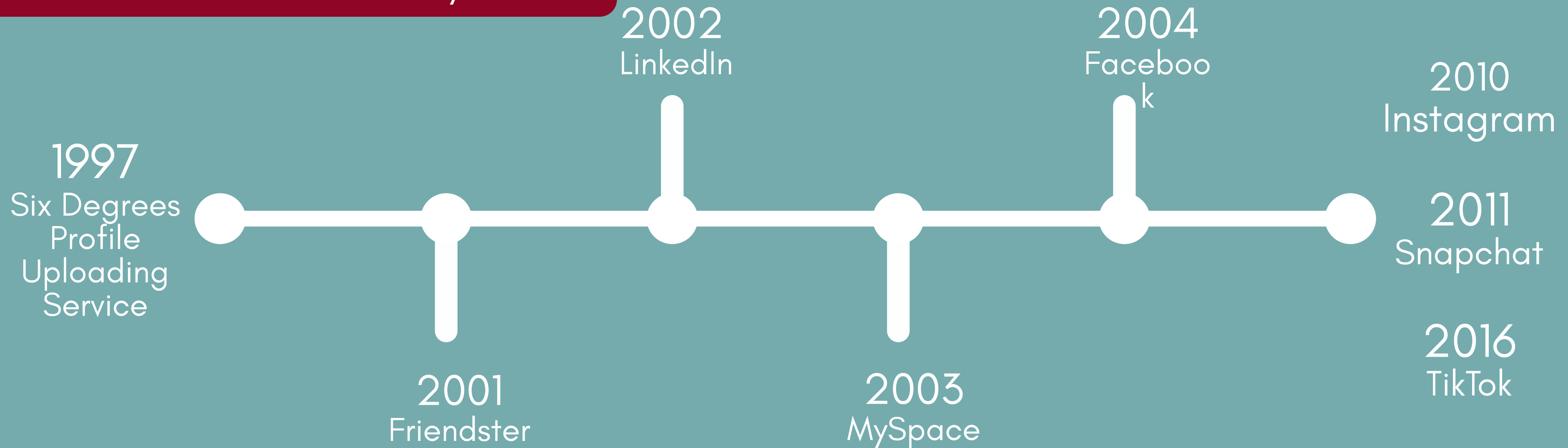
USE

- Person with a Substance Use Disorder

- Substance Use Disorder

- Use

In under a generation, social media has transformed from a simple electronic information exchange to a virtual meeting space, a retail platform, and an essential marketing tool of the 21st century.



Snapchat



- Fast and addictive social network
- One problem is that people usually post idealistic photos creating pressure for youth to do the same
- There is a My Eyes Only Feature where photos can be hidden with a passcode
- Streaks encourage daily use



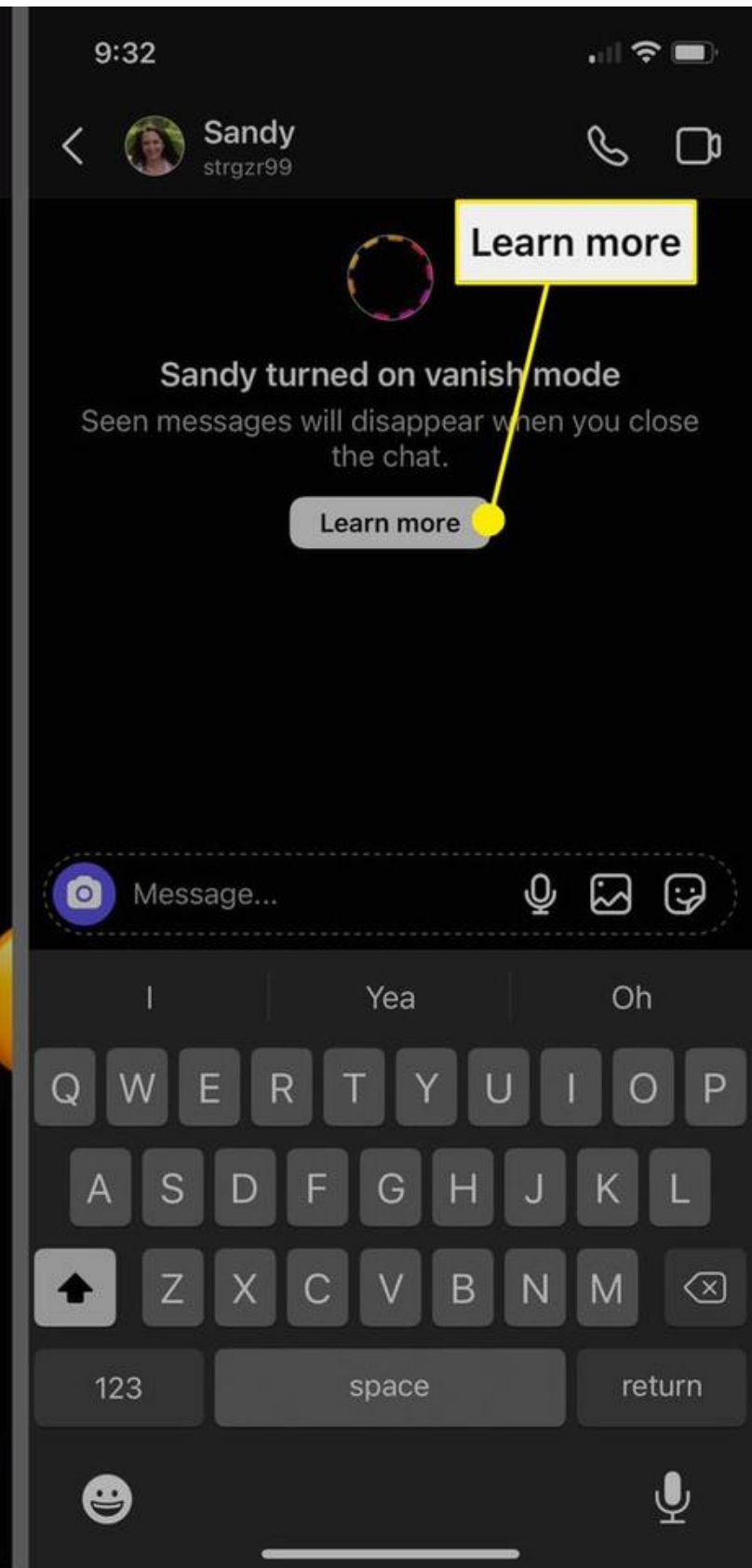
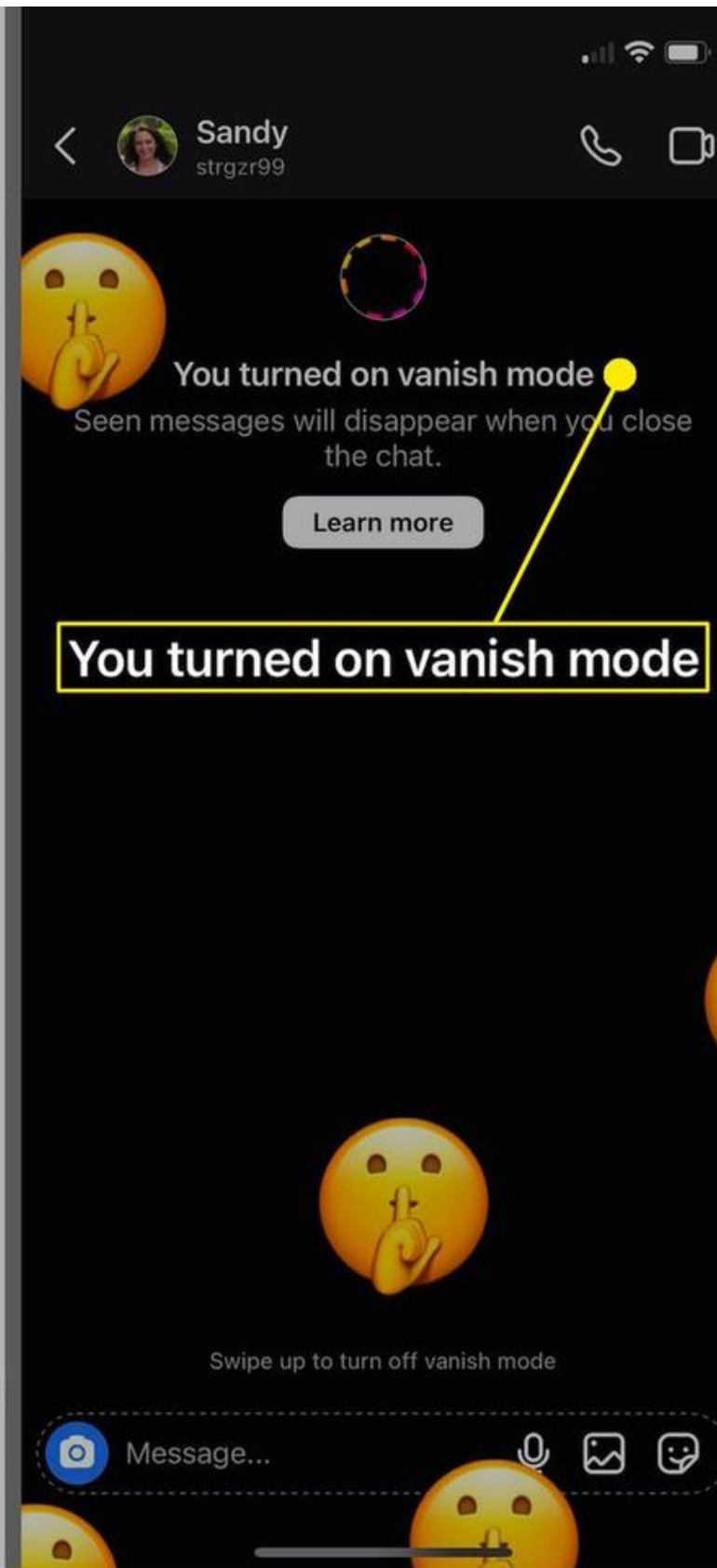
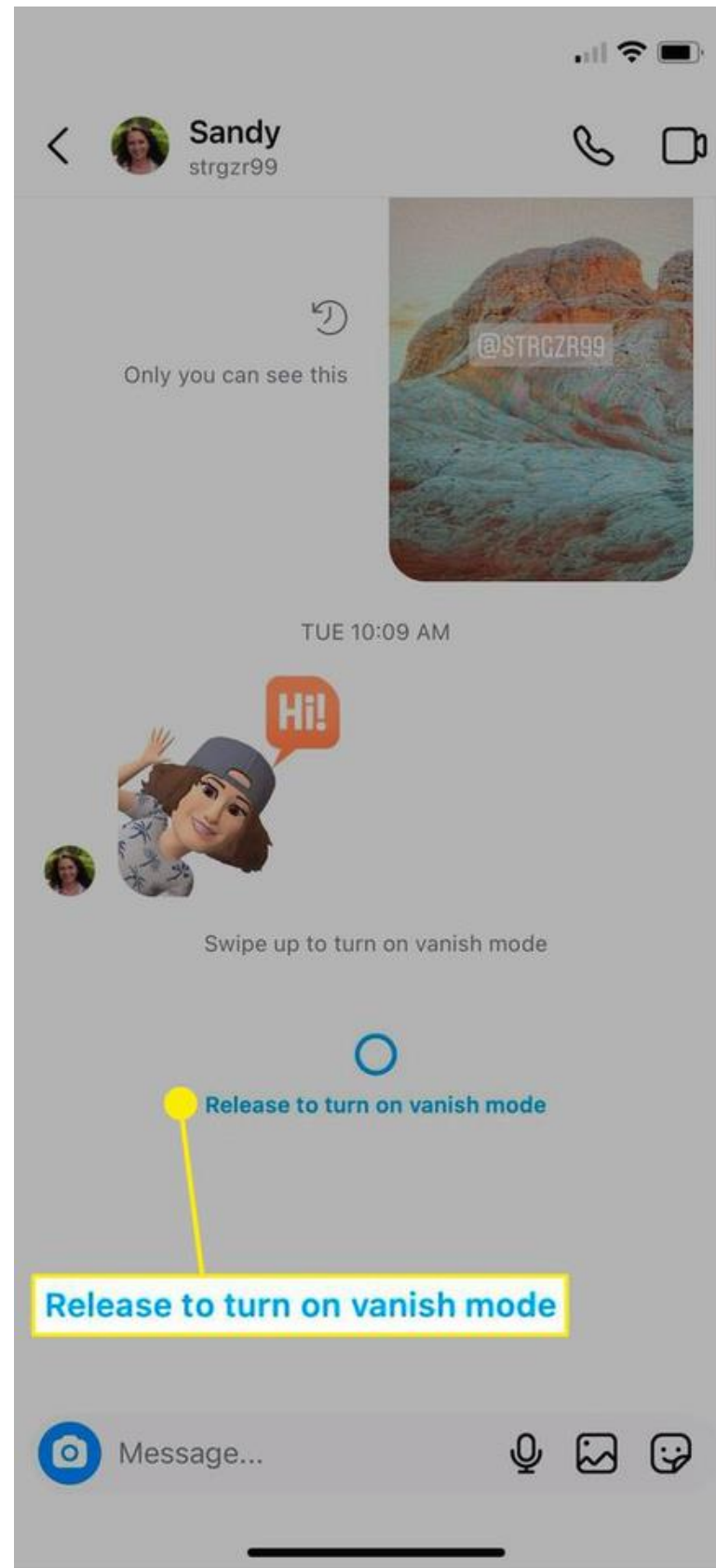
YouTube

- More than 500 hours of videos are uploaded every minute
- 30,000 hours every hour
- 720,000 hours every day
- Endless supply of videos for consumption

Instagram



- Stories lets users share a photo or video that will be automatically deleted after 24 hours
- Geotagging engages local followers.
- Vanish mode on Instagram is a feature that lets users send each other disappearing direct messages on Instagram. While vanish mode is turned on, users can rest assured that the messages they send in an Instagram chat will disappear once both users have left the chat.



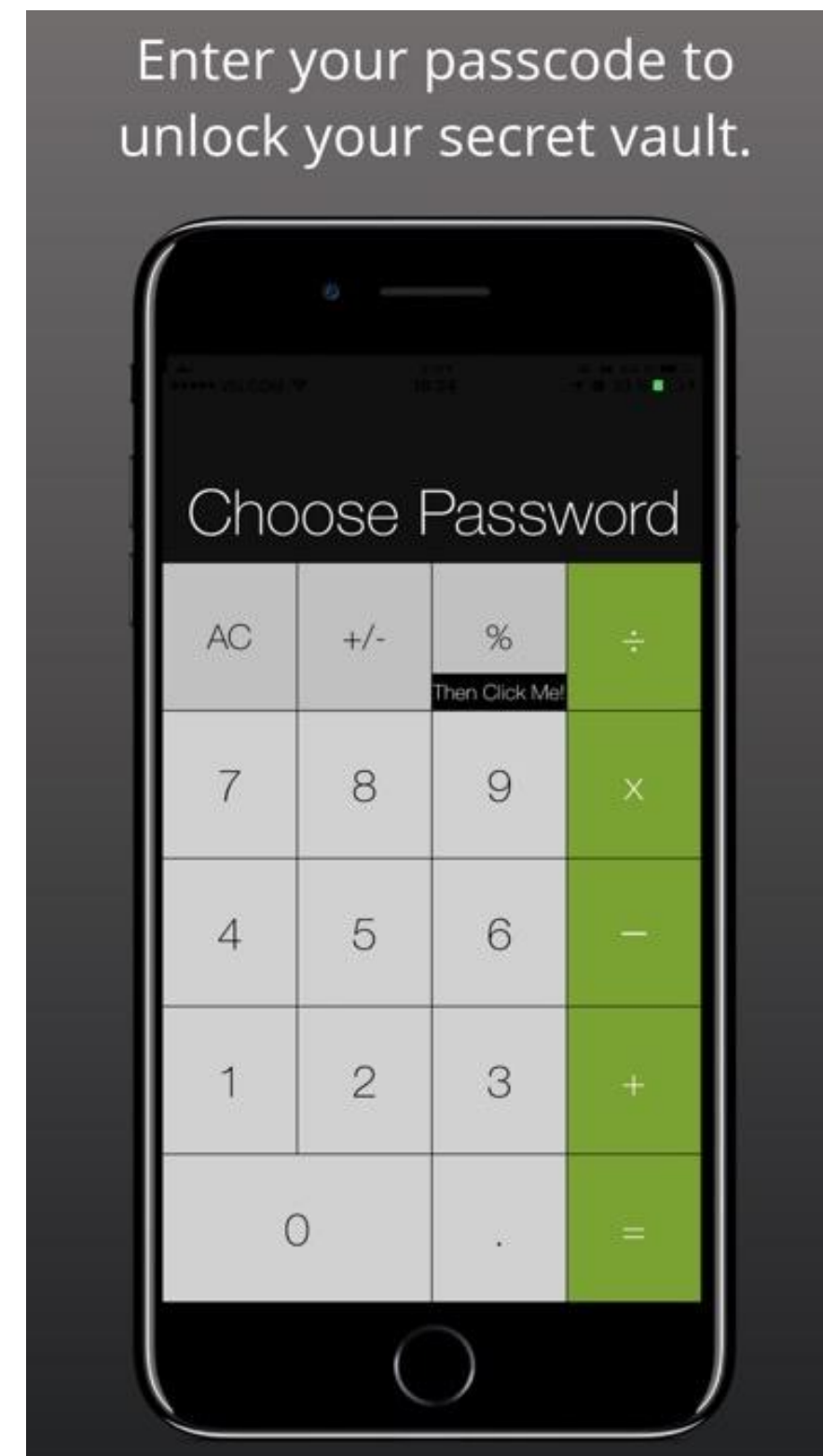
TikTok

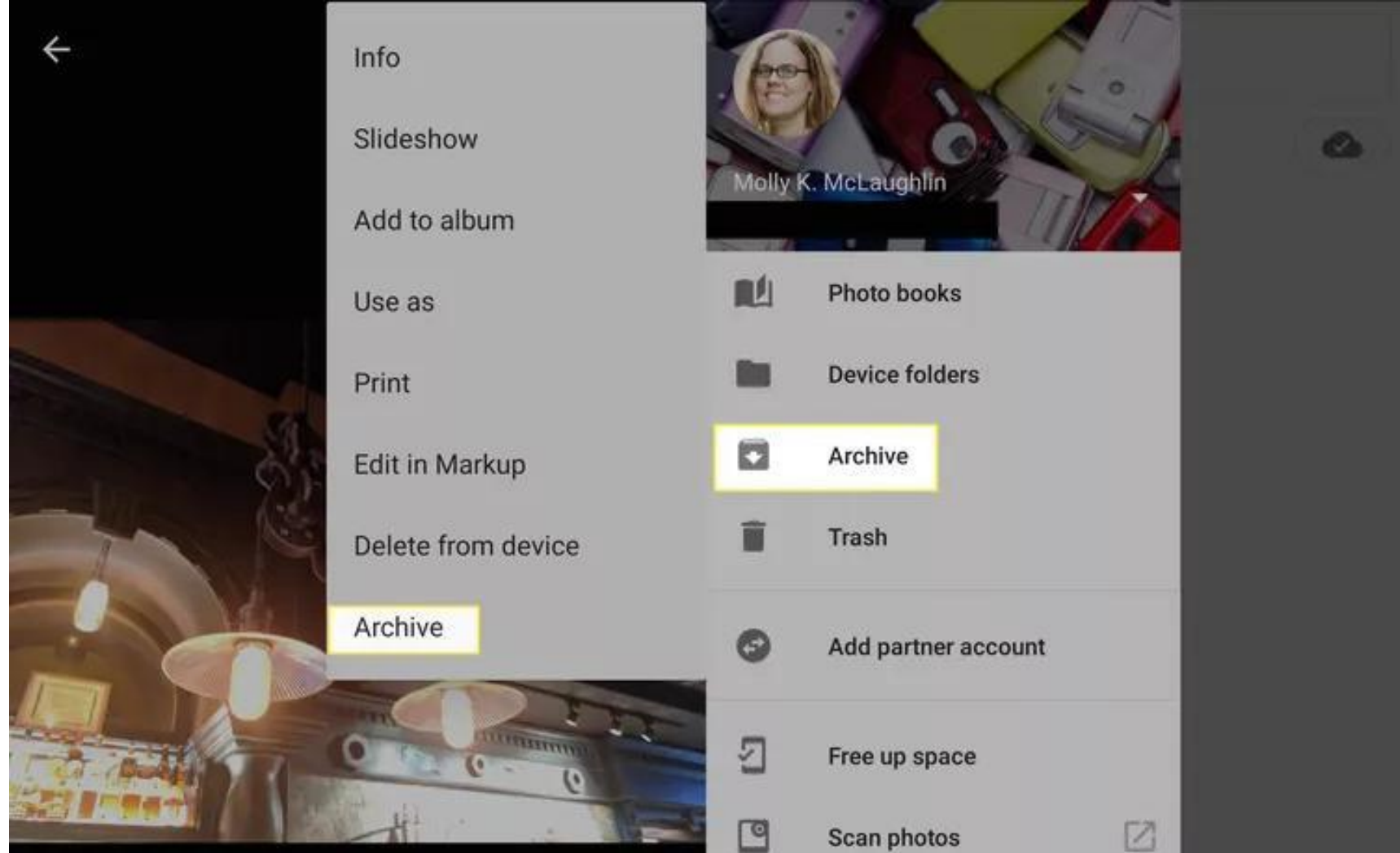


- Potentially harmful content related to things like suicide and eating disorders
- There is now the option for a message streak so after 3 days of consecutive messaging a streak starts, this encourages the use of the app daily to keep streaks going

Vault Apps :

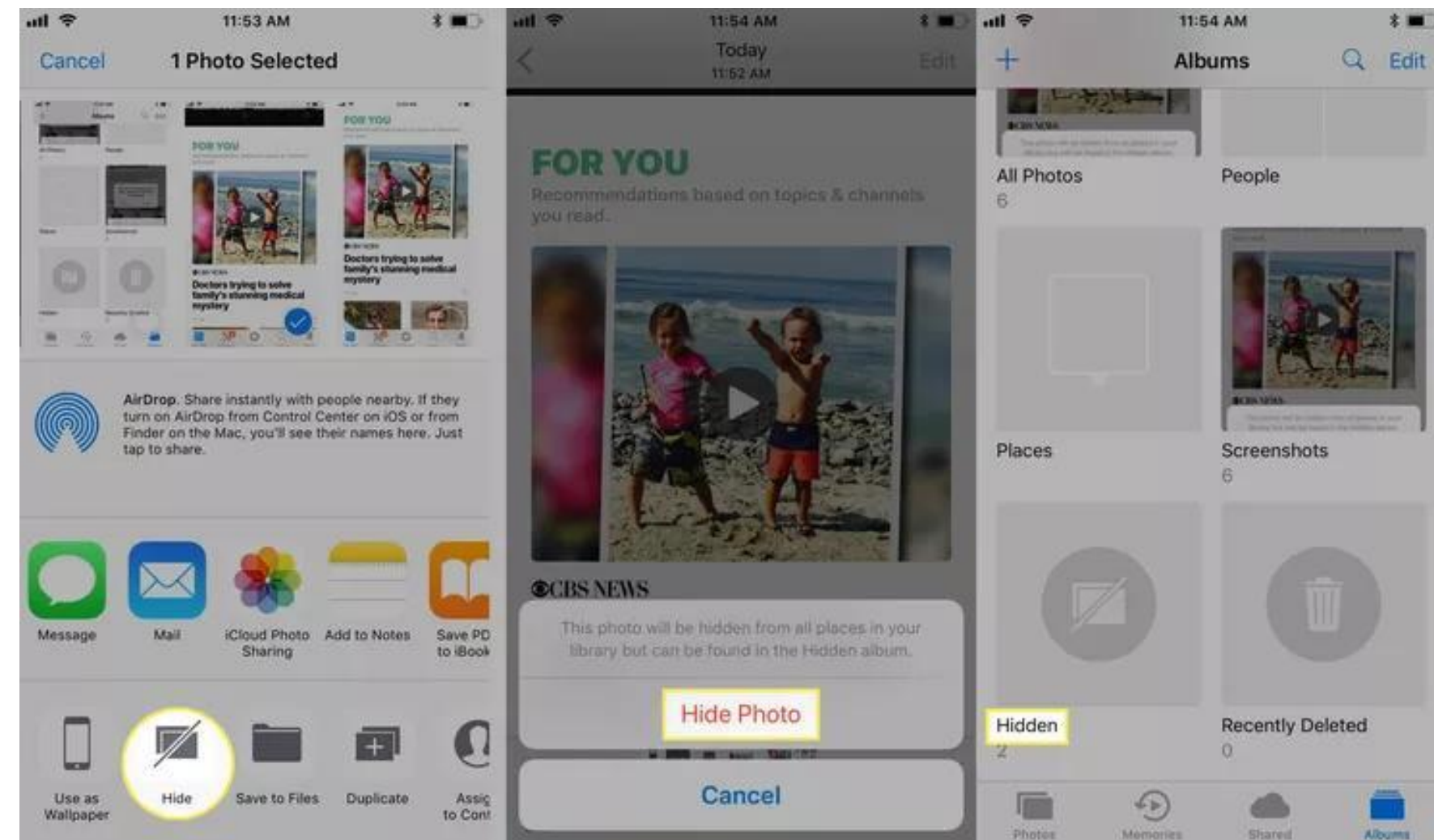
Applications downloaded to mobile devices that are designed for the sole purpose of hiding the content in them





Built in Option for Android: Archive Photos

There is also a Hide Photo option on iPhone



VAULT APP

Dark Side of Social Media

“Social media platforms drive surges of dopamine to the brain to keep consumers coming back over and over again. The shares, likes and comments on these platforms trigger the brain’s reward center, resulting in a high similar to the one people feel when gambling or using drugs.”

Dr. Nancy Deangelis



Adolescence represents a crucial phase of brain development, second only to early childhood. During this time, teens experience rapid growth in both cognitive and social capacities, which makes them particularly vulnerable to the addictive qualities of social media. According to DeAngelis, excessive social media usage can rewire the young brain to constantly seek immediate gratification, fostering obsessive, compulsive, and addictive behaviors. This rewiring can exacerbate mental health issues such as anxiety, depression, ADHD, and body dysmorphia. Adolescents who engage with social media from a very young age are at higher risk of developing these disorders and future addictive behaviors. DeAngelis emphasizes the importance of parental vigilance in monitoring symptoms of mental health disorders and being attentive to excessive screen time or dishonest behavior regarding internet use.



The 3x Most Addictive Social Media Platforms



- 56.8% of the world's total population is active on social media.
- It is estimated that more than half of the children aged 11 and 12 have personal social media profiles even though most social media platforms have a minimum age requirement of 13+ years old.

- Gen Z (1997–2012) and Millennials (1981–1996) are the biggest social media users of all age groups.
- There seems to be a trend that as you get older your social media usage tends to drop. This makes a lot of sense because the younger age groups are the ones that grew up with social media.

Age Group	Percentage (%)
18–29	84%
30–49	81%
50–64	73%
65+	45%

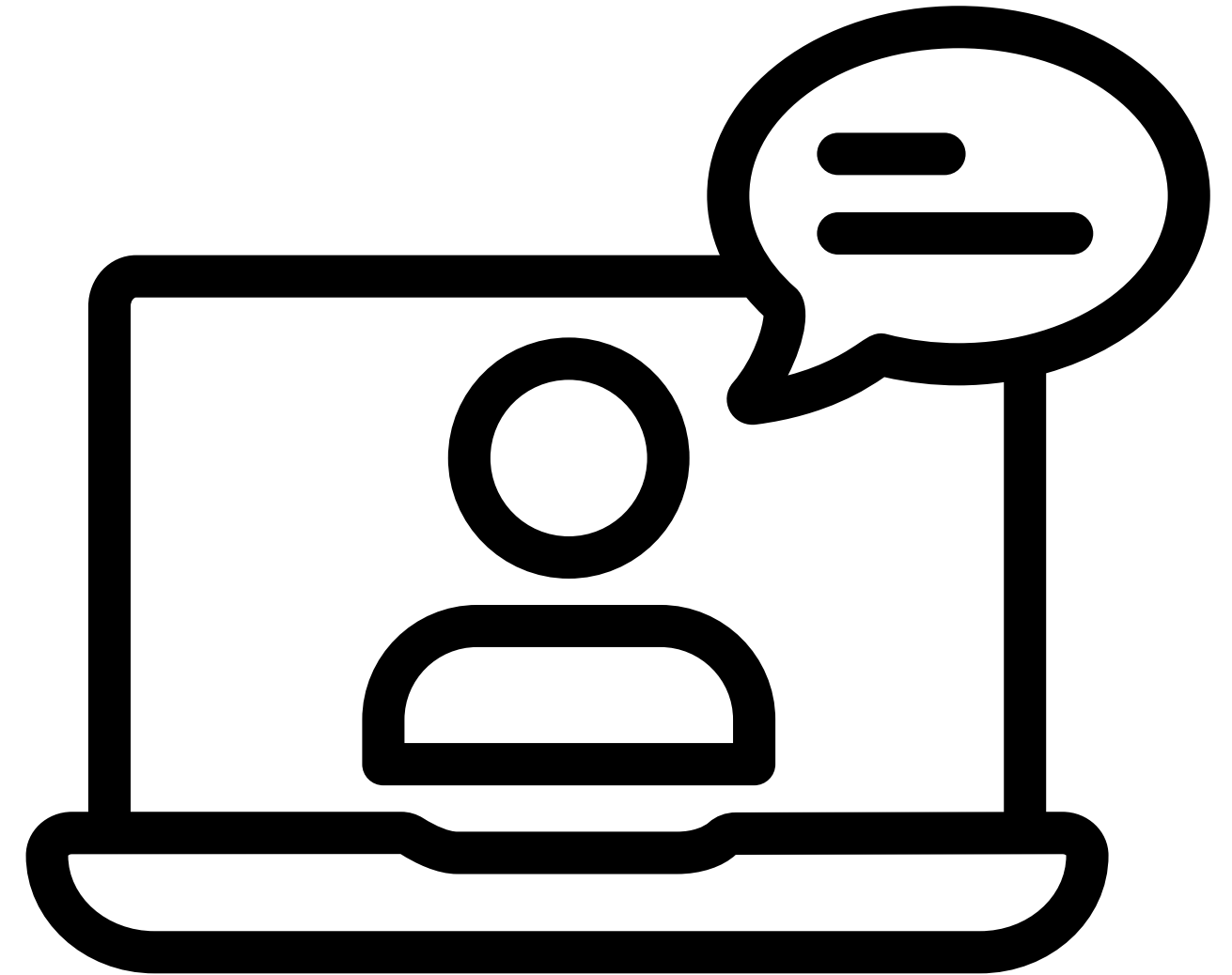


Today the average time spent on social media is 2 hours and 24 minutes today for people aged 16 to 64. That means the average person spends 144 minutes a day using social media.

The current global life expectancy in 2024 is about 73 years.

If someone signs up for a social media account when they are 16 and lives until they are 73, they will spend a total of 2,995,920 minutes on social media.

That equates to be 5.7 years of your life dedicated to social media!



7 out of 10 teens who use social media for more than 5 hours per day have a significantly greater risk of committing suicide.



Teens who spend more than 5 hours a day on their **phones** are **2x more likely** to show depressive symptoms.



Shocking Facts About Social Media Addiction



Experts estimated that over **210 million people worldwide** suffer from social media addiction.



15% of people aged 23–38 admit that they are **addicted to social media.**



Teens who spend more **than 5 hours a day** on their phones are 2x more likely to show depressive.



7 out of 10 teens who use social media for more **than 5 hours per day** have a significantly greater risk of committing suicide.



27% of children who spend more **than 3 hours a day on social media** display poor mental health.



What Can We Do?



SUPPORT

Common Teen Struggles or Drug Use?



- **Changes in Behavior**

- secrecy, unexplained irritability, sudden change in friend group

- **Physical Signs**

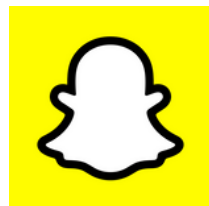
- appetite, poor hygiene, nosebleeds

- **Changes at School**

- frequent truancy, unexplained absences, decline in grades

Parental Control Settings

While it can be challenging for parents to determine if changes in behavior are due to everyday stress or if it might be related to drug use, watch for these signs:



Carry Narcan

It's free* safe and easy to use.



Dispose of Your Pills SAFELY



Visit wnycdc.org

To see locations nearest to you.



Above all, we must
always remember that a...

Substance Use Disorder

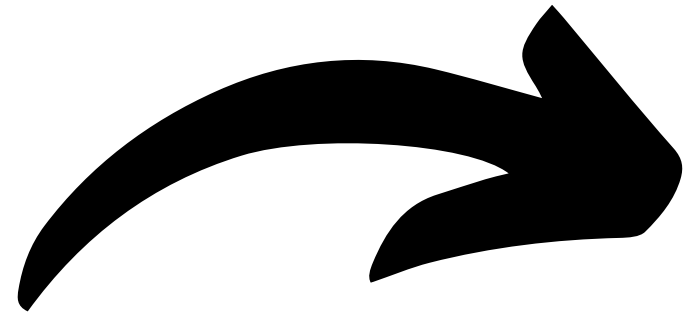
is a disease that requires
lifelong
care and there is no cure.





KIDS ESCAPING DRUGS

FACE2FACE



Brief Survey

Please take a moment
to help us improve!



Contact Us

Face2Face@ked.org

www.ked.org