



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.



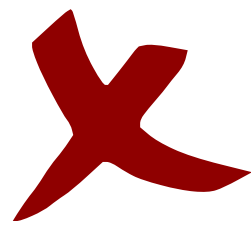
Program Goals

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
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- Habit
- Addiction

- Abuse



USE

Person with a
Substance Use
Disorder

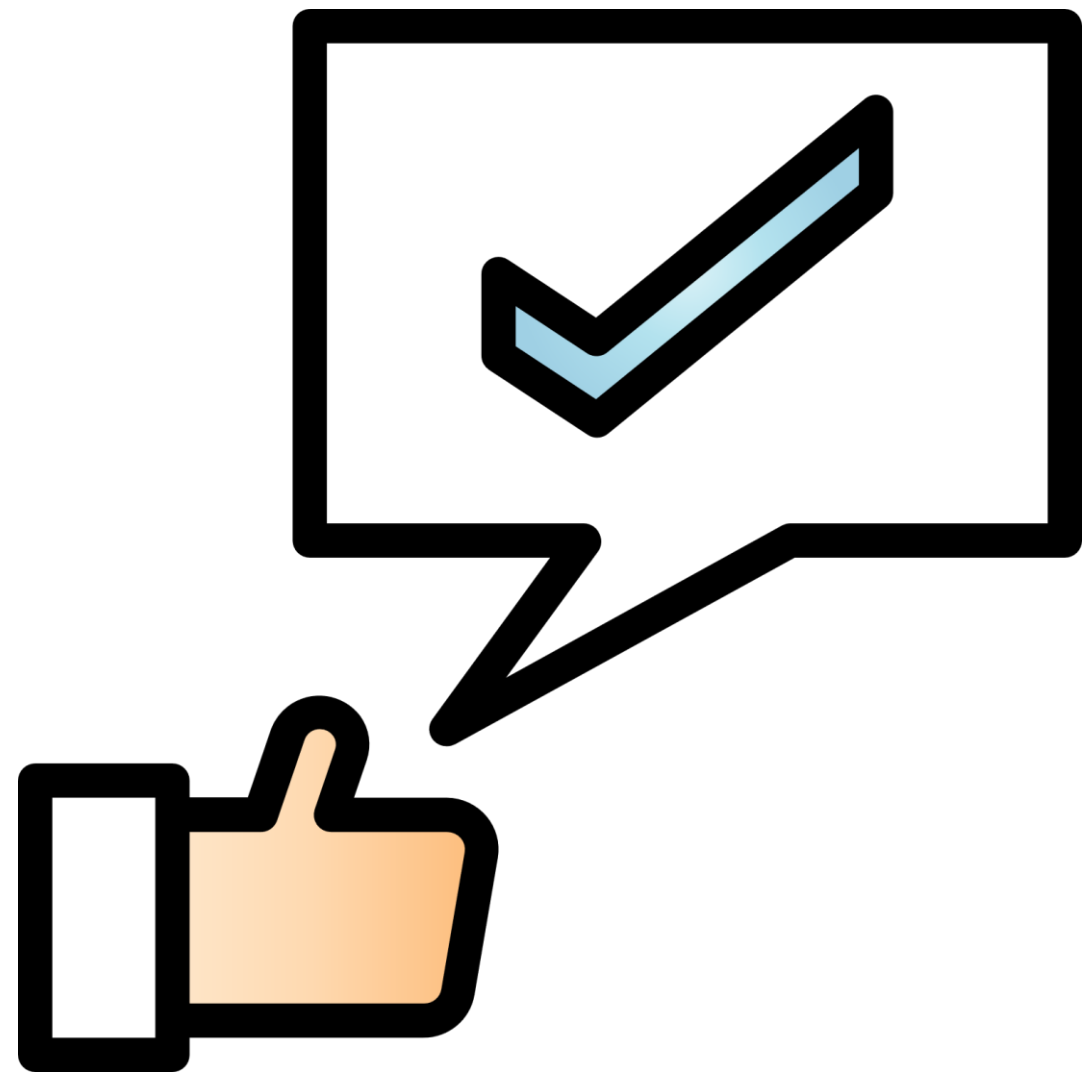
Substance Use
Disorder

Use



Social Media Trends & Substance Use



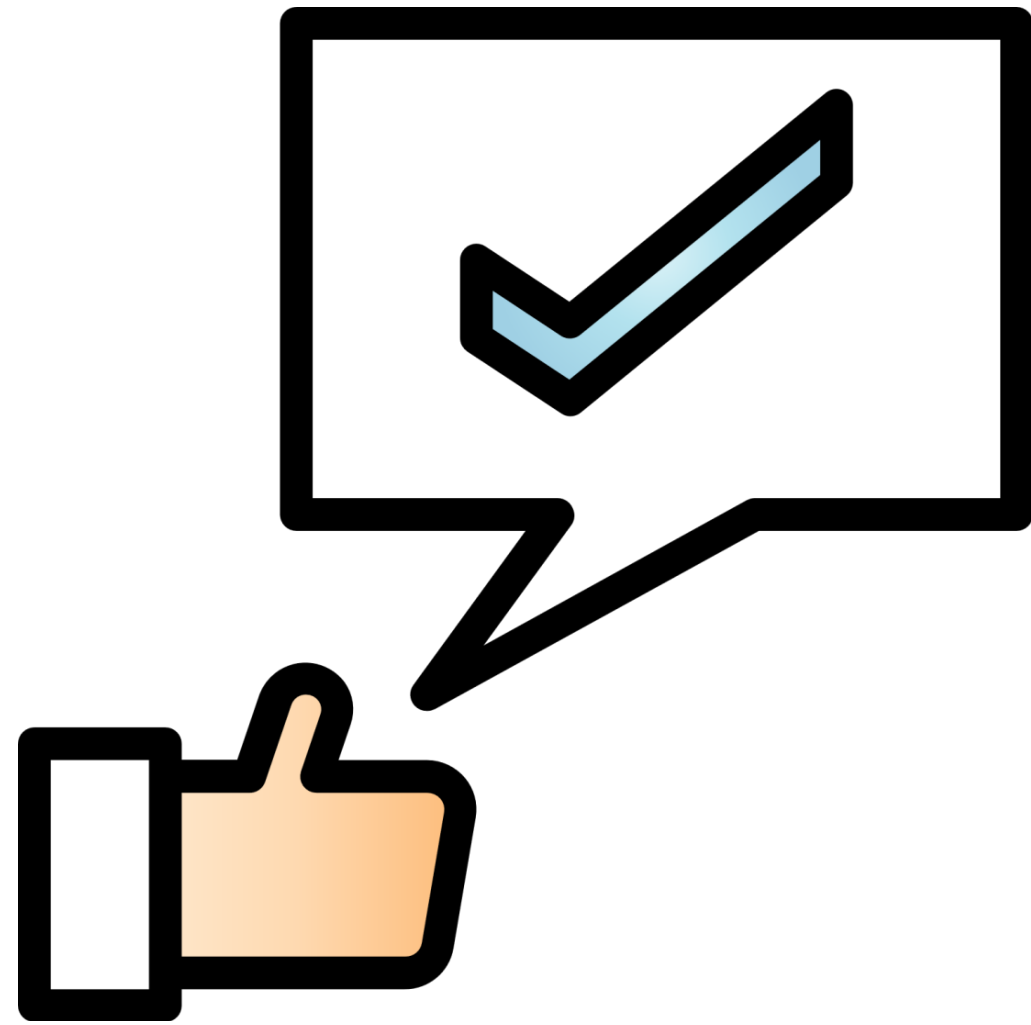


Social Media

Pros

Being socially connected is very important for the psychological development of your child,

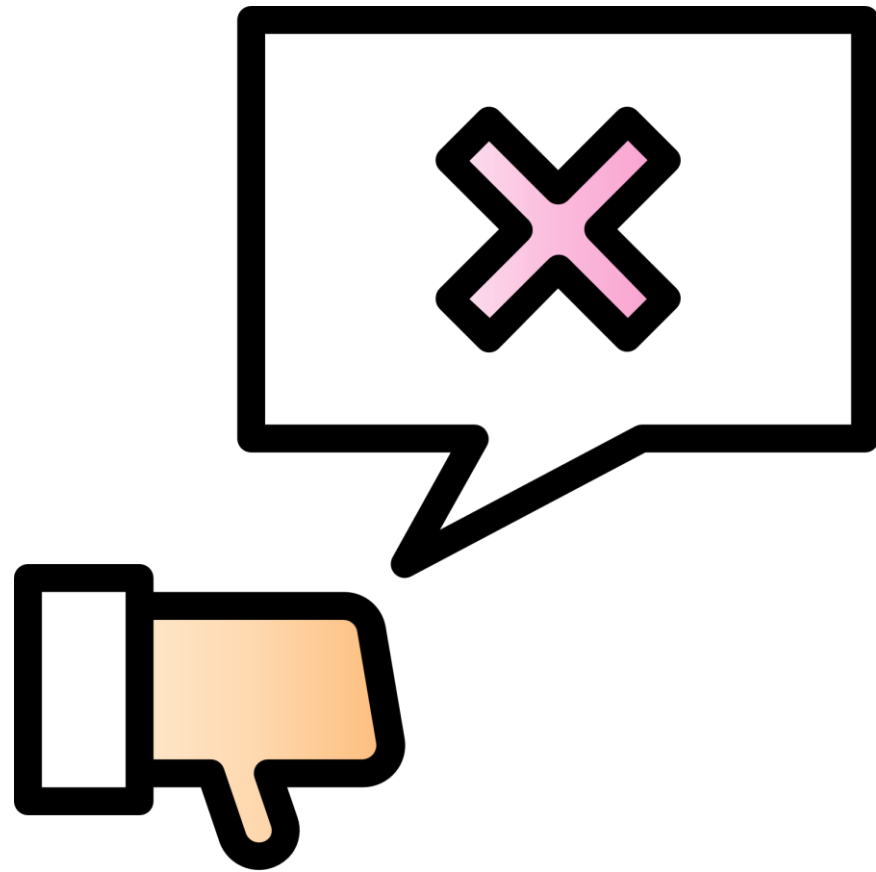
*It's not all
bad!*



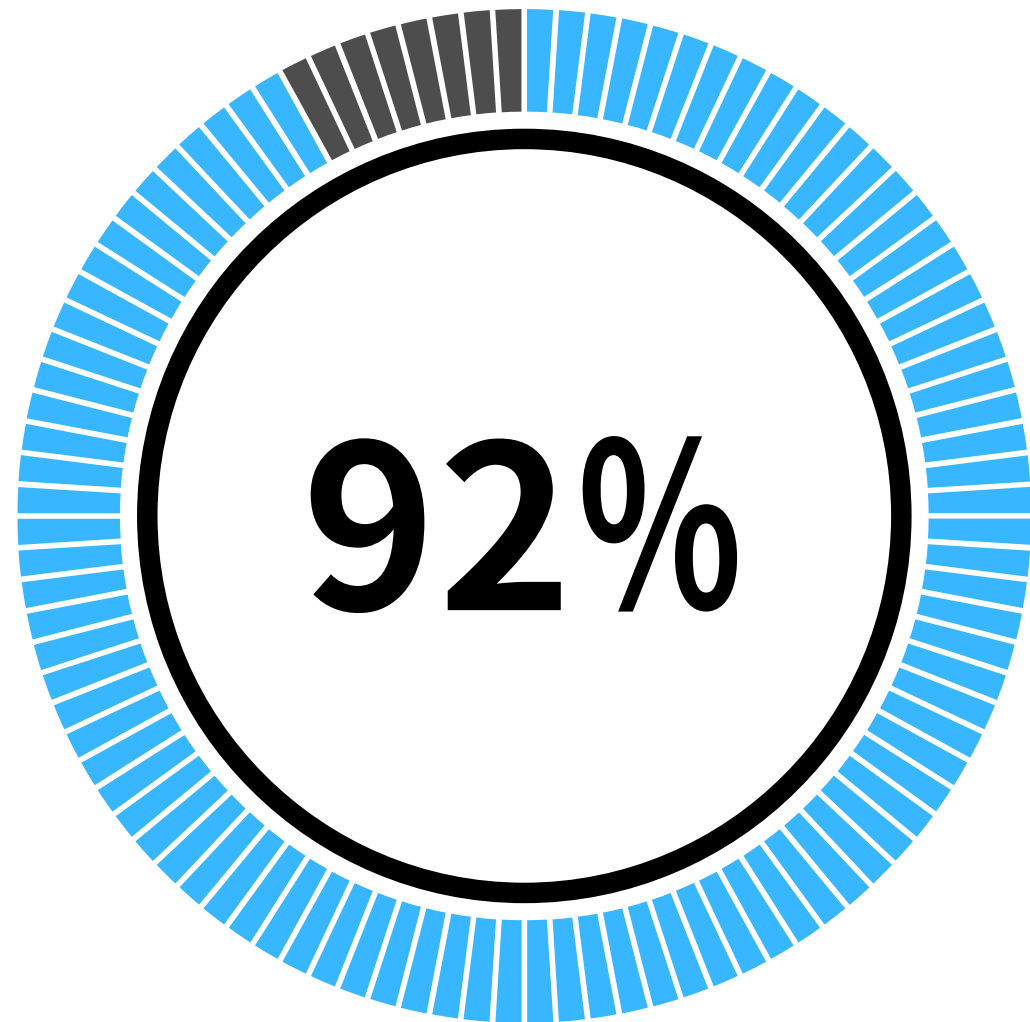
Pros of Social Media:

- developing better social skills
- feeling less isolated
- bonding with their friends
- being better equipped to be active citizens in society
- learning about world events and current affairs outside of their immediate environment.

Social Media Cons



- Teens are highly susceptible to peer influences and pressures.
- Exposure to content that not only normalizes but glamorizes behavior such as binge drinking and drug use.
- **Social media promotes social comparison**
- **Can cause or exacerbate mental health issues** such as depression, eating disorders, anxiety, etc...

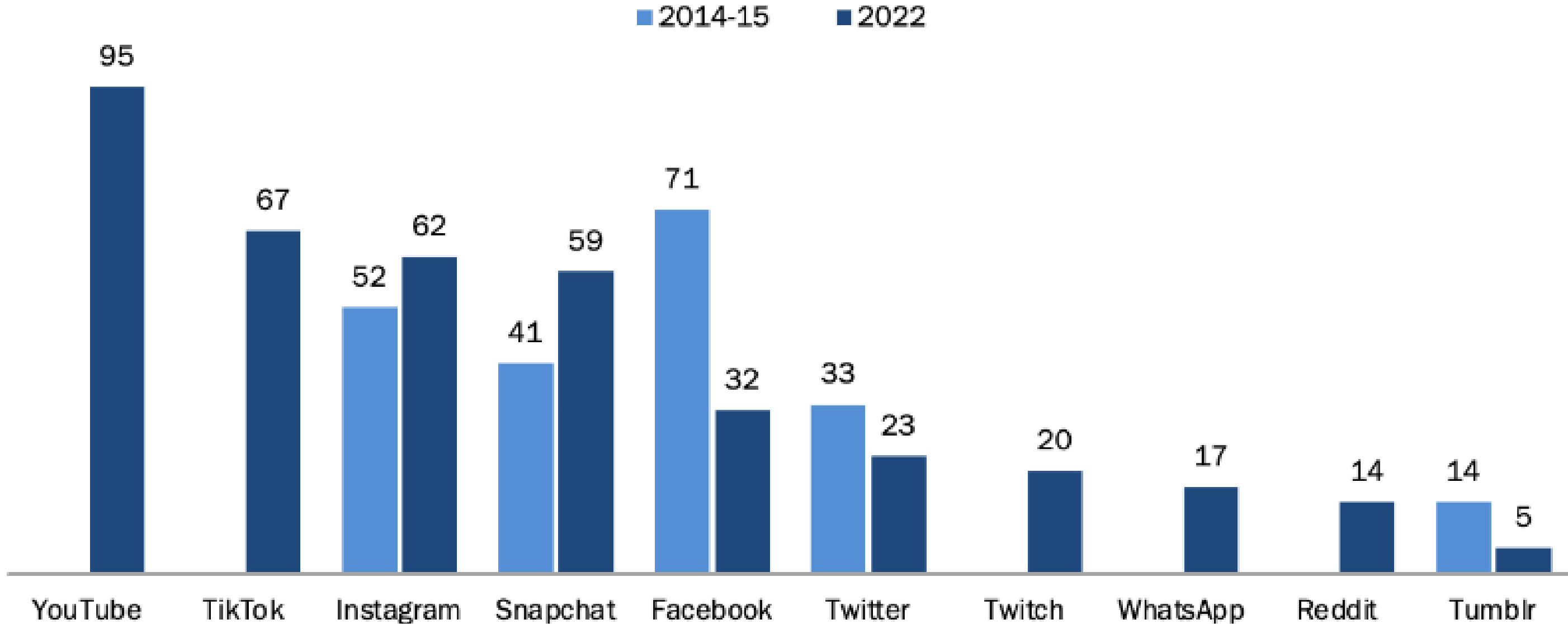


Social Media Popularity

About 92% of adolescent users report checking social media platforms more than once a day.

Majority of teens use YouTube, TikTok, Instagram, Snapchat; share of teens who use Facebook dropped sharply from 2014-15 to now

% of U.S. teens who say they ever use each of the following apps or sites



Note: Teens refer to those ages 13 to 17. Those who did not give an answer or gave other responses are not shown. The 2014-15 survey did not ask about YouTube, WhatsApp, Twitch and Reddit. TikTok debuted globally in 2018.

Source: Survey conducted April 14-May 4, 2022.

"Teens, Social Media and Technology 2022"



MOST POPULAR APPS

Dark Side of Social Media



Dealers Utilize Social Media Apps To Target Teens

Drug traffickers advertise on social media platforms like Facebook, Instagram, Snapchat, TikTok, Twitter and YouTube.

Codes Using Emojis

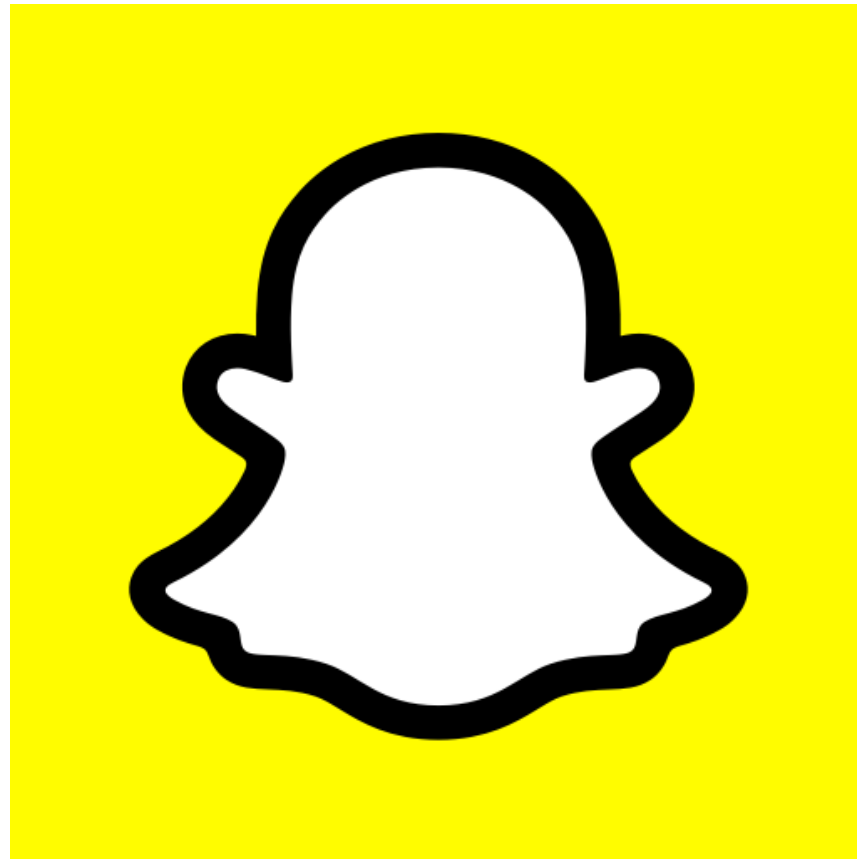


THC Products on Facebook



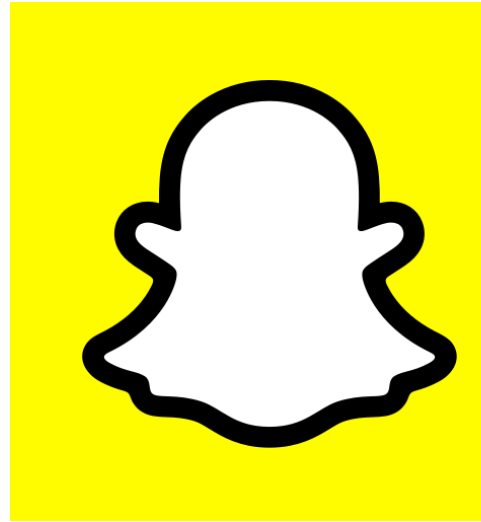
THC PRODUCTS ON FACEBOOK

Dark Side of Social Media



About Snapchat

Snapchat is very popular among teens. It's a phone app that allows users to send photos and videos (called snaps) to other users. However, unlike with photos or videos sent via text or email, those sent on Snapchat disappear seconds after they're viewed.



Drugs & Apps

Dealers can post photos with captions that include hashtags, emojis and instructions for contacting the them.

DAMON 18
FETTERLY, POSORING

DANIEL 16
FETTERLY, POSORING

DEVIN 19
FETTERLY, POSORING

DYLAN 18
FETTERLY, POSORING

ERIN 18
FETTERLY, POSORING

GIOVANNI 17
FETTERLY, POSORING

JACOB 15
FETTERLY, POSORING

JOEY 17
FETTERLY, POSORING

KAYLE 17
FETTERLY, POSORING

SEBASTIAN 17
FETTERLY, POSORING

STONE 18
FETTERLY, POSORING

OWEN 22
FETTERLY, POSORING

GRANT 19
FETTERLY, POSORING

JEFF 17
FETTERLY, POSORING

DALE 24
FETTERLY, POSORING

JAMES 19
FETTERLY, POSORING

RICHE 19
FETTERLY, POSORING

ZACHERY 18
FETTERLY, POSORING

ANTHONY 24
FETTERLY, POSORING

JACOB 22
FETTERLY, POSORING

ELURH 20
FETTERLY, POSORING

MICHAEL 30
FETTERLY, POSORING

MIKAEL 23
FETTERLY, POSORING

RICHARD 23
FETTERLY, POSORING

JADEN 19
FETTERLY, POSORING

JOEANGEL 18
FETTERLY, POSORING

SAMMY 16
FETTERLY, POSORING

GONE IN A SNAP

V ID



About Instagram

Instagram allows users to edit and upload photos and short videos through a mobile app. Users can add a caption to each of their posts and use hashtags and location-based geotags to index these posts and make them searchable by other users within the app.



mariajean885 • Following

mariajean885 #30s #berries #oxycet #10s #ms #blues #oc #oxycotton #blueberries #as #perc #wheels #ercs #greenies #tires #rims #blueheaven #unitedstates #california #ohio #losangeles #sanfrancisco #newyork #detroit #sanantonio #portland #america #hollywood #wisconsin #nashville

Sd Reply

mariajean885 Order <https://unitedonlinepharma.com>

S*nap. [blurred]
T*xt...+

Sd Reply ...

Nov 24, 2021

Be the first to like this

5 DAYS AGO

Add a comment... Post



INSTAGRAM

Dark Side of Social Media



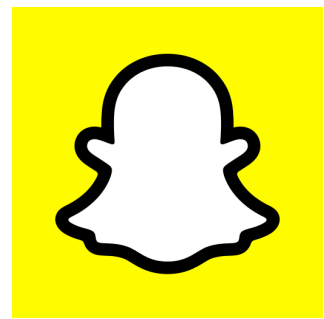
About TikTok

- Allows users to Share and discover short videos.
- The app is used by young people as an outlet to express themselves through singing, dancing, comedy, and lip-syncing.
- Allows users to create videos and share them across a community.

The General Process

Regardless of what apps are trending among youth, the process will look similar.

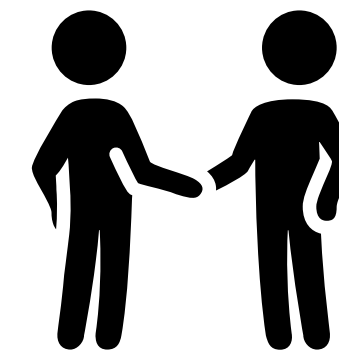
**Dealers
Advertise**



**Take
Payment**



Meet-Up or Mail





Social Media Apps

Response to Illicit Behavior

Many of social media companies, including Meta, TikTok and Snapchat, now have policies that ban advertising, buying or selling drugs and some have made efforts to work with law enforcement to address the issue.

What Can We Do?



SUPPORT

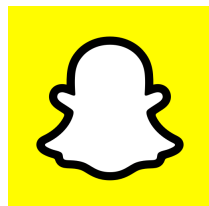
Common Teen Struggles or Drug Use?



- **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:



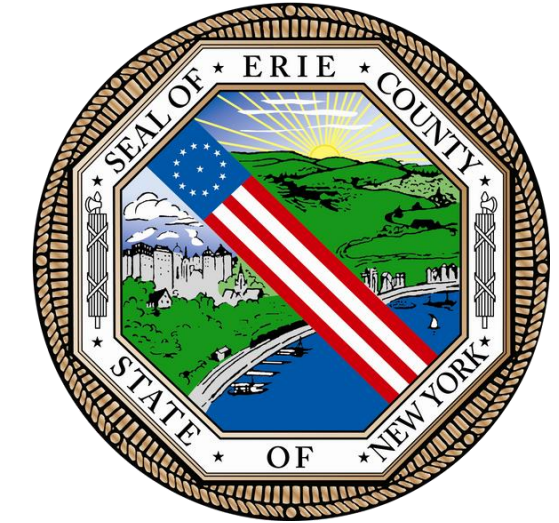


Tips for Parents

- Keep communication lines open.
- Set clear and consistent boundaries.
- Encourage independence and responsibility.
- Provide positive reinforcement.
- Stay informed and involved.

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

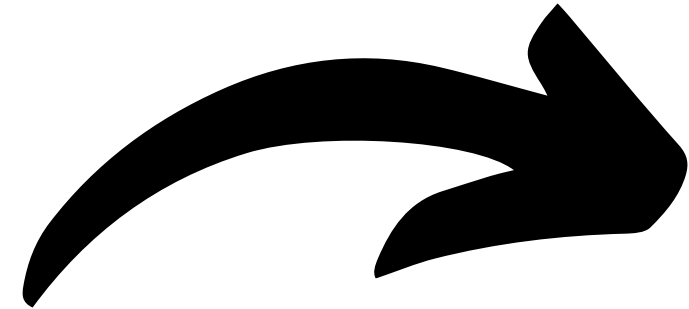
is a disease that requires
lifelong
care and there is no cure.





KIDS ESCAPING DRUGS

FACE2FACE



Brief Survey

Please take a moment
to help us improve!



Contact Us

Ashley Gedra | agedra@ked.org

Angie Ritorto | aritorto@ked.org

Mikayla Martin | mmartin@ked.org

www.ked.org