






facebook

Facebook is the teen's Catch-22. You've got to have it, but you don't really want to use it.

WHY?

-  Too many advertisements.
-  Too many family members.




HOW TEENS REALLY USE IT:

-  Check groups
-  Upload photos
-  Send messages



Instagram

Instagram is where the action really is. It's the most-used social media app by teens.

WHY?

-  Higher quality content.
-  More friends, less family.
-  Less pressure to "follow" others.
-  Searchable hashtags & tags.
-  No advertisements




HOW TEENS REALLY USE IT:

-  Share photos
-  Like and comment




twitter

Twitter has a niche following among teens, but doesn't have widespread use.

WHY?

-  Hard to find people you know.
-  Tweets are searchable
-  Assume it can be seen by family members or future employers




HOW TEENS REALLY USE IT:

-  Complain about day-to-day lives
-  Impress future employers
-  Occasionally see what other people are saying




Snapchat

Snapchat is second only to Instagram, and growing in popularity.

WHY?

-  Less public, more personal
-  Direct messaging means less social pressure
-  They don't believe photos are truly deleted, but they don't care.




HOW TEENS REALLY USE IT:

-  Create a "Story" of the day
-  Share small, random moments for fun
-  Connect with a closer circle of friends

tumblr.

Tumblr is a fun, "private" place to share media. Most people have it, but they don't talk about it.

WHY?

-  Isn't attached to your real name or identity.
-  Easy to change URL if your profile is found.
-  Tagging helps you find people with similar interests.




HOW TEENS REALLY USE IT:

-  Connect with people worldwide with similar interests
-  Share or reblog only things you really care about
-  Waste time on GIFs.



Yik Yak

YikYak is a relatively new, but increasingly popular app among young people.

WHY?

-  It's all about the content — no profiles or followers.
-  Anyone can be "at the top."
-  It only shows posts made by people within a 10 mile radius—perfect for high school and college students.

HOW TEENS REALLY USE IT:

-  When they're at school
-  Share things anonymously