

Tennessee v. Meta
Case No. 23-1364-IV

DX1341

TN Department of Mental Health & Substance Abuse Services

Social Media & Our Youth

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TNAGMETA-011-00000285

Disclaimer

This flyer/brochure/website/poster, power point or other presentation etc. was developed [in part] under grant numbers SM061764 and SM080217 from the Substance Abuse and Mental Health Services Administration (SAMHSA), U.S. Department of Health and Human Services (HHS). The views, policies, and opinions expressed are those of the authors and do not necessarily reflect those of SAMHSA or HHS.

A Life in the Community for Everyone SAMHSA

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CENTERSTONE

CRI CENTERSTONE RESEARCH INSTITUTE

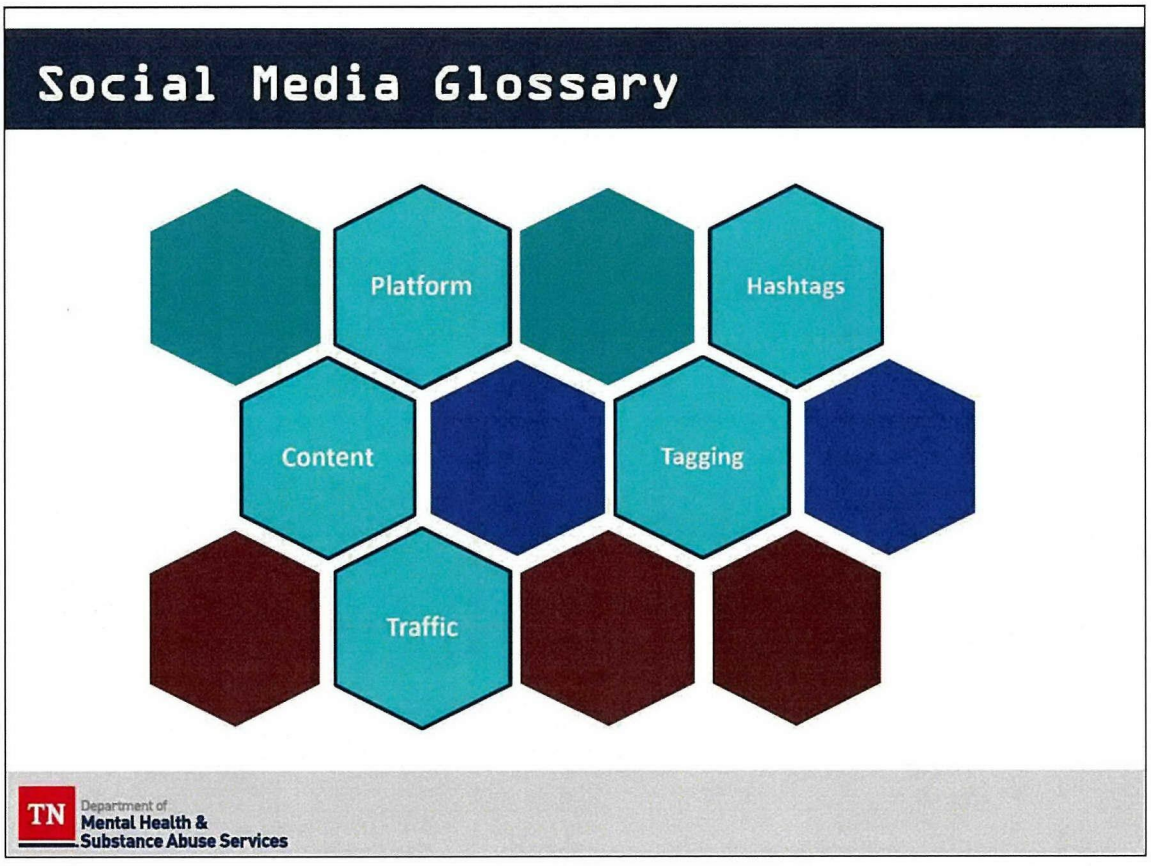
MHA Mental Health America of Middle Tennessee

Tennessee Suicide Prevention Network "Saving Lives in Tennessee"

TN



To Inform
Increase Outreach and Engagement
A new way for Word of Mouth (Activity)
Shift: Away from Social Media as a link to your website, and now allow consumers to view content directly on the platform(Inbound- you put a message on the train, and a consumer finds you and says hey can I get a ticket and gets on your train instead of you saying hey get on this train.
Video:
https://blogs.constantcontact.com/social-media-quickstarter/



Before we can talk about Social Media, we have to make sure we are speaking the same language (translate/ Alphabet Soup)

If we want to reach youth, we have to be able to speak their language too, not ask them to speak ours. One of their languages or methods of communicating is through social media. (Know your audience)- you have to be able to communicate with them



Platform- it's a bridge/outlet from you to those you're communicating with- your message boards the train and is sent via the platform through to the destination



Content- (medium, method) (blog, post, video, photo, flyer, etc.)

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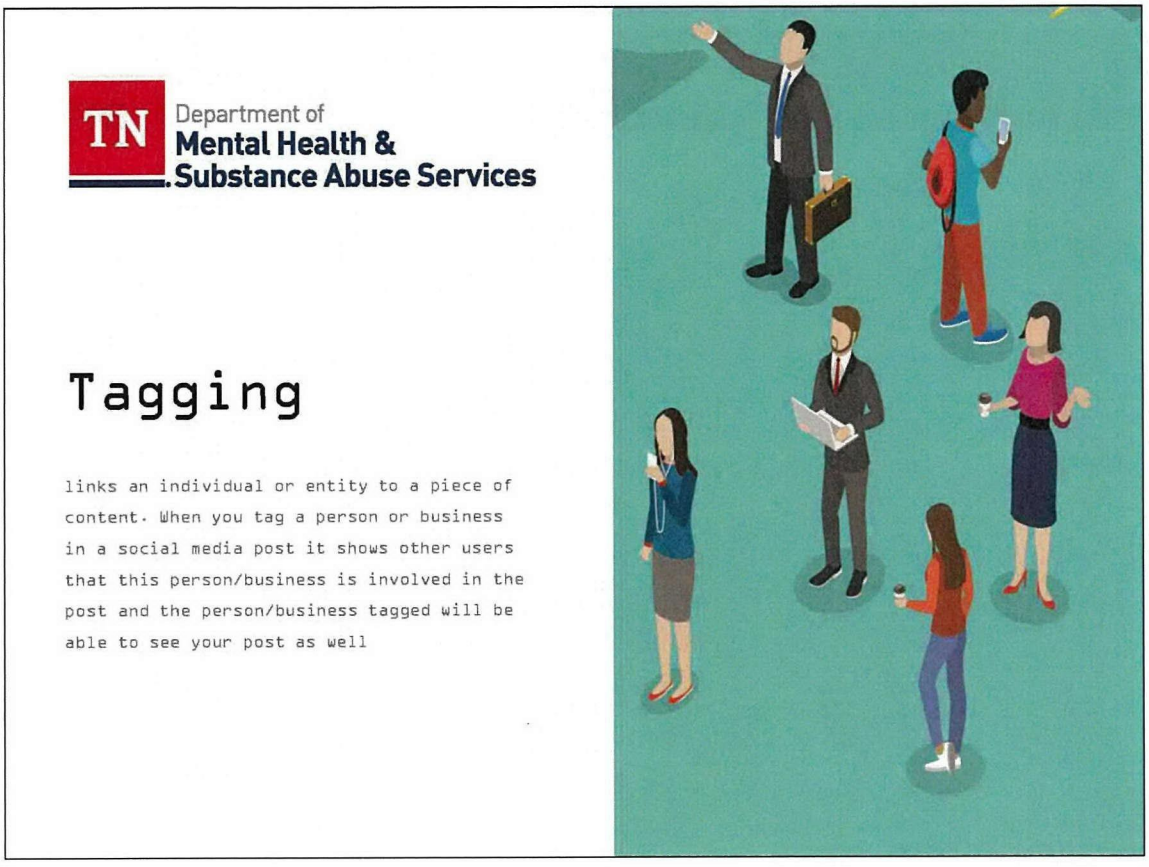


Traffic- amount of engagement occurring at your site (drive traffic)- if you post 100 times per day but only one person sees the post and clicks on it- you have high content but low traffic engagement. Drive people towards you like a magnet instead of pop ups HEY!!



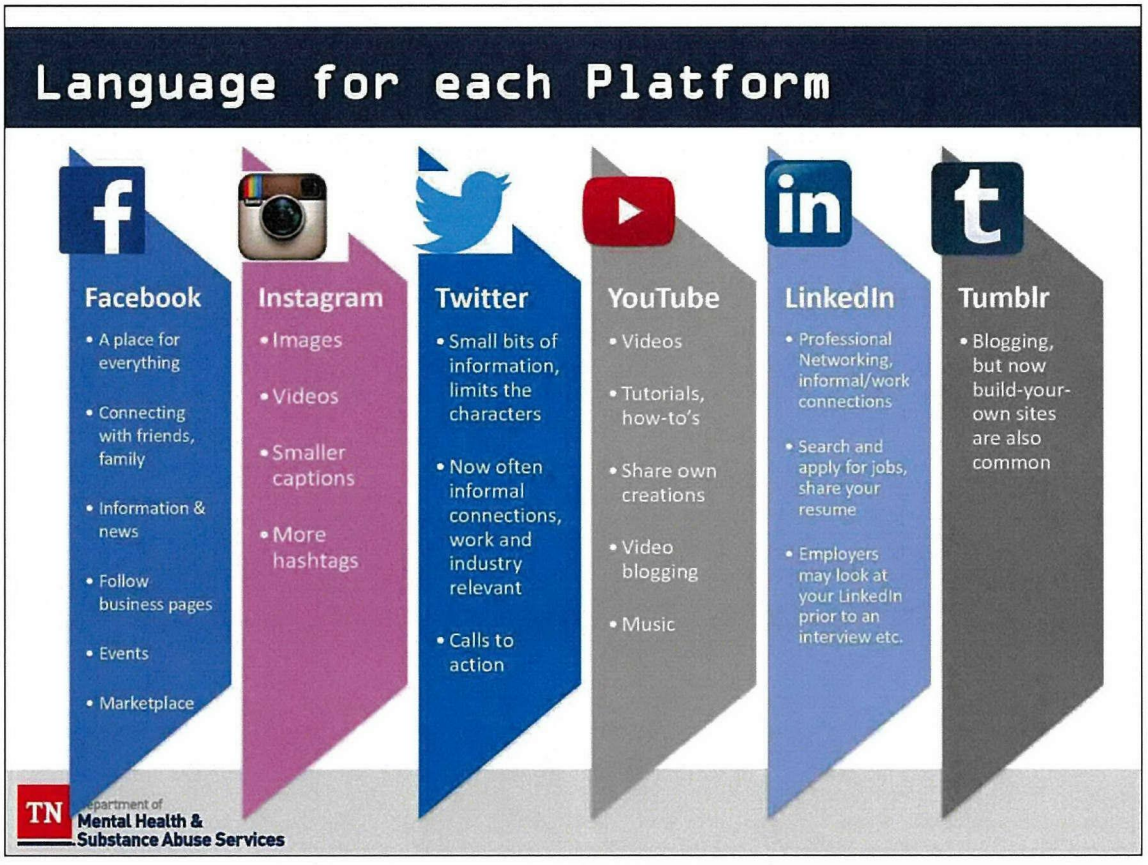
are like file folders- when you go to your Share drive, anything anyone from your department has saved in that folder is there. When you look up a hashtag,
anything anyone has posted with that same "link" will show up- it's a way to categorize, and see things from the same arena

-used often for events too- live tweeting or compile from the event



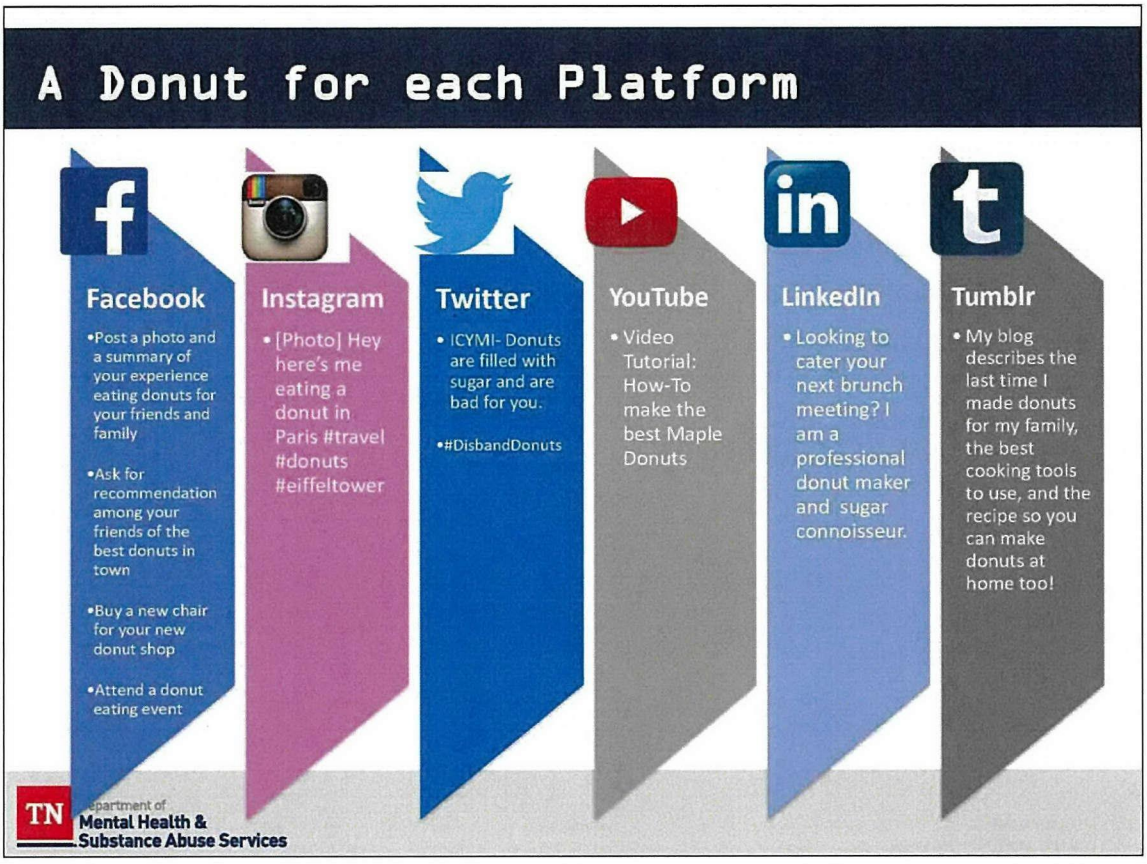
Tagging lets you know-this person or entity is involved or responsible for whatever event, content, message it being delivered, or they are a point of contact for further information

links a person to a piece of content- it's like the ultimate cc from email. When you cc someone, they're not necessarily the main correspondent but they're important to the message or they're involved in it, so they're cc'd to the message.



(like or follow- like signing up for an email list/listserv

More- SNAPCHAT



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Safety On your Platforms

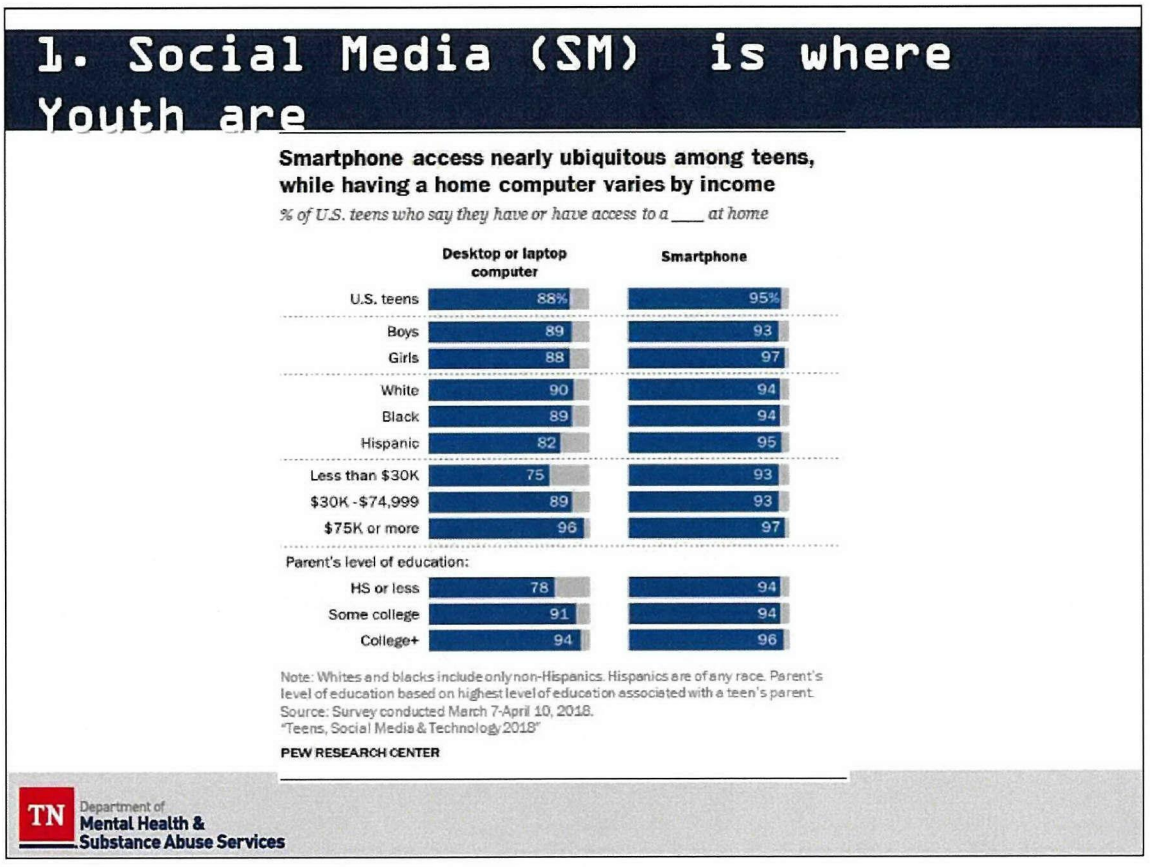
- Have a plan
- Set your safety expectations
  - Add a disclaimer
- 24/7 Crisis Links
- Ethics
- User Autonomy/Confidentiality

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Now that we know a little bit more about what social media is and how to use it's language..let's talk about why we should engage youth with this method of communication

1. Social Media (SM) is where Youth are

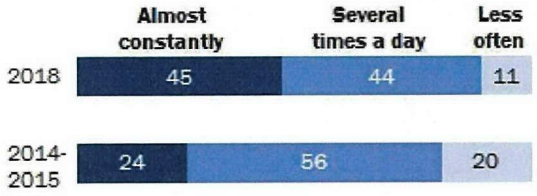


"Most notably, smartphone ownership has become a nearly ubiquitous element of teen life: 95% of teens now report they have a smartphone or access to one. These mobile connections are in turn fueling more-persistent online activities: 45% of teens now say they are online on a near-constant basis."

2. Youth are on SM frequently

45% of teens say they're online almost constantly

% of U.S. teens who say they use the internet, either on a computer or a cellphone ...



Note: "Less often" category includes teens who say they use the internet "about once a day," "several times a week" and "less often."
Source: Survey conducted March 7-April 10, 2018. Trend data from previous Pew Research Center survey conducted 2014-2015.
"Teens, Social Media & Technology 2018"

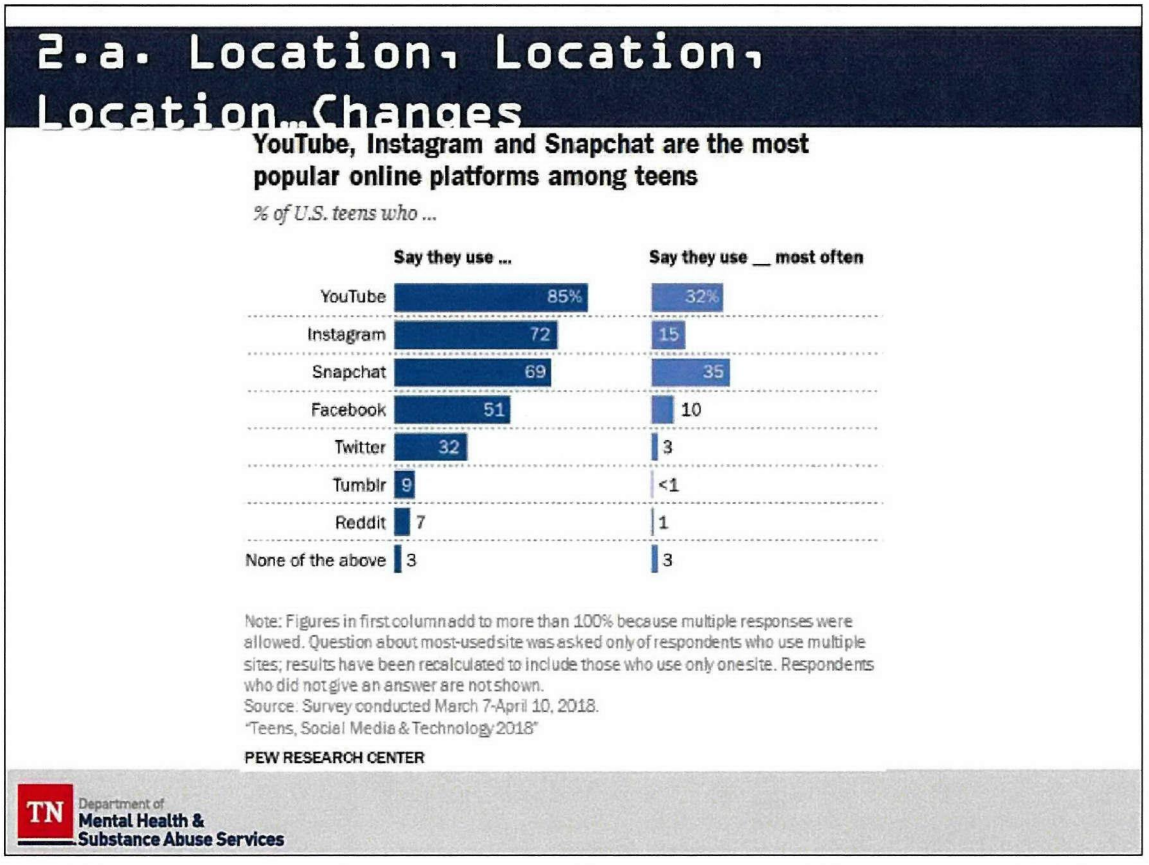
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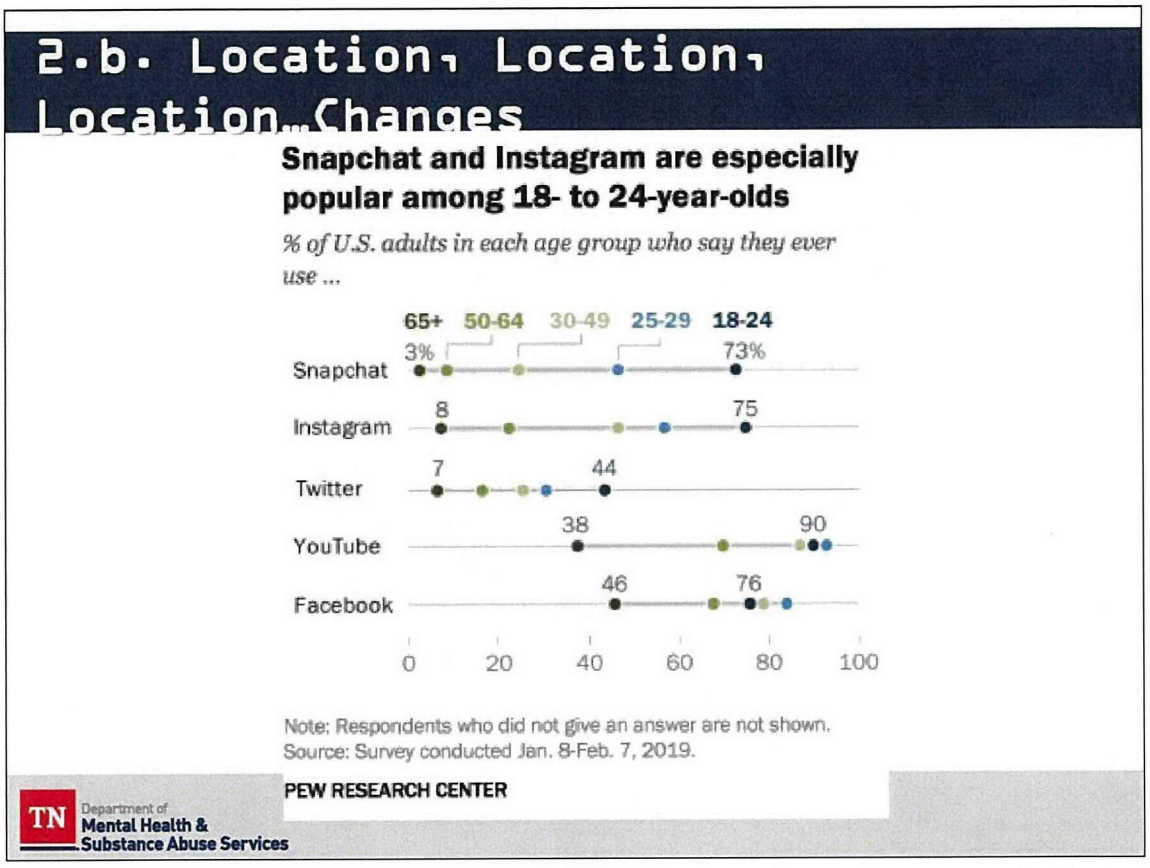
2.a. Location, Location, Location…Changes



Platform changes and Age differences

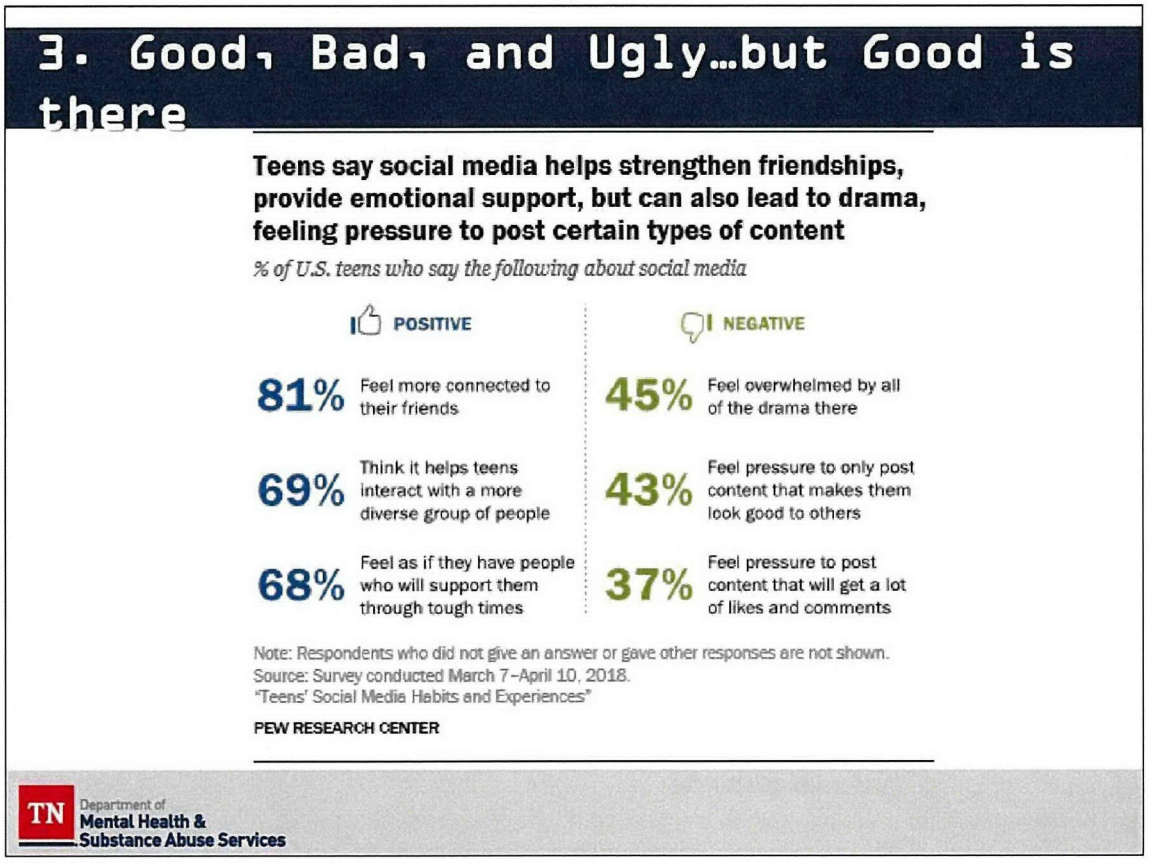
In the Center's 2014-2015 survey of teen social media use, 71% of teens reported being Facebook users. Meanwhile, 51% of teens now say they use Facebook. (2018)

2.b. Location, Location, Location…Changes



As was true in previous surveys of social media use by the Center, there are substantial age-related differences in platform use. This is especially true of Instagram and Snapchat, which are used by 67% and 62% of 18- to 29-year-olds, respectively.

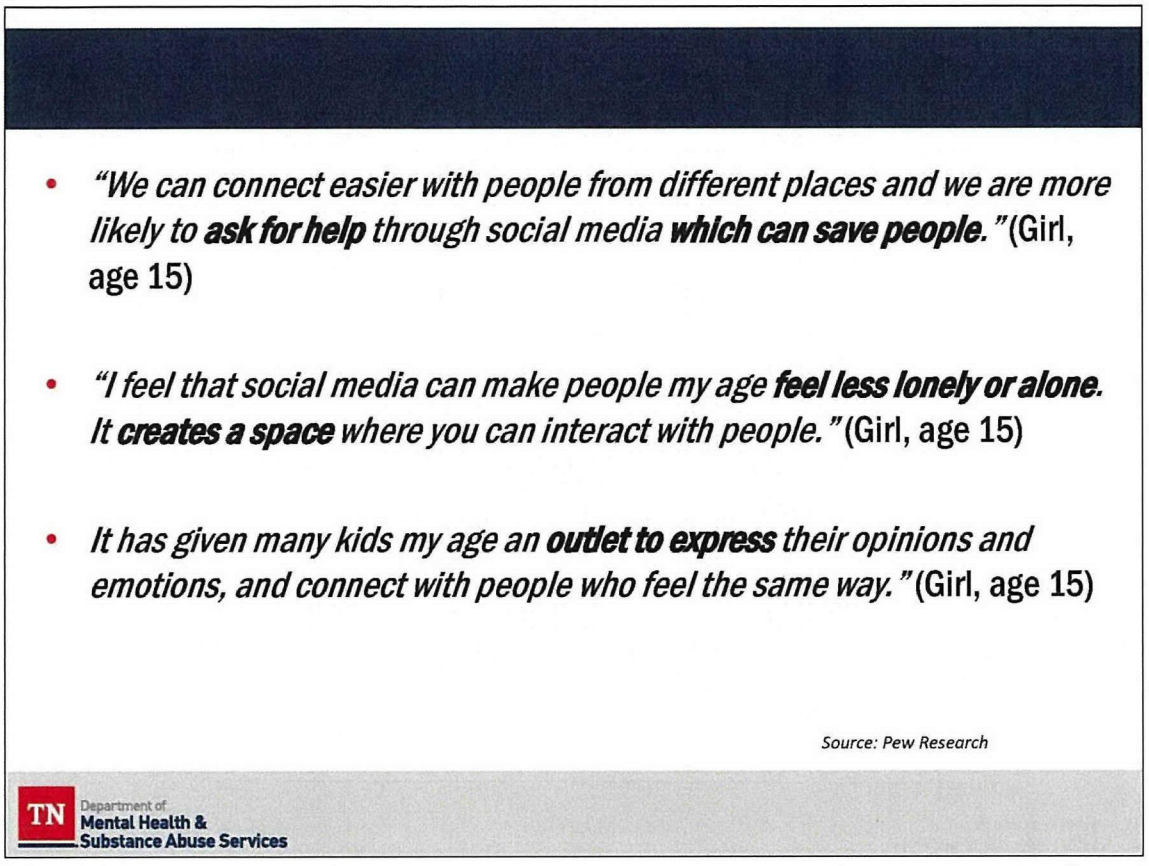
Particularly for these two platforms, there are also pronounced differences in use within the young adult population. Those ages 18 to 24 are substantially more likely than those ages 25 to 29 to say they use Snapchat (73% vs. 47%) and Instagram (75% vs. 57%).



Some 45% of teens say they feel overwhelmed by all the drama on social media, with 13% saying they feel this way "a lot." And a similar share of teens (44%) say they often or sometimes unfriend or unfollow others on social media. When asked why they've digitally disconnected from others, 78% of this group report doing so because people created too much drama, while 52% cite the bullying of them or others.

We need to have a social media presence both to be part of the positive protective factors and also to be there to provide resources for the negative aspects when there is drama, stress, depressive symptoms. We cannot influence this population if we aren't even at the table. !!!!!!!!!!!!!!!!!!!

Teens themselves describe these platforms as a key tool for connecting and maintaining relationships, being creative, and learning more about the world. But they also must contend with more negative aspects of social media use, such as drama and bullying or feeling pressure to present themselves in a certain way.

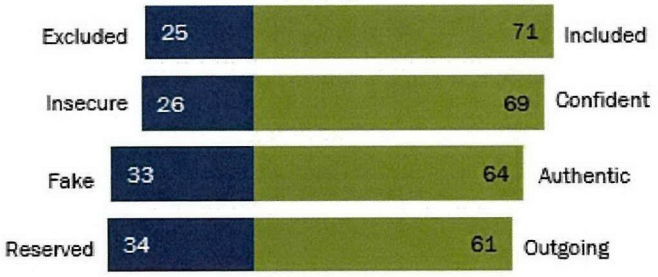


Outlet to Express- Youth are in a developmental stage of identity formation and intimacy building, PEW RESEARCH

4. SM can foster Inclusion and Confidence

Teens are more likely to say social media makes them feel more included and confident rather than excluded or insecure

% of U.S. teens who say that social media makes them feel more ...



Note: Respondents who did not give an answer are not shown.
Source: Survey conducted March 7–April 10, 2018.
"Teens' Social Media Habits and Experiences"

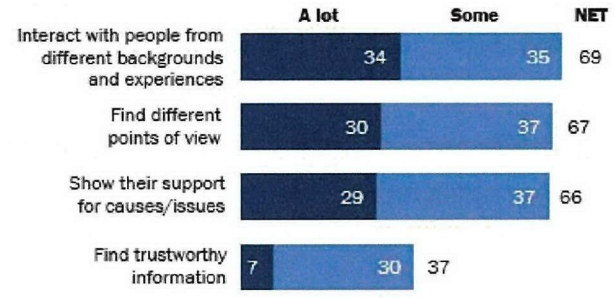
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5. Support & Awareness of Causes

Majorities of teens say social media helps peers talk to a diverse group of people, support causes; fewer think it helps teens find trustworthy information

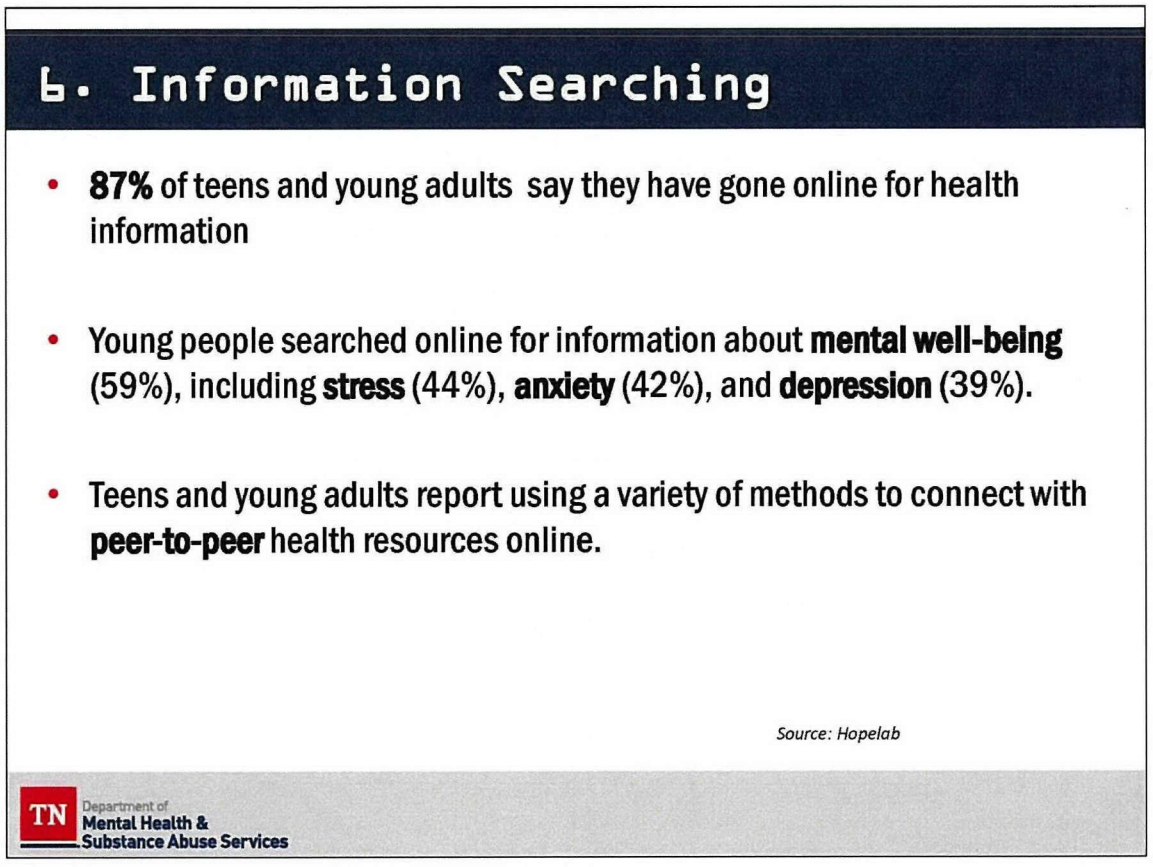
*% of U.S. teens who say social media helps people their age **a lot** or **some** to do each of the following ...*



Note: Respondents who did not give an answer or gave other responses are not shown.
Source: Survey conducted March 7–April 10, 2018.
"Teens' Social Media Habits and Experiences"

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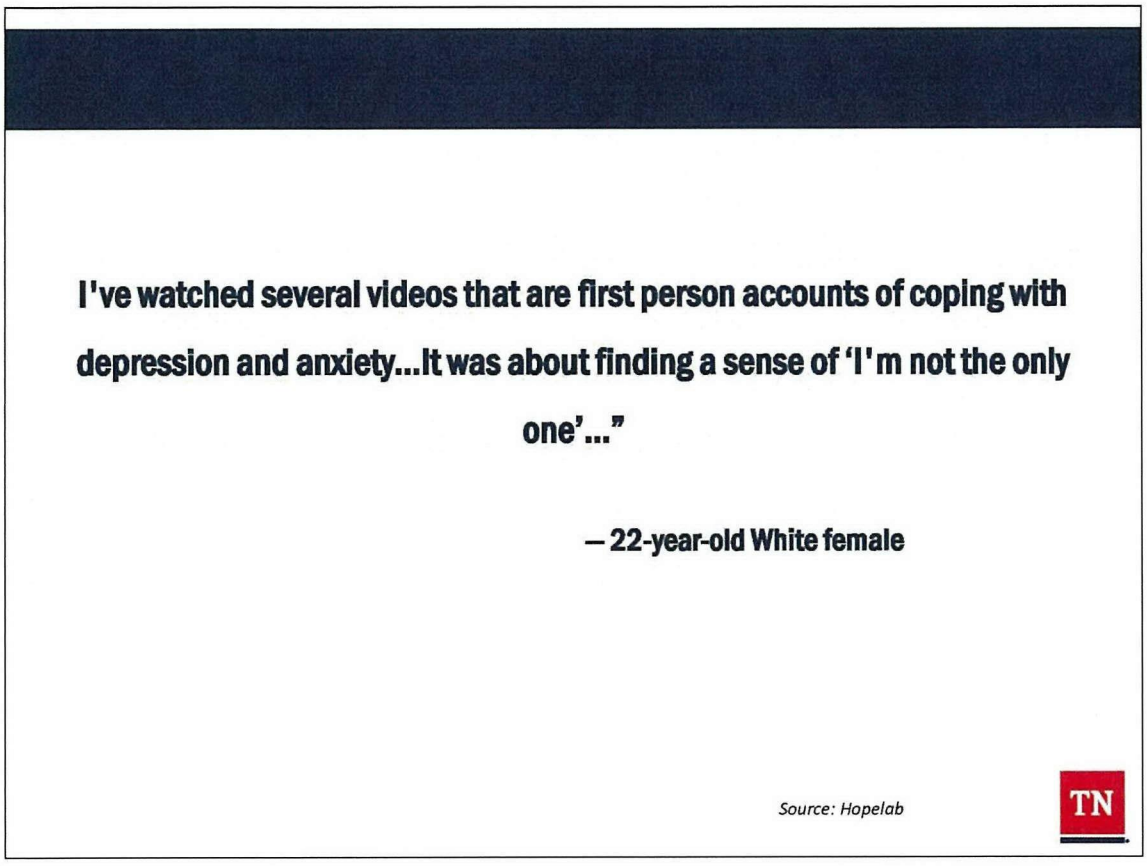
Hopelab

Previous studies have shown that about two in ten U.S. adults have gone online to find people who might have health concerns similar to theirs.1

About four in ten (39%) young people say they have gone online to try to find people with health conditions similar to their own. Most of those who tried to find such "health peers" online reported that they did succeed in finding them (84%).

The majority (61%) of teens and young adults report reading or watching other people share about their health experiences online. This includes teens and young adults who have watched TED talks, seen YouTube videos, or read blogs or social media accounts of a variety of personal health stories. Fifteen percent of young people say they have shared their own personal health experience online in some fashion.

eens and young adults report using a variety of methods to connect with peer-to-peer health resources online. As mentioned above, a total of 39% say they have gone online to try to find people with health conditions similar to their own. Among the methods they have used to do that are: going to online forums on specific health topics (e.g., a chat room for people with diabetes), which more than one in four (28%) young people say they have done; through social media (19% report having done this); through blogs (15%); and commenting on other people's public posts (14%). (The total adds to more than 39% because some TYAs have used more than one way to try to find health peers online).



Knowing what Youth are looking for can help us know what forms of content to put out there. They're looking for real, human, interactions and experiences of people with lived experience. There's a lot of mixed reviews about the truthfulness of just information on social media platforms, so adding this humanistic piece to it can be helpful.
Youth are looking to connect online, to learn from others who have shared experiences, but to also widen their perspectives and learn about others' experiences. They are looking for joining- youth are in a stage of identity development and intimacy development- theyr'e trying to express themselves individually and also make connections and form relationships. If we only view social media as the bag guy, we will miss the opportunity to reach this population in an area where they are frequently.

"...My depression had been really bad and I was feeling really stressed and anxious about school. I posted on Instagram about my struggles with my classes and how I was feeling, and I was met with lots of encouraging words. Someone even direct messaged me and told me they were going through a similar situation. It really helped me pick myself up."

— 16-year-old White female

Source: Hopelab

"I search for people on YouTube that were posting about their anxiety disorders and it help me understand that I needed to tell my mother about mine."
— 17-year-old White female

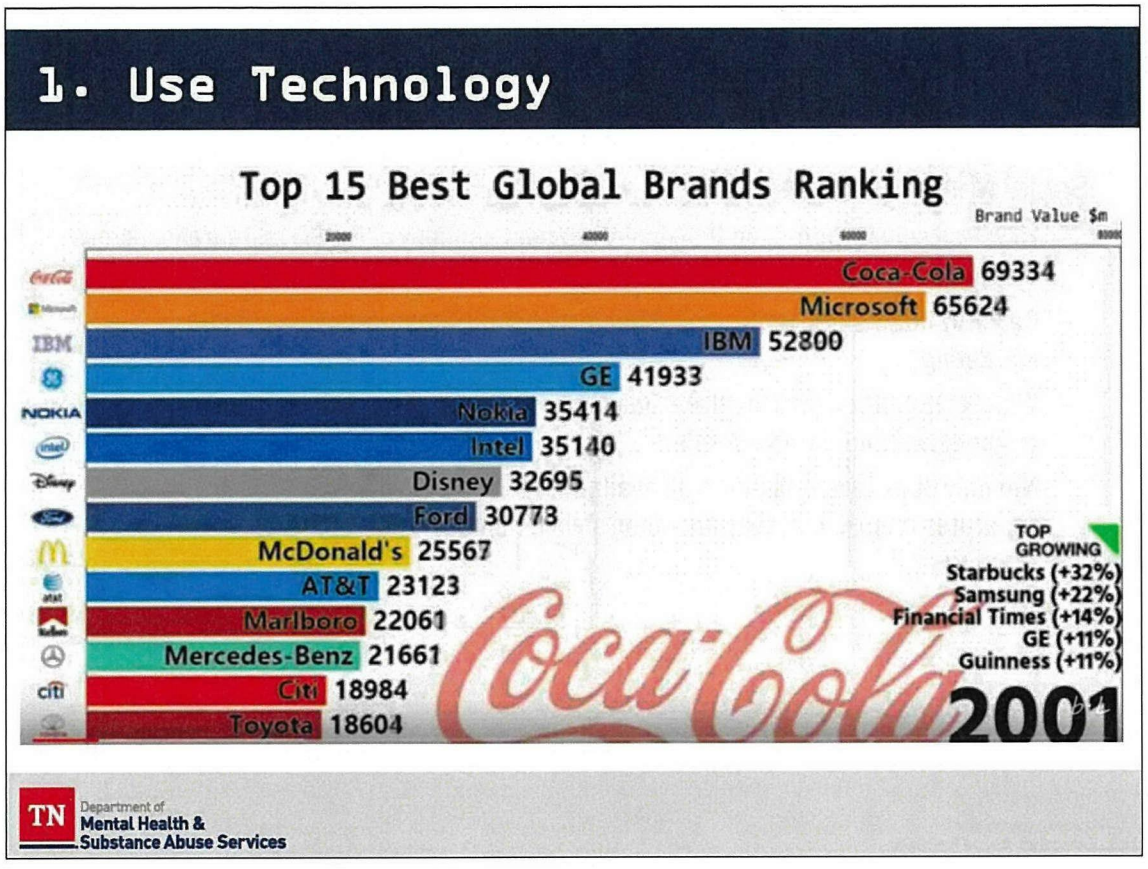
"I search for people on YouTube that were posting about their anxiety disorders, and it helped me understand that I needed to tell my mother about mine."

— 17-year-old White female

Source: Hopelab

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How can we be strategic about SM?



2008- GOOGLE, 0:48 seconds
Brands that have utilized the power of internet, technology, and media marketing have grown the fastest and are miles ahead of the others

2. Spread out and Be A Human

- Social Media Example
  - Taco Bell serves more than 2 billion customers annually at 7,000 restaurants across the globe
  - Recently they gained attention for being one of the leaders in social media marketing
  - While competition (McDonald's) has more **followers**...Taco Bell boasts more **engagement** and **brand attention**
  - Not only does Taco Bell utilize all available social media platforms, but what separates them is that they are doing so in a **humanistic** and **personal** way

Source: Business2Community

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SOURCE; Business2Community, YEAR)



Humanistic- this is a shift we are seeing in marketing stratey and the companies that you know are most successful are doing this.... Google,
Many try to engage youth but fail because they aren't able to connect with youth
As youth are more tech savvy they can tell inauthenticity
They hired millennials, because they are digital natives, by having them dispersed throughout our teams, we are staying on the forefront of trends. Hire Youth or Millenials, have youth voice present and involved in the process.

You have to get your message out there but you also have to LISTEN!!!!

"The main difference in the strategy we are doing now vs. before is that what we are doing today is real-time, and we listen and engage all the time."

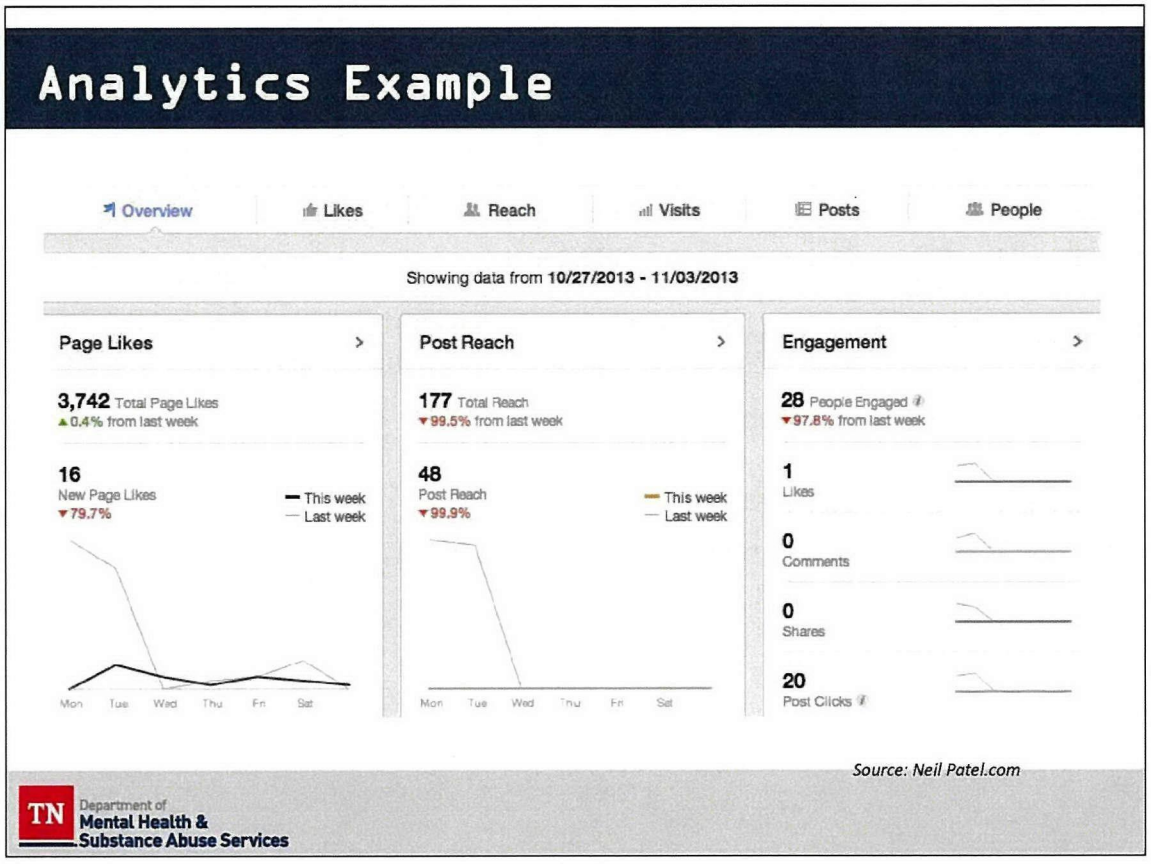
Why does this matter to us???


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Resources to Get Started and Learn More

Tools

- Analytics
- Know the Signs- Step by Step User Guide
- MassTapp Toolkit- Strategy
- Hootsuite- Schedule Multiple Posts
- Safe Messaging and Reporting
  - National Action Alliance Framework for Safe Messaging
  - Reportingonsuicide.org

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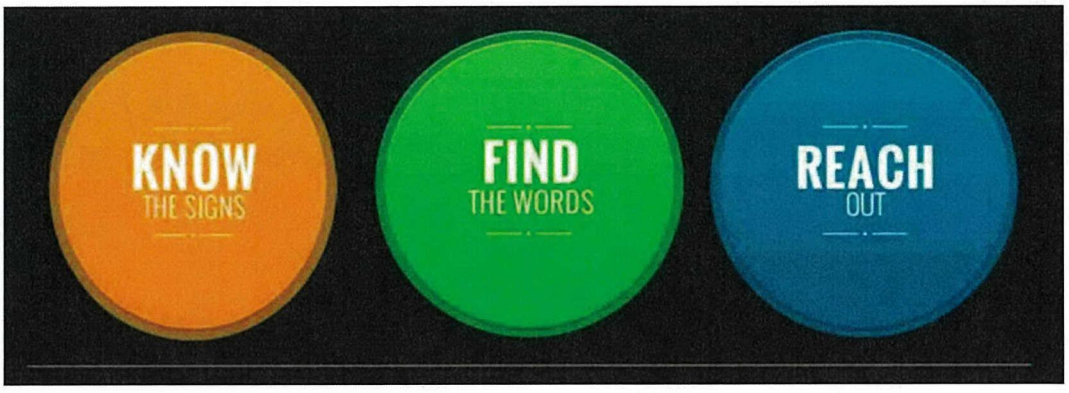


https://neilpatel.com/blog/facebook-insights-and-analytics/

Redirection- switches the webpage when you attempt to move away
Lead Magnet- Incentive marketers use in exchange for contact info
"Give a little to get a little"

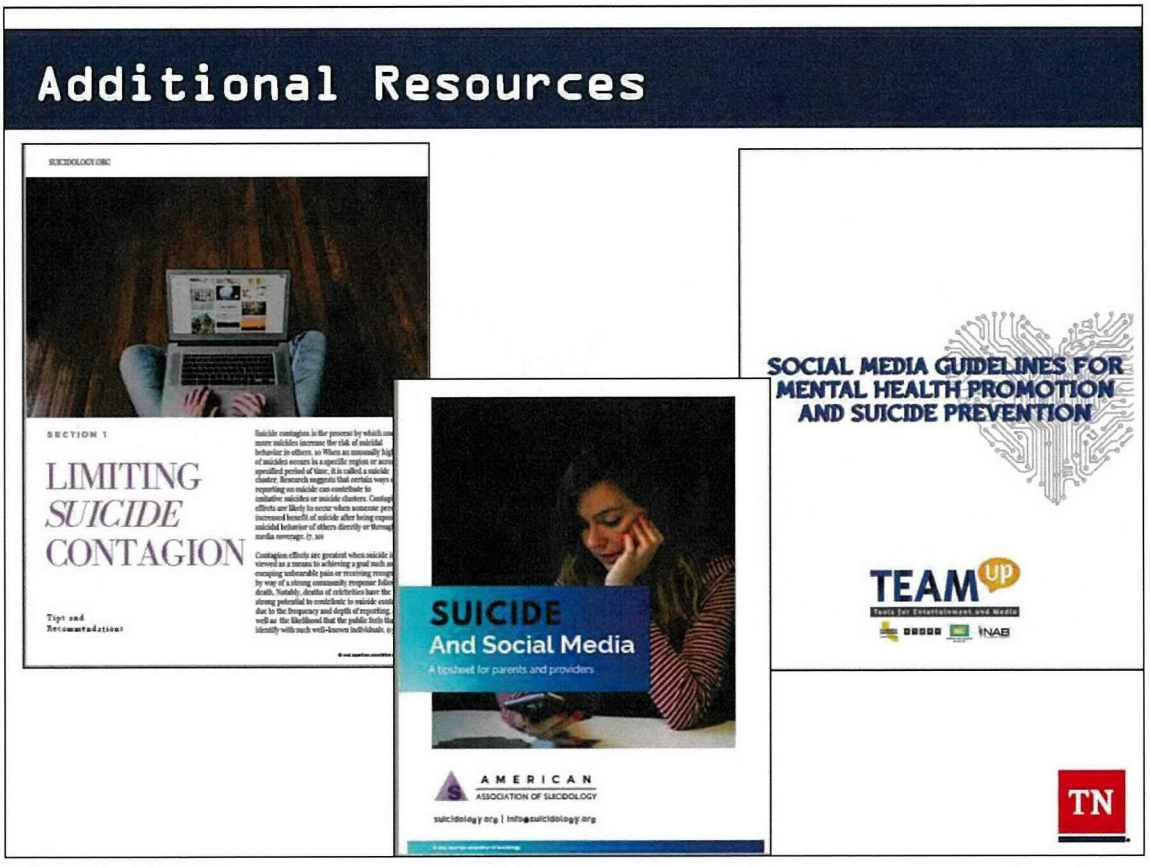
Instagram, Google Analytics

Website Example



Source:
Suicideispreventable.org

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Positive and Negative side of Social Media
Should be asking about Digital Lives in screenings/assessments

AAS Suicide Reporting Recommendations
Suicide and Social Media (a tipsheet for parents and providers)
3. Social Media Guidelines for Mental Health Promotion and Suicide Prevention

Reminder:

- *Technology keeps changing, but resources are available*
- *You don't have to know everything*
- *Your agency/dept./program doesn't necessarily <u>need</u> everything*



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My experience with Twitter changing
Snapchat
I learned this

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