

**CPA 2023**



**CPA**

# Reimagining **Prevention**

Annual Conference **2023**

COMMONWEALTH PREVENTION ALLIANCE (CPA)

**HAVE YOU HEARD ABOUT**  
**THE *FASTEST GROWING* YOUTH**  
**SOCIAL MEDIA APP IN HISTORY?**





WHERE CHANGE BEGINS™

# WE ARE COMMON GROUND

a strategic consulting firm working globally to change the world

ABOUT US

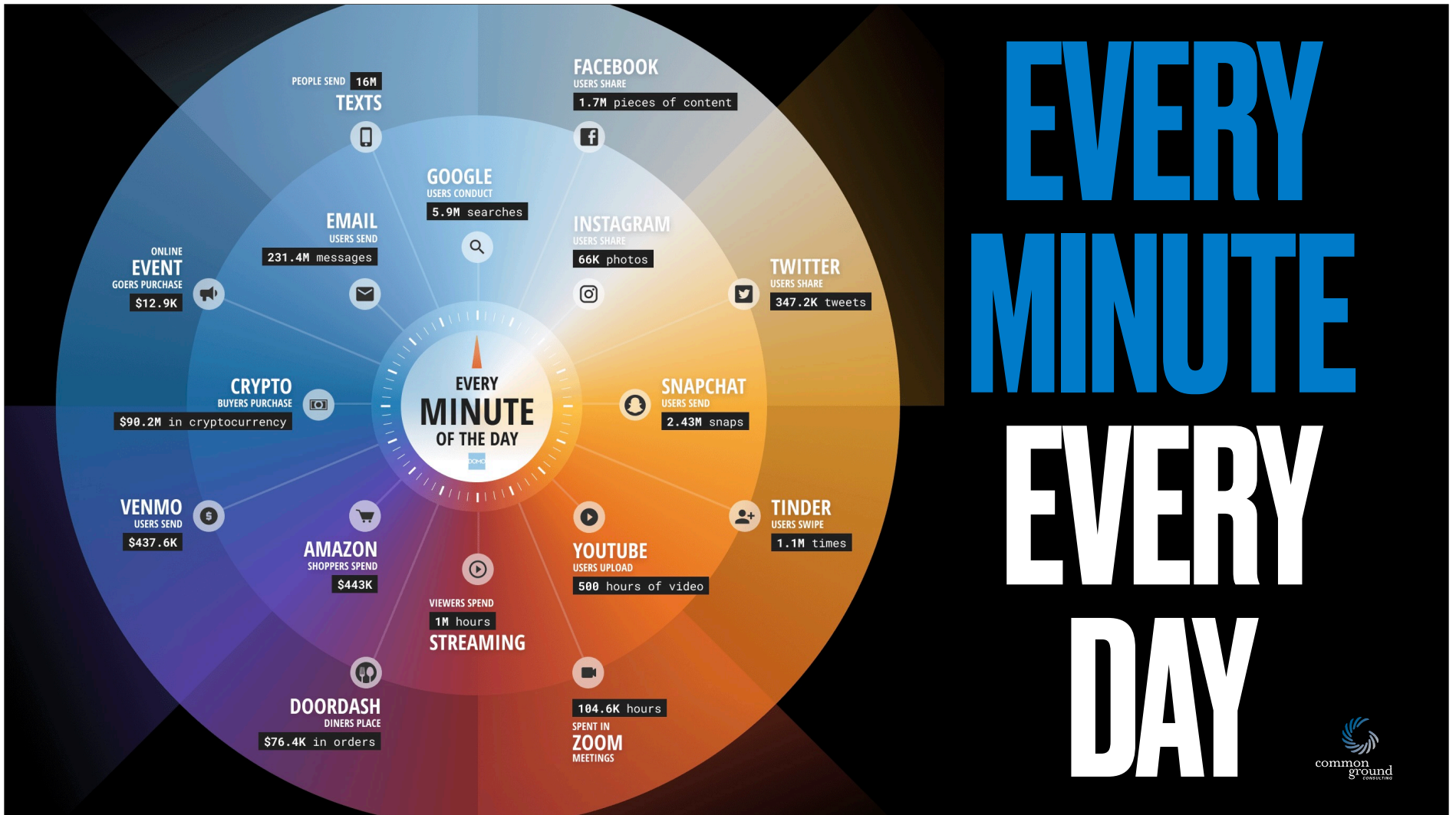
CORONAVIRUS UPDATE



# FIRST THINGS FIRST

**WHAT'S HAPPENING ONLINE THESE DAYS?**

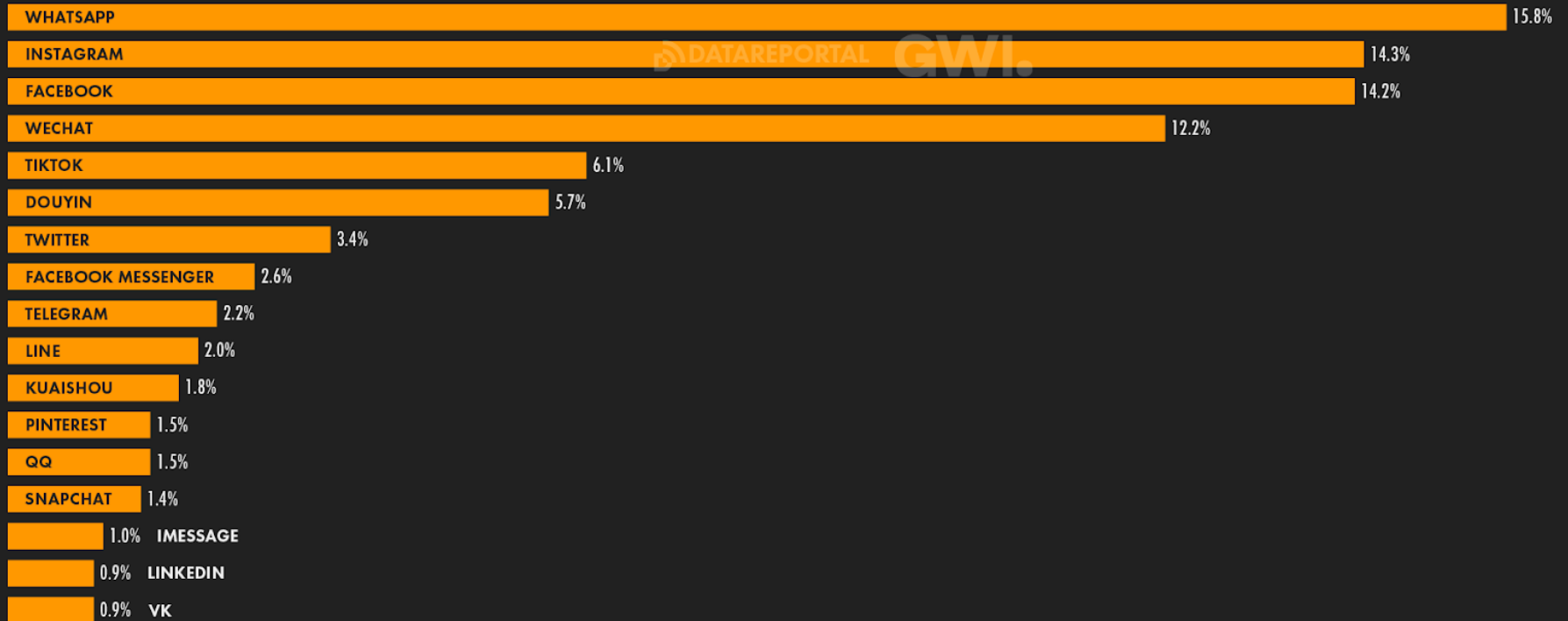




JAN  
2023

# FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM



184

**SOURCE:** GWI (Q3 2022). SEE [GWI.COM](http://GWI.COM) FOR FULL DETAILS. **NOTES:** ONLY INCLUDES INTERNET USERS AGED 16 TO 64 WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MAY NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER FOR THIS QUESTION IN GWI'S SURVEY. WE REPORT GWI'S VALUES FOR TIKTOK IN CHINA SEPARATELY AS DOUYIN, AS PER BYTEDANCE'S CORPORATE REPORTING.

we  
are  
social

Meltwater

**JAN  
2023**

# FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM



## FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST FEMALE INTERNET USERS

SOCIAL PLATFORM	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64
WHATSAPP	12.3%	13.3%	15.4%	16.4%	20.3%
INSTAGRAM	23.1%	17.6%	13.2%	10.6%	7.6%
FACEBOOK	6.9%	13.5%	14.7%	16.9%	18.9%
WECHAT	8.0%	13.4%	15.0%	13.1%	11.7%
TIKTOK	12.0%	7.5%	5.5%	4.6%	3.2%
DOUYIN	4.7%	6.8%	7.6%	6.3%	3.6%
TWITTER	5.0%	2.6%	2.1%	2.1%	1.9%
FB MESSENGER	2.1%	2.5%	2.7%	2.9%	3.3%
TELEGRAM	2.0%	1.6%	1.6%	1.9%	1.8%
LINE	1.0%	1.4%	2.2%	3.4%	4.6%

## FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST MALE INTERNET USERS

SOCIAL PLATFORM	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64
WHATSAPP	15.5%	15.4%	17.1%	18.5%	19.5%
INSTAGRAM	21.3%	14.6%	9.4%	7.0%	4.9%
FACEBOOK	10.5%	15.7%	17.1%	16.8%	18.4%
WECHAT	8.4%	12.1%	13.8%	14.1%	15.0%
TIKTOK	7.7%	5.1%	4.4%	4.1%	2.2%
DOUYIN	4.1%	6.0%	6.7%	5.3%	4.7%
TWITTER	4.2%	3.9%	3.8%	3.8%	3.5%
FB MESSENGER	2.1%	2.8%	2.8%	2.6%	2.7%
TELEGRAM	3.0%	2.8%	2.3%	2.4%	2.3%
LINE	0.8%	1.3%	1.9%	2.9%	3.7%

**SOURCE:** GWI (Q3 2022). SEE [GWI.COM](http://GWI.COM) FOR FULL DETAILS. **NOTES:** ONLY INCLUDES INTERNET USERS WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MAY NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER FOR THIS QUESTION IN GWI'S SURVEY. WE REPORT GWI'S VALUES FOR TIKTOK IN CHINA SEPARATELY AS DOUYIN, AS PER BYTEDANCE'S CORPORATE REPORTING. **COMPARABILITY:** VALUES NOW REPRESENT SHARE OF ACTIVE SOCIAL MEDIA USERS ONLY, RATHER THAN SHARE OF ALL INTERNET USERS. VERSIONS OF THIS CHART THAT FEATURED IN OUR PREVIOUS REPORTS DID NOT INCLUDE DATA FOR CHINA, SO VALUES ARE NOT COMPARABLE.



# **YOUTUBE IS THE SITE TEENS DON'T WANT TO LIVE WITHOUT**

**IN FACT, WATCHING ONLINE VIDEOS IS THE FAVORITE  
MEDIA ACTIVITY AMONG 8 TO 18 YEAR-OLDS, APPEALING  
TO BOTH TWEENS AND TEENS, BOYS AND GIRLS, AND  
ACROSS RACIAL/ETHNIC GROUPS AND INCOME LEVELS**



# **BETWEEN 2019 & 2021 SOCIAL MEDIA USE HAS GROWN BY 17%**

**AMONG BOTH TEENS (13-18) & TWEENS (8-12)**

**5.5 HOURS OF DAILY SCREEN TIME FOR TWEENS**

**8.5 HOURS OF DAILY SCREEN TIME FOR TEENS**



# **38% OF TWEENS & 84% OF TEENS USE SOCIAL MEDIA**

**18% OF TWEENS & 62% OF TEENS USE IT *EVERYDAY***

**TWEENS SPEND AN AVERAGE OF 18 MINUTES  
A DAY USING SOCIAL MEDIA, WHILE TEENS SAY ABOUT  
AN HOUR & HALF ON AVERAGE.**



# **LET'S TALK BRIEFLY ABOUT HOW TEENS ACTUALLY FEEL ABOUT SOCIAL MEDIA**

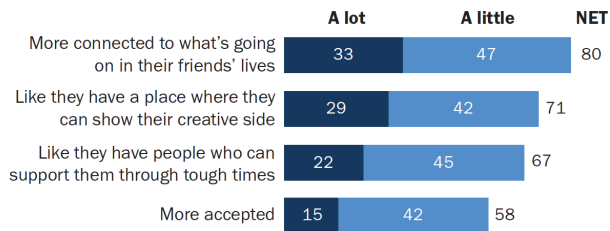


**“ Despite the concerns that have been raised about teens’ experiences online, teens largely see the time they spend on social media in a neutral or positive light. Indeed, teens are more likely to say that social media has a mostly positive – rather than negative – effect on their lives. And majorities say social media makes them feel more connected with friends, more accepted, like they have a support network, and like they have a creative outlet. Teens across all major demographic groups express these sentiments.**

TEENS VIEWS ABOUT SOCIAL MEDIA - PEW RESEARCH CENTER - NOVEMBER 2022

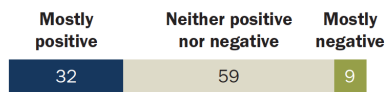
**Majorities of teens say social media provides them with a space for connection, creativity and support ...**

*% of U.S. teens who say that in general, what they see on social media makes them feel ...*

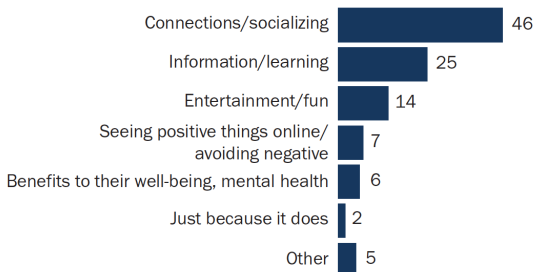


**... and are more likely to say these sites have had a positive rather than negative impact on them, with many citing friendships, connections as reasons why**

*% of U.S. teens who say social media has had a \_\_\_ effect on them, personally*



Among those who say mostly positive, % who give each of the following as the main reasons why



*“Social media has definitely had some negative influence on me, but overall, it has been an overwhelmingly positive effect. It allows me to connect with my friends in ways that would otherwise be impossible and has introduced me to many of my favorite books, movies, and games. I’ve also learned a lot from some platforms, like YouTube, which can be used for educational purposes too.” – Teen girl*

*“I am kind of socially awkward and making friends in person has often been difficult. Currently, I have a couple long time friendships online and talk with them practically daily.” – Teen boy*

*“On YouTube, I can easily access helpful videos and news alongside entertainment. YouTube has actually been an integral part of several of my classes as it helped people learn how to use software ... or even had resources I used to complete projects.” – Teen boy*



**HOW MANY OF YOU HAVE HEARD OF GAS?  
BEREAL? ZIGAZOO? OR ZIGAZOO KIDS?**



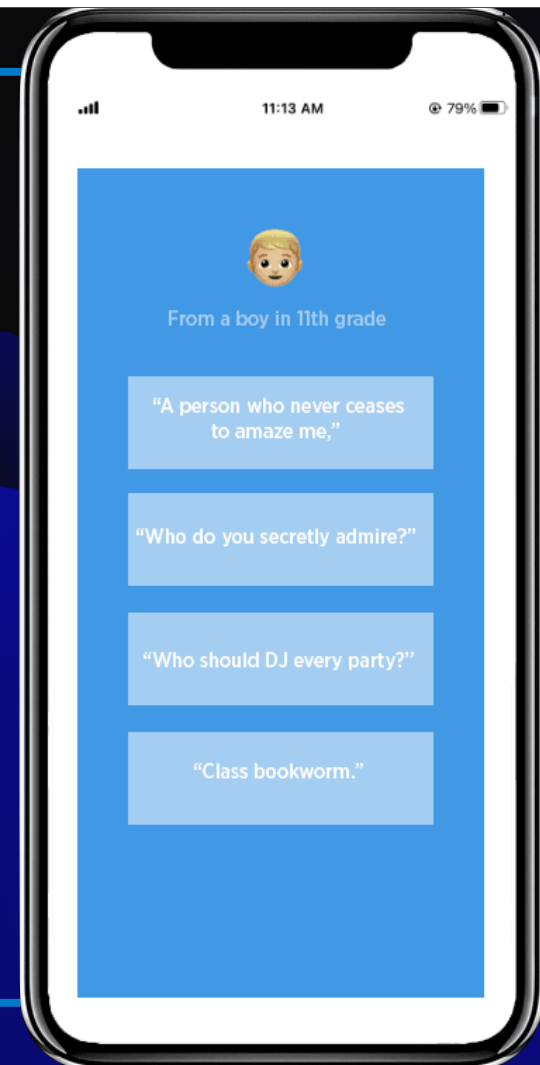
## **REMEMBER HS SUPERLATIVES?**

**THE GAS APP IS A POLLING PLATFORM  
POPULAR AMONG TWEENS AND TEENS THAT  
ENCOURAGES THE RANKING OF PEERS. IN  
TEEN SLANG, TO “GAS SOMEONE UP”  
MEANS TO PAY THEM A COMPLIMENT.**



**Gas is a part of a new wave of social media apps that emphasize authenticity and smaller social networks. In addition to its bare-bones interface and limited interaction between users, the questions on Gas all skew positive, and Gas's mission is to “create a place that makes us feel better about ourselves.”**

Gas was released in August 2022, and according to the Wall Street Journal, and quickly became the top downloaded social media app in the Apple App Store (dethroning TikTok!). This is impressive in and of itself, but is especially noteworthy considering the app was only available in 12 states at the time.



# **WAIT! STOP! WHAT ARE YOU DOING RIGHT NOW?**

**BEREAL BILLS ITSELF AS "NOT ANOTHER SOCIAL NETWORK" AND ENCOURAGES USERS TO POST "REAL" CONTENT. THE APP NOTIFIES USERS AT RANDOM TIMES EACH DAY TO SHARE A SNAPSHOT OF WHAT THEY'RE DOING WITHIN THE NEXT TWO MINUTES. THE GOAL IS TO GIVE USERS' FRIENDS UNEDITED AND UNFILTERED GLIMPSES INTO THEIR DAILY LIVES. WITH NO LIKES OR FOLLOWER COUNTS, BEREAL'S EMPHASIS ON AUTHENTICITY IS RESONATING AMONG TEENS.**

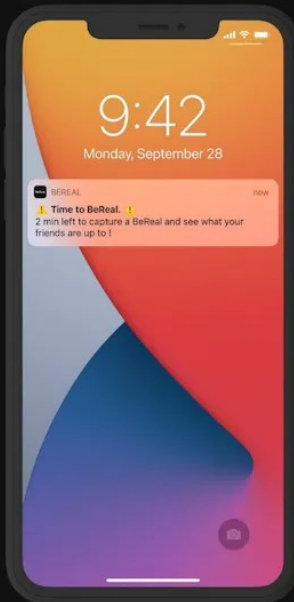


Experts suggest  
BeReal has the  
potential to help  
children who may  
be struggling with  
self-worth and  
anxiety issues.

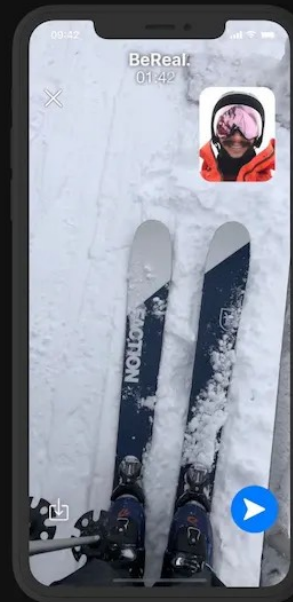
“Any social media app  
that promotes  
authenticity and also  
limits the time that  
you're on, in my opinion,  
is one that's valuable.”

- Dr. Janet Taylor,  
psychiatrist.

**Once a day**  
everyone receives a  
**notification** at the same time



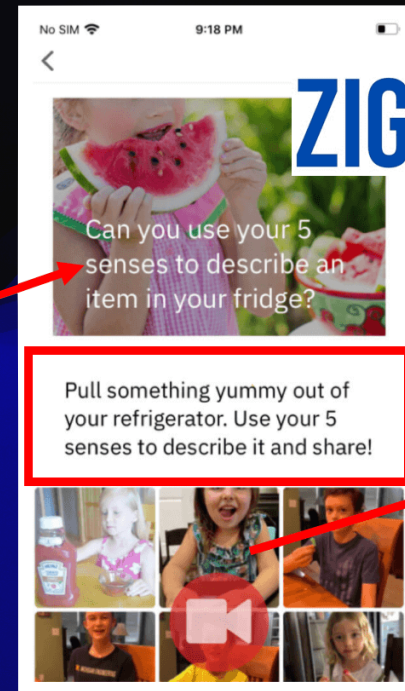
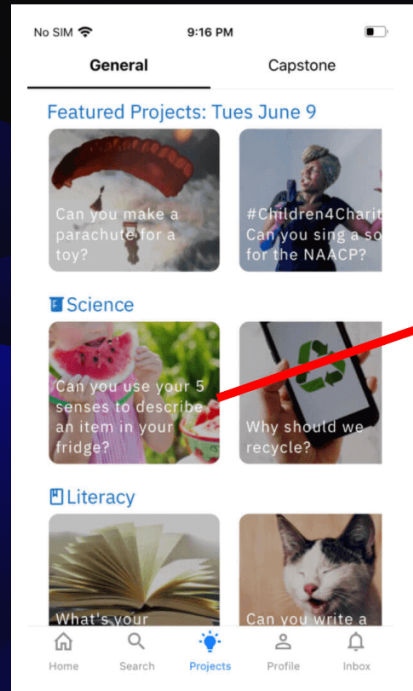
**2 Minutes**  
to capture a **BeReal** of  
what you are doing



**Find out**  
what all your **Friends** are  
doing right now

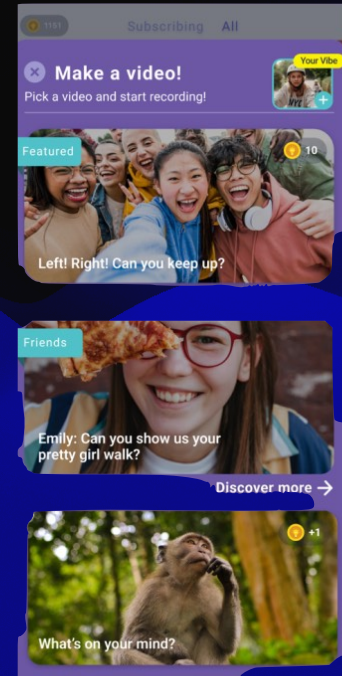
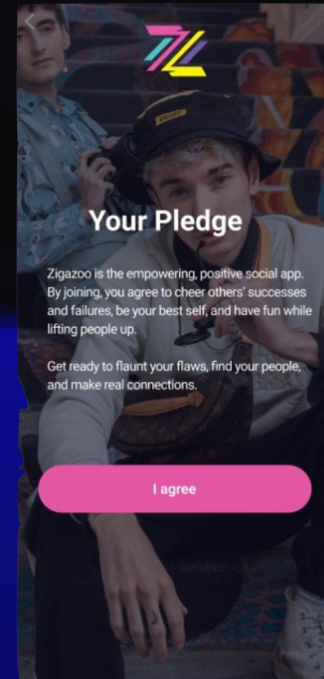
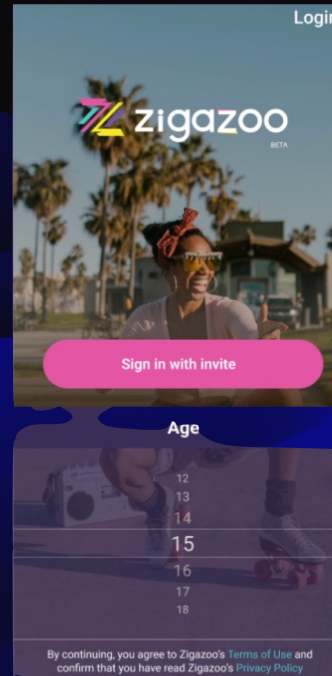


Created by parents and teachers, Zigazoo is the number one kid-safe app that encourages kids to be creative and learn. Zigazoo allows kids to engage with entertaining content, encourages their creativity, and gives them a secure space to meet friends and interact positively with their peers. In contrast to most social media platforms, Zigazoo prioritizes safety and positive interactions with their features, which are carefully designed with the child in mind.



Videos from kids who perform the challenge.

Like Zigazoo Kids, the new Gen Z-focused Zigazoo app is a video thread-style platform (think TikTok for kids) that doesn't allow users to type comments on posts. Instead, users can only respond to each other via short-form videos, which the company believes reduces negative comments and trolling. Users can also answer video-driven prompts like, "What are your favorite sports?" or "What's on your mind?"



# KEEPING OUR KIDS SAFE

**CHECK OUT THESE GREAT RESOURCES**

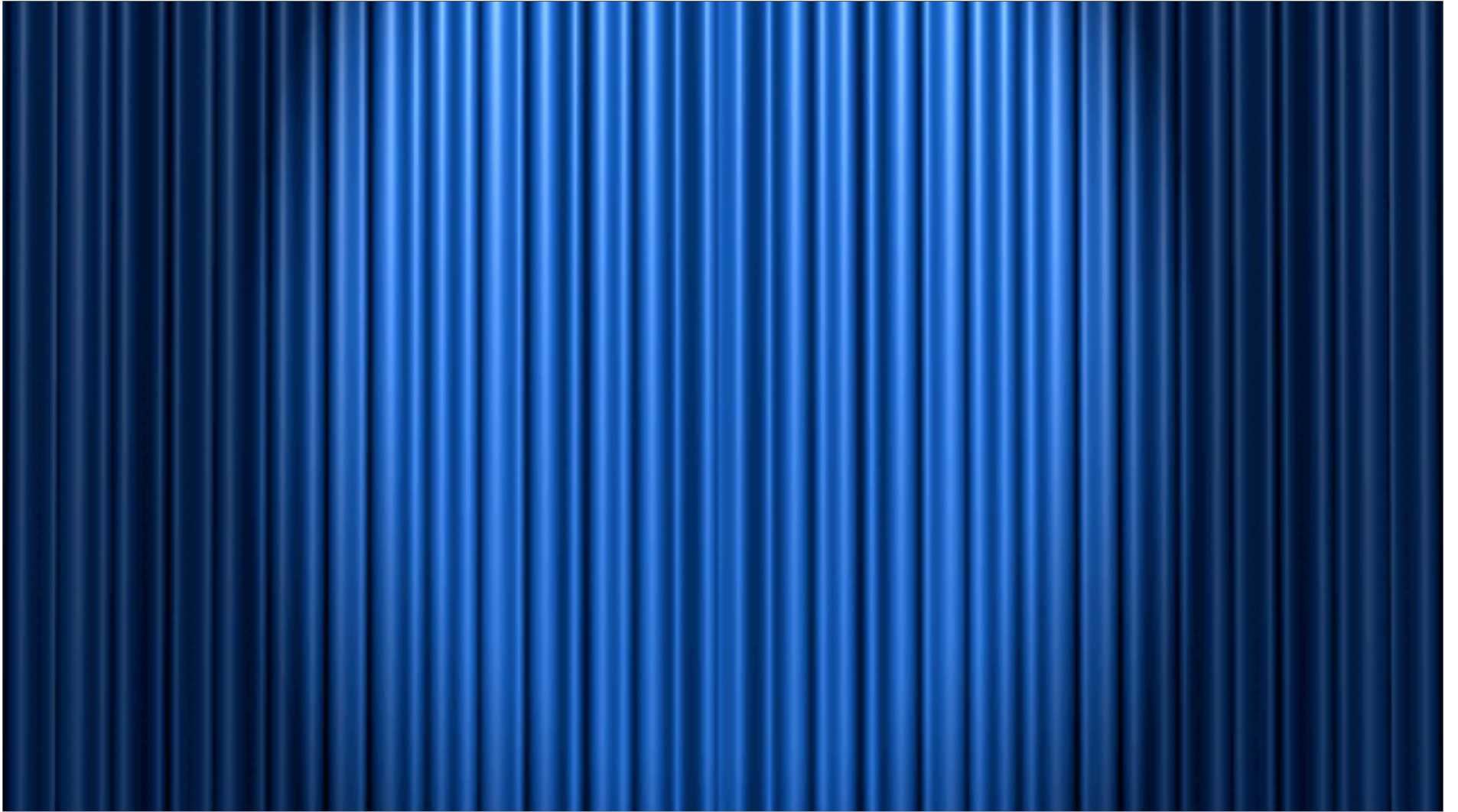




**PROTECT  
YOUNG EYES**

*SMART  
Social*









**IS IT TRUE?**  
**IS IT HELPFUL?**  
**IS IT INSPIRING?**  
**IS IT NECESSARY?**  
**IS IT KIND?**

— CREATED BY SIMON CLEGG

**CPA** **PA** **Stop**  
**PA** **Start**



Prevention Professionals

# Messaging & Media Resource Kit





**10 PLATFORMS  
30 PAGES OF  
BEST PRACTICES  
METRICS & INDICATORS  
FREE RESOURCES**



**YOU'VE GOT QUESTIONS**

**I'VE GOT ANSWERS (*HOPEFULLY*)**







**GO EVERYWHERE  
TALK TO EVERYONE  
EAT EVERYTHING**

