

## Handout 2: Commonly Used Social Networking and Video Sharing Sites and Applications

### Introduction

Utilizing social media for substance abuse prevention requires an understanding of the media, the target populations, and other factors that impact effectiveness. This resource describes:

- Some commonly used social networking and video sharing sites and applications,
- Limited research findings about user/audience characteristics, and
- Potential strengths or limitations for use in positive behavioral health promotion based on the features or characteristics described.

This resource can assist in determining the appropriate social networking or video sharing site to use within an overall communication strategy for a target population. For example, when trying to reach young adults to assess their perception of risk or harm associated with prescription drug misuse or abuse, Facebook and Instagram may be the platforms of choice as 87% of 18-29 year olds report using Facebook and 37% report using Twitter. Both can accommodate insertion of links to other sites like Survey well distributed among racial and ethnic populations and geographic settings. Both sites, however, have more female users than male users.

A chart below provides specific information related to adult and teen utilization of the platform, gender usage, age breakdowns, racial and ethnic comparisons, and information related to urban, suburban and rural usage.

### Social Networking Sites and Applications

**Facebook** – a social networking website that allows members to create personal profiles, upload photos and videos, and send messages to other members.<sup>1</sup> Facebook has a number of features including the ability to schedule and invite “friends” to an event, create groups, and post photos.

- ✓ Facebook is widely used among adults and teens, with 58% of adults<sup>2</sup> and 71% of teens<sup>3</sup> reporting use.

<sup>1</sup> Dean, Ashley and Rouse, Margaret. (2014, August). *Facebook*. Retrieved from <http://whatis.techtarget.com/definition/Facebook>

<sup>2</sup> Duggan, M. et al. (2015). Social Media Update 2014. Pew Research Center. See [http://www.pewinternet.org/files/2015/01/PI\\_SocialMediaUpdate20144.pdf](http://www.pewinternet.org/files/2015/01/PI_SocialMediaUpdate20144.pdf)

<sup>3</sup> Lenhart, A. (2015). Teens, Social Media & Technology, Overview 2015. Pew Research Center. See [http://www.pewinternet.org/files/2015/04/PI\\_TeensandTech\\_Update2015\\_0409151.pdf](http://www.pewinternet.org/files/2015/04/PI_TeensandTech_Update2015_0409151.pdf)

- ✓ It is the most widely used site among teens, with older teens more likely to cite Facebook as their most frequently visited platform.
- ✓ Both the 50-64 and 65+ age groups reported increases in use between 2013 and 2014.

**Google+** – a social networking website that allows members to create personal profiles, upload photos and videos, and send messages to other members.<sup>4</sup>

- ✓ Thirty three (33) percent of youth report use in a social media update recently published by the Pew Research Center.<sup>3</sup>

**Instagram** – a Smartphone app that allows members to edit, upload, and share photos with other members.<sup>5</sup>

- ✓ Instagram is used more by teens than adults, with 52% of teens<sup>2</sup> and 21% of adults<sup>3</sup> reporting use.
- ✓ Use by adult internet users has increased from 17% in 2013 to 26% in 2014

**LinkedIn** – a social networking website designed for the business community that allows members to create profiles and establish networks with those they know professionally.<sup>6</sup> LinkedIn allows for creation of affinity or interest groups. Users can invite others to join their network or different professional topically focused interest groups.

- ✓ No data is available for those under 18.

**Pinterest** – a social bookmarking website that allows members to share, or “pin,” and group images and photos they find online, or directly upload, with other members.<sup>7</sup>

Adult Use:

- ✓ Use by adult internet users has increased significantly from 2013 when 21% of adults online reported using Pinterest to 28% in 2014.

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<sup>4</sup> Google. (2015). *A parent's guide to Google+*. Retrieved from <https://support.google.com/plus/answer/2409856?hl=en>

<sup>5</sup> TechTarget. (2015). *Instagram definition*. Retrieved from <http://searchcio.techtarget.com/definition/Instagram>

<sup>6</sup> Rouse, Margaret. (2015, February). *LinkedIn*. Retrieved from <http://whatistechtarget.com/definition/LinkedIn>

<sup>7</sup> Carr, Kelby. (2015). *What is Pinterest?* Retrieved from <http://www.dummies.com/how-to/content/what-is-pinterest.html>

#### Teen Use:

- ✓ A general overview of online pin boards suggested that girls are much more likely to use visually oriented platforms more often than boys.

**Tumblr** – a microblogging website that allows members to set up individual or collective accounts to share text, photos, and music clips with other members.<sup>8</sup> No information available for adult use. See chart on page 5 for teen usage rates.

**Twitter** – a microblogging website that allows members to broadcast, or “tweet,” messages containing 140 characters or less to other members.<sup>9</sup>

#### Adult Use:

- ✓ Twitter use by adults online increased from 18% in 2013 to 23% in 2014.

#### Teen Use:

- ✓ Although there were some gender differences, the higher level of use among older teens holds true for both boys and girls.

### **Video Sharing Sites and Applications**

**YouTube** – a video sharing platform launched in May 2005 that allows people to discover, watch, and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe, and acts as a distribution platform for original content creators and advertisers. YouTube is a Google company.<sup>10</sup>

**Vine** – a Smartphone app that allows members to film a series of short, separate video clips that are then linked together into one six-second video, or “vine,” and shared with other members.<sup>11</sup>

- ✓ Vine is used by 24% of youth.<sup>3</sup>

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<sup>8</sup> Webwise. (2015). *Explainer: What is Tumblr?* Retrieved from <http://www.webwise.ie/parents/explainer-what-is-tumblr-2/>

<sup>9</sup> Gil, Paul. (2012, July). *What exactly is 'Twitter'? What is 'tweeting'?* Retrieved from <http://netforbeginners.about.com/od/internet101/f/What-Exactly-Is-Twitter.htm>

<sup>10</sup> Retrieved from <https://www.youtube.com/yt/about/> September 15, 2015.

<sup>11</sup> Moreau, Elise. (2015). *What is Vine? Taking a look at Twitter's six-second video-sharing app.* Retrieved from <http://webtrends.about.com/od/Twitter-Web/a/What-Is-Vine.htm>

Vimeo – a video sharing platform launched in 2004 by a group of filmmakers. Since then, the platform is used by artists in film, animation, music, and other works of art to share and promote their work. It differs largely from YouTube because of its reputation for creative artistry.<sup>12</sup>

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<sup>12</sup> Retrieved from <http://webtrends.about.com/od/Vimeo/a/What-Is-Vimeo.htm> September 15, 2015.

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### Adult Usage

| Social Networking & Video Sharing Site | Usage by Entire Population | Usage by Internet Users in Population | Gender Usage |        | Usage by Age |       |       |     | Racial/Ethnic |       |          | Housing Location |          |       |
|--|----------------------------|---------------------------------------|--------------|--------|--------------|-------|-------|-----|---------------|-------|----------|------------------|----------|-------|
|  |                            |                                       | Male         | Female | 18-29        | 30-49 | 50-64 | 65+ | White         | Black | Hispanic | Urban            | Suburban | Rural |
| Facebook                               | 58%                        | 71%                                   | 66%          | 77%    | 87%          | 73%   | NA    | NA  | 71%           | 67%   | 73%      | 71%              | 72%      | 69%   |
| Instagram                              | 21%                        | 26%                                   | 22%          | 29%    | 53%          | 25%   | 11%   | 6%  | 21%           | 38%   | 34%      | NA               | NA       | NA    |
| LinkedIn                               | 23%                        | 28%                                   | 28%          | 27%    | 23%          | 31%   | 30%   | 21% | 29%           | 28%   | 18%      | 32%              | 29%      | 14%   |
| Pinterest                              | NA                         | 28%                                   | 13%          | 48%    | 34%          | 28%   | 27%   | 17% | 32%           | 12%   | 21%      | NA               | NA       | NA    |
| Twitter                                | NA                         | 23%                                   | 24%          | 21%    | 37%          | 25%   | 12%   | 10% | 21%           | 27%   | 25%      | 25%              | 23%      | 17%   |

### Teen Usage

| Social Networking & Video Sharing Site | Usage by Entire Population | Gender Usage |        | Usage by Age |       | Racial/Ethnic |       |          | Housing Location |          |       |
|--|----------------------------|--------------|--------|--------------|-------|---------------|-------|----------|------------------|----------|-------|
|  |                            | Male         | Female | 13-14        | 15-17 | White         | Black | Hispanic | Urban            | Suburban | Rural |
| Facebook                               | 71%                        | 45%          | 36%    | 41%          |       | 71%           | 75%   | 70%      | 77%              | 67%      | 75%   |
| Instagram                              | 52%                        | 44%          | 61%    | 44%          | 58%   | 50%           | 64%   | 52%      | 49%              | 55%      | 51%   |
| Pinterest                              | NA                         | 11%          | 33%    | 16%          | 25%   | 23%           | 17%   | 24%      | 18%              | 23%      | 26%   |
| Tumblr                                 | 14%                        | 5%           | 23%    | 10%          | 16%   | 13%           | 10%   | 15%      | 16%              | 12%      | 14%   |
| Twitter                                | 33%                        | 30%          | 37%    | 21%          | 42%   | 31%           | 45%   | 34%      | 36%              | 32%      | 34%   |