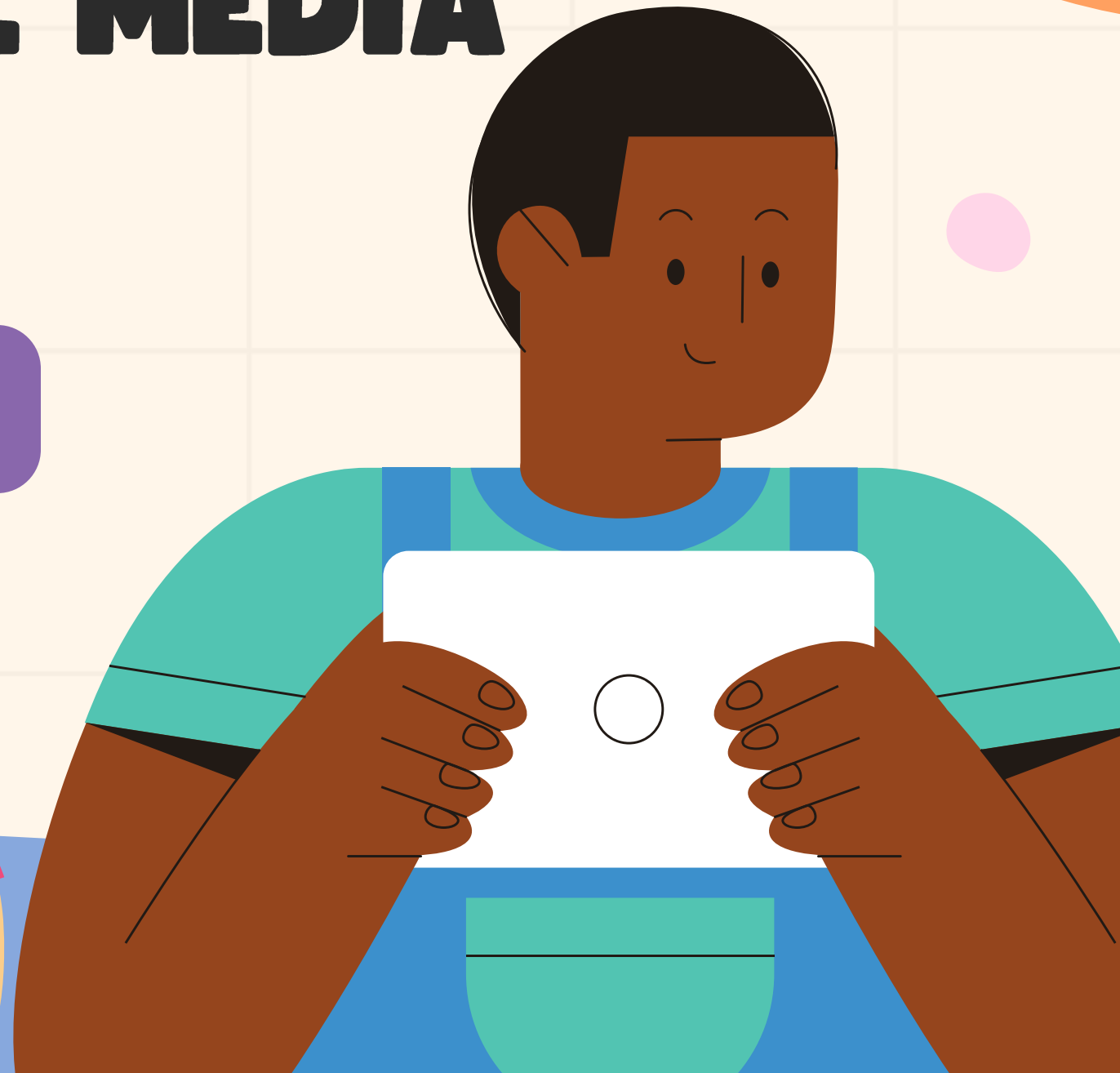




WHAT NURSES NEED TO KNOW ABOUT SOCIAL MEDIA AND TIKTOK

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OBJECTIVES





1. IDENTIFY DEVELOPMENTAL REASONS FOR CHILDREN'S PARTICIPATION IN SOCIAL MEDIA PLATFORMS AND SOCIAL MEDIA CHALLENGES.

2. IDENTIFY THE RISKS AND BENEFITS OF SOCIAL MEDIA.




3. IDENTIFY SAFETY MECHANISMS AND INTERVENTIONS TO CONTROL SOCIAL MEDIA RISK FOR CHILDREN.





INTRODUCTION

- **95% OF ADOLESCENTS AGES 13-17 REPORT UTILIZING A SOCIAL MEDIA PLATFORM**
 - **ACCOUNT ACCESS IS RESTRICTED FOR THOSE UNDER AGE 13, 40% OF CHILDREN BETWEEN THE AGES OF 8-12 USE SOCIAL MEDIA PLATFORMS**
 - **ADOLESCENTS REPORT USING A SOCIAL MEDIA WEBSITE SUCH AS INSTAGRAM, SNAPCHAT, YOUTUBE, OR TIKTOK**
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INTRODUCTION

MENTAL HEALTH DIAGNOSES SUCH AS DEPRESSION, ADDICTION, AND ANXIETY; UNHEALTHY DIETARY HABITS CAUSING WEIGHT PROBLEMS, BODY IMAGE CHANGES, SLEEP DISTURBANCES, AND CYBERBULLYING; AND SEX-RELATED PROBLEMS LIKE SEXTING ARE BEING TIED TO HIGH USAGE OF SOCIAL MEDIA AND SOCIAL MEDIA CHALLENGE PLATFORMS



CALL TO ACTION

An essential pre-requisite for families to be educated about the proper use of social media is for health professionals, including nurses, are trained on best practices of social media/social media challenges. Screening for social media usage and initiating education about the topic are essential health promotion activities

The background is a dark blue gradient. On the left, a girl with brown hair, wearing a red and yellow shirt, is looking at a laptop. Above her is a large white thumbs-up icon with an orange cuff. To the right, a magnifying glass with a blue lens is positioned in the top right corner. A purple arrow points from the text area towards the girl. At the bottom, there is a diagram of a brain with a yellow arrow pointing to a blue heart icon, with some orange and yellow decorative elements.

BRAIN DEVELOPMENT

Social media platforms include algorithms designed to increase use to the point of excessiveness and encourage behavioral dysregulation

The ages 10-19 are a highly sensitive time for brain development



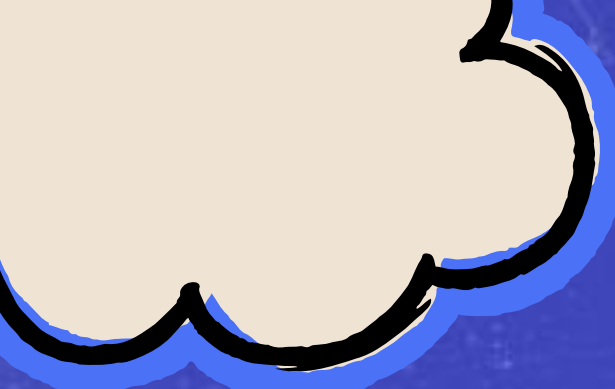
The cognitive control network, which controls impulsive behaviors and emotions, is not developed until early adulthood



BRAIN DEVELOPMENT

Digital dependency or social media addiction (SMA) may cause impulse control issues. These impulse control issues also cause problematic digital behavior

The response to participation in challenges can overstimulate the reward center of the brain. These triggers can change brain structure much like addiction does



RISKS & BENEFITS OF SOCIAL MEDIA



MISINFORMATION

HOSTILE INTERACTIONS

EXPOSURE TO VIOLENT BEHAVIOR

DANGEROUS CHALLENGES

MENTAL HEALTH CHANGES

BULLYING

SEXTING

PEER TO PEER CONNECTIONS

GATHER NEWS AND INFORMATION

INCREASE SOCIAL STANDING

SOCIAL SUPPORT



PROMOTE TALENTS & SKILLS

HOW TIKTOK



IS DIFFERENT




TIKTOK FACTS



TikTok is the social media platform of choice for Generation Z

More than 41% of users are 16-24 years of age

TikTok's difference is a content-focused format that allows for producing, sharing, and viewing videos





TIKTOK FACTS

Videos can become a part of a challenge

A TikTok challenge is a competition that starts when a user posts a video with specific actions and a related hashtag. The original user invites others to replicate the video in their own way

Some TikTok Challenges are fun and harmless, but some are dangerous and encourage illegal actions



TIKTOK FACTS

When a subscriber first accesses the TikTok platform, a For You Page (FYP) populates. The FYP has a recommended algorithm. This algorithm starts by gleaning information from the user's profile to recommend a personalized set of videos for the user to rank

User interests and needs are included to populate the video stream. Codes are also built into the algorithms to trick the user into selecting some videos . Once the user profile is established, the algorithms monitor hashtags, posting times, and user engagement



TIKTOK FACTS

A CHALLENGE'S LIFESPAN IS MEASURED FROM THE TIME IT IS LAUNCHED TO WHEN USERS NO LONGER ENGAGE IN IT. A TREND BEGINS WHEN USERS POST SIMILARLY THEMED VIDEOS

TIKTOK REMOVES CHALLENGES REPORTED AS DANGEROUS. DANGEROUS CHALLENGES HAVE FEWER AUTHORS THAN HARMLESS CHALLENGES, BUT THESE AUTHORS ARE SELF-SUPPORTIVE AND MORE CONNECTED. THESE CHALLENGES HAVE EXPERIENCED EXPLODING GROWTH IN SHARES AND LIKES BUT QUICKLY FADE BECAUSE THEY ARE REPORTED OR THEIR APPEAL TO USERS DECLINES. HOWEVER, EVEN WITH TIKTOK'S NEW CONTROLS, SOME DANGEROUS CHALLENGES ALWAYS REMAIN



TIKTOK FACTS



- **DANGEROUS CHALLENGES**

- Hanging

- Ingestion of Medications or Substances

- Cyber Suicide

- Chroming

- Cha Cha Slide



TIKTOK SAFETY MEASURES

THE USER MUST ENTER A
DATE OF BIRTH

must be age 13 to post
videos or comments

Must be 16 for messaging
function

Family Pairing
Mode

60 Minute Time Limit

80% OF PARENTS



**BELIEVE SOCIAL MEDIA
COMPANIES HAVE A ROLE
IN PROTECTING CHILDREN**



SOURCES OF INFORMATION



Platforms have information pages

Common Sense Media

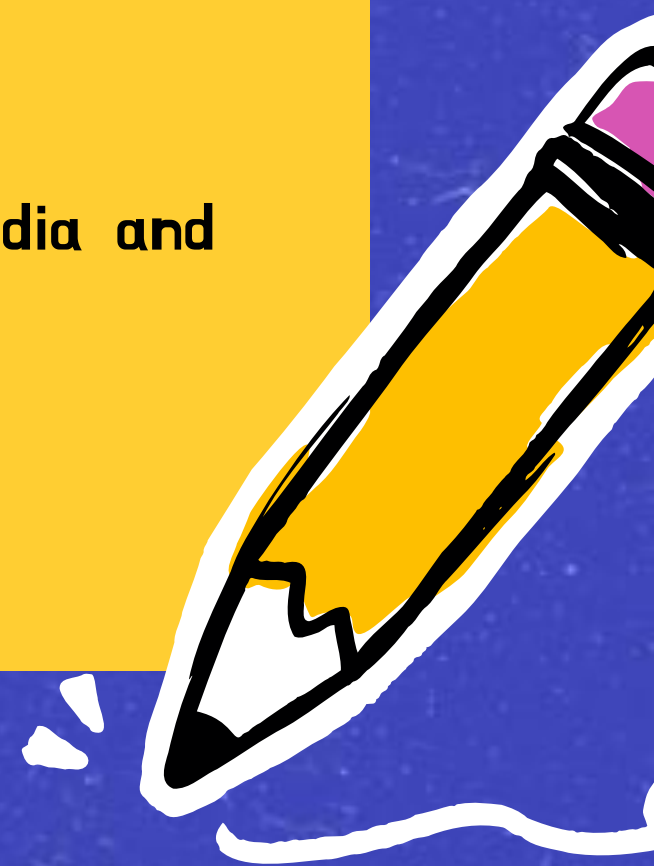
Healthy Children/Family Media Plan



U.S. Surgeon General Report

American Psychological Association

Center for Excellence on Social Media and Youth Mental Health





CONCLUSION

Due to these changes in the brain from social media use and impulse control issues, education to change behavior may not be effective for teens

Educating the parent to limit opportunities for immature judgment may be more appropriate

THANK
YOU



QUESTIONS





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