More teens than kids use social media

34% of kids online use social media

Compared with 82% of teens online.
Focusing on KIDS & TEENS WHO USE SOCIAL MEDIA

BASE: SOCIAL MEDIA USERS (53% OF KIDS AND TEENS)
The top 5 social media services used

Kids:
- YouTube: 66%
- Facebook: 56%
- Instagram: 53%
- Snapchat: 30%
- Skype: 25%

Teens:
- Facebook: 90%
- YouTube: 70%
- Instagram: 58%
- Snapchat: 57%
- Skype: 34%
Number of active social media accounts

On average,

Kids have 2 accounts

Teens have 3 accounts
Privacy settings on their main social media account

- 61% Private
- 21% Partially Private
- 9% Public
- 10% Not Sure
More teens than kids share personal information on their main social media account

<table>
<thead>
<tr>
<th>Information</th>
<th>Kids</th>
<th>Teens</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photo of face</td>
<td>47%</td>
<td>58%</td>
</tr>
<tr>
<td>Last name</td>
<td>27%</td>
<td>45%</td>
</tr>
<tr>
<td>Real age</td>
<td>21%</td>
<td>38%</td>
</tr>
<tr>
<td>School / photo of uniform</td>
<td>19%</td>
<td>27%</td>
</tr>
<tr>
<td>Phone number / address</td>
<td>6%</td>
<td>9%</td>
</tr>
</tbody>
</table>
The upside of SOCIAL MEDIA

KEEPING CONNECTED to FRIENDS & FAMILY

76%
The upside of SOCIAL MEDIA

ENTERTAINMENT

69%

[Image of a web browser with a YouTube video and icons for chat, thumbs up, and forward]
The upside of SOCIAL MEDIA

Keeping up to date

45%
The upside of social media

Planning social life

30%
The upside of SOCIAL MEDIA

SELF expression

26%
The downside of social media

Nasty comments

45%
The downside of Social Media

Inappropriate or Hurtful Content

36%
The downside of SOCIAL MEDIA

...NOTHING

30%
The downside of social media

Feeling they have to keep checking it

23%
The downside of Social Media

Fear of missing out

18%
SOURCE:
SURVEY COMMISSIONED BY
THE OFFICE OF THE CHILDREN’S ESAFETY COMMISSIONER
JUNE 2016 OF 2,278 CHILDREN
AGED 8 TO 17 YEARS WITH ACCESS TO THE INTERNET
BASE OF 1,210 CHILDREN WHO USE SOCIAL MEDIA
NEED HELP WITH CYBERBULLYING OR HAVING MATERIAL REMOVED?

GO TO WWW.ESAFETY.GOV.AU/REPORTCYBERBULLYING