

Welcome to

## The Ripple Effect of Social Media on Youth Well-Being

*El efecto dominó de las redes sociales en el bienestar juvenil*  
(Interpretación al español comenzará pronto)

THE TRAINING WILL BEGIN SHORTLY! WHILE YOU'RE WAITING...

Icebreaker Question  
(answer in the chat)

If animals could talk, which one would be the rudest?

Survey & Certificate of Completion

Available following the training.

Connect with us!



VISIT [CALTRIN.ORG](https://caltrin.org) & SCAN TO LEARN MORE





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## Hi, We're CalTrin!

*Who we are*

- The California Training Institute
- Funded by the State of California, Dept. of Social Services, Office of Child Abuse Prevention (OCAP) to support child abuse prevention through professional development and extended learning opportunities.
- Designed for staff of family strengthening and child abuse prevention organizations in California, including Family Resource Centers, Child Abuse Prevention Councils, community-based organizations, and other child and family serving systems.

*What we offer*

- Live webinars & small group training
- Virtual, self-paced courses
- Job aids & other resources

This training was made possible with funding from the California Department of Social Services, Office of Child Abuse Prevention. Any opinions, findings, conclusions, and/or recommendations expressed are those of the CEBC. CalTrin and do not necessarily reflect the views of the California Department of Social Services.

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## UPCOMING TRAININGS

*mark your calendars!*

Visit [caltrin.org](https://caltrin.org) to view and register for upcoming webinars or workshops





**January 13:** Collaborative Leadership: Aligning Goals, Driving Results



**January 14:** Introduction to Child Trauma



**January 15:** Protective Factor of the Month: Overview of the Protective Factors



**January 21:** From Promise to Action: Updates on California's Mandated Reporting Transformation



**February 3:** Psychological Safety: The Foundation for a Connected & Engaged Team



**February 4:** Cultural Competence

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## Before We Begin...


### DURING




Access your Notetaking Slides now! The link can be found in the chat.



Review interactive features for today's session. Locate the controls on the toolbar at the bottom of your screen.




This presentation is being recorded.




External AI assistants are not allowed in CalTrin trainings due to California privacy laws.

### AFTER



Complete the survey at the end of this webinar to receive your Certificate of Attendance.



A follow-up email will be sent to all participants within two days.

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## The Ripple Effect of Social Media on Youth Well-Being

Presented by Julie Radlauer-Doerfler, DrPH, LMHC



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### About Me

**Dr. Julie Radlauer-Doerfler**  
L.M.H.C

- C.E.O., Collectively ~ A Radlauer Venture, Inc.
- Over 25 years of experience in the Human Services field in all capacities
- Experienced trainer and coach at the individual, organizational and community level

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### Let's Connect on Social Media

Look up screen time usage

- What was your daily average usage?
- Multiply by 7 (days in the week)
- Multiply by 52 (weeks in a year)
- Divide by 24 (hours in a day)

—Final number equals XX days per year of screen time...



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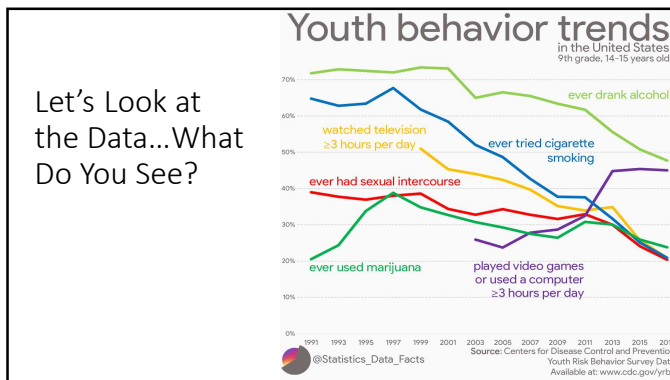
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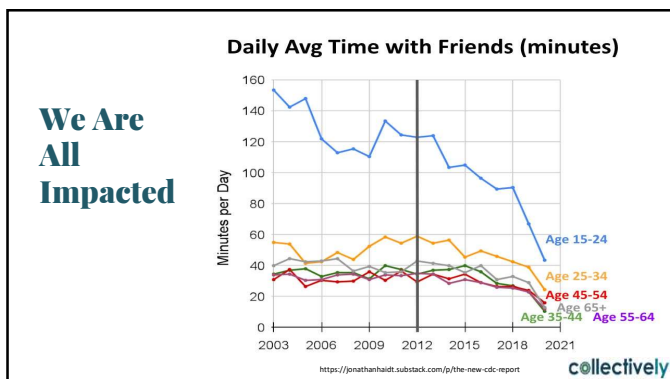
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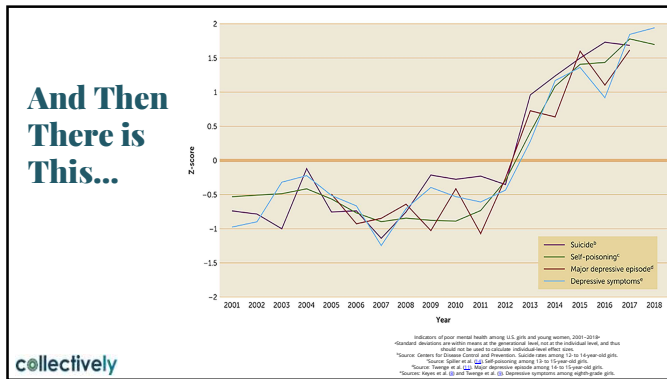
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### Let's Look at the Data...Why are we here?

- According to WHO, over **One Billion** people suffering with mental health conditions globally
- Eco Pandemic- Increase in mental health conditions in young adults
  - 37% of teens reported "poor mental health" during/after COVID
  - 44% of teens reported feeling "sad and hopeless"
- 94% of teens use social media, 95% use smart phones, and 45% use social media "constantly"
- Positive correlation between social media usage and depression/self harm

World Mental Health Report, (2022)

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### Let's Look at the Data...Why are we here?

- U.S. Surgeon General advises social media platforms for 13 and older, nearly 40% of children ages 8-12 are using social media
- As of 2021, 8<sup>th</sup> and 10<sup>th</sup> graders are spending an average of 3.5 hours per day on social media
- 46% of adolescents ages 13-17 reported social media makes them feel worse about their body image
- 64% report being exposed to hate-based content "often" or "sometimes"
- 75% report that social media sites are doing a fair to poor job of addressing online harassment and cyber bullying
- 3 out of 4 teenagers believe that technology companies manipulate users to spend more time on their devices

Social Media and Youth Mental Health, U.S. Surgeon General's Advisory, (2023)

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## The Impact of Social Media on Your Brain

- Average over 3 hours on their phone daily, 3.5 hours online
- Physiological changes in the brain; shrinks parts of the brain impacting neuroplasticity
- Social media "captures and scatters" our attention
- Capturing our attention is detrimental to our brain
- Heavy social media users:
  - Perform worse on cognitive tests
  - Lose ability to multitask
  - Harder to stay focused
  - Lose memory
- Makes us feel addicted by providing immediate dopamine release rewards
- When our brain doesn't get the dopamine release, we experience sadness

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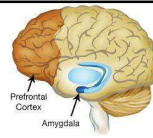
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## The Adolescent Brain



- From the ages 10-19 brain development is highly sensitive
  - Risk-taking behaviors peak
  - Well-being is at its greatest fluctuation
  - Mental Health challenges typically emerge (i.e. depression)
- Identities and self worth are forming
  - Brain development is extremely susceptible to social pressures, peer opinions, & peer comparisons
- Frequent use of social media could be associated with changes in brain development
  - Amygdala (emotional learning and behavior)
  - Prefrontal cortex (impulse control, emotional regulation, moderating social behavior)
- Increase sensitivity to social rewards and punishments

Social Media and Youth Mental Health, U.S. Surgeon General's Advisory, (2023)

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## What's the Youth POV?

- One quarter of youth say they are on Social Media constantly
- The look to Social Media to seek support, advice, and to feel less lonely
- Majority said that social media is important for:
  - Fun and entertainment (89%)
  - Communicating with friends (85%)
  - Unwinding when stressed (83%)
  - A creative outlet,
- 40% say it cheers them up when they're feeling sad, stressed, or anxious, while 8% say it makes them feel worse, and 13% say it's both negative and positive feelings
- Almost three-quarters use when bored; almost half say they use it more than they intend to or can't control their use; 46% acknowledge that it has taken time away from activities they care about.

1,274 young people ages 14-22 participated in a study funded by Hopelab with support from Common Sense Media

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### Some Good News!

- Young people limit their social media use to be healthier.
  - More than three-quarters in the previous 12 months, took measures to control what they see—
    - 67% curating their feed to get rid of posts they prefer not to see
    - 63% taking a temporary or 41% permanent break from social media
- Older adolescents (age 18 to 22) were likelier than the younger group (14 to 17) to take action.
  - Half of young adults said it interferes with sleep compared to 34% of teens.
  - 51% of young adults believe social media hurt their attention span and ability to concentrate, compared to 39% of teens.

*Suggests that teens can get better at navigating social media as they get older*

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### So, Let's Look at the Pros and Cons

#### PROS:

- Convenience
- A tool for productivity
- Global connection
- Others...

#### CONS:

- Sacrifice connection
- Distraction
- Change brain mechanisms
- Others...

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### Social Media and Mental Health have a Reciprocal Relationship

Based on longitudinal studies: Higher use of social media predicts decreases in life satisfaction; and decreasing life satisfaction also predicts subsequent increases in social media use



Our World in Data, (2021)

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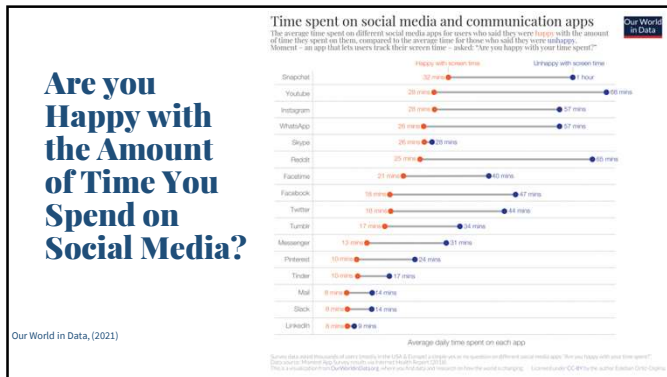
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### It's Not What, But How!

Harvard research identified that “*the ways*” that people are using social media may have more of an impact on their mental health and well-being than just the frequency and duration of their use”

<https://www.hsph.harvard.edu/news/features/social-media-positive-mental-health>

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### Let's Compare Usage

- **Active Users (32.4%):**
  - Have better psychosocial wellbeing
  - See more harmful outcomes of usage
- **Average Users (42.4%):**
  - Mid level usage has moderate results
- **Passive Users (25.3%):**
  - Experienced lower levels of perceived benefit and social connectedness
  - Have less problematic usage and stress

(Keum et al., 2022)

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## Social Media Habit Scrolling

We have already identified how much as well as what we like to follow on social media.

Now let's pay attention to what makes us want to start scrolling. We call these triggers, and it means that something is making us want to do a certain behavior. Perhaps we are bored, perhaps our friends are online at a particular time, and perhaps we're trying to avoid something in our external world.

- Identify the reasons that you reach for social media.
- What time of day?
- What are potential triggers that you can avoid if you want to change how much or when you reach for social?



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## When Social Media Goes South...

- Decreased face to face time- social connections are a protective factor
- Stronger links between social media and mental health than with binge drinking, sexual assault, obesity and hard drug use
- Addictive qualities- the sites are designed to keep you coming back
- Cyberbullying- 24% of youth 13-18 reported being cyberbullied in the last 30 days
- Girls and vulnerable populations are more likely to experience mental health issues related to social media
- Decreased sleep; increase in depression, memory loss, poor academic performance
- FOMO- decreases self esteem
- Challenged to post things that they are not comfortable posting (use the Mom test)

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## Time to Ask for Help...

Social Media Addiction Symptoms

- Mood modification — excessive social media use leading to specific changes in mood states
- Salience — total preoccupation with social media use
- Tolerance — increasing amounts of time using social media
- Withdrawal symptoms — negative feelings and psychological symptoms such as irritability or anxiety when social media use is restricted
- Conflict — interpersonal problems as a direct result of social media usage
- Relapse — returning to excessive social media use after a period of abstinence

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## Activity: It's all about the Energy!

Now that you understand how social media impacts your brain, let's talk about energy!

When we see something, we like, we get a rush of energy. That energy feels good, so, we want more of what we like. Then, when we stop seeing what we like, our brain doesn't send that energy, so we feel sad. That makes us miss the good feeling, so we go back for more. If we want to get away from social media, we need to identify what makes us feel good off-line.

- Identify 10 things that you really enjoy doing and gives you that rush of energy.
- How can you begin to incorporate these activities into your life as a positive replacement behavior for social media?

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## Parenting in a Social Media World...what can you do?

- Create a family media plan:  
<https://www.healthychildren.org/English/fmp/Pages/MediaPlan.aspx>
- Create tech-free zones and encourage and support in-person friendships
- Model responsible social media behavior
- Teach about technology and and empower kids to be responsible online citizens at the appropriate age
- Report cyber bullying and online abuse exploitation
- Collaborate with other parents to establish, share, and support norms, practices, and policies around healthy social media use

Social Media and Youth Mental Health, U.S. Surgeon General's Advisory, (2023)

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## Parenting in a Social Media World...what can you do?

### Family Media Plan

American Academy of Pediatrics  
DEDICATED TO THE HEALTH OF ALL CHILDREN™



Media is everywhere, and managing it all can be tough. Creating a Family Media Plan can help you and your children set media priorities that matter most to your family. Come back to revise your plan as often as you need to, such as at the beginning of each school year or during summer and holiday breaks.

#### Here's how it works

Since media habits are different for every household, the Family Media Plan can be customized to meet your family's needs. Make a full plan, or just choose a few parts that matter the most to your family.

#### The Family Media Plan includes:

- A list of media priorities to choose from
- Practical tips to help make the plan work
- Why it's important
- The ability to print or share your finished plan
- The option to save your plan and return as often as you'd like to make changes

To find this information in Spanish, click here.

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## 10 Ways to Use Social Media to Improve Mental Health...

- Use social media to make plans with friends (in human form)
- Be intentional about time spent on social media (assess usage/ stick to goal)
- Audit your "groups/friends" to manage feed- take control of what you see; don't let an algorithm choose your mood
- Create/share positive posts that make you laugh (avoid negative content)
- Use social media for mental health support (online mental health community)
- Be a support for others online if you see they are struggling
- Create a routine about signing off daily- watch a favorite influencer for 10 minutes then turn it off (an hour before sleep to detox the brain)
- Love Scroll your friends (rather than doom scroll)
- Find a positive replacement behavior (when I reach for my phone to scroll, text a friend instead)
- Looking to decrease usage? Choose one online activity and cut back (example: no more selfies)



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## What We Can Do!

- Reach out for help if you or someone you know is being negatively impacted by social media
- Balance online and offline activities by creating boundaries
- Develop protective strategies and health practices
- Be cautious about what you share
- Protect yourself and others
- Don't keep online harassment or abuse a secret
- Don't participate in online harassment or abuse

Social Media and Youth Mental Health, U.S. Surgeon General's Advisory, (2023)

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## Be the Change You Want to See in the World!

- Conduct your own behavior experiments by rating your emotions on a scale of 0-10, before and after using social media sites at the same time each day for a week
- If you notice that you feel less happy after using them, then consider changing how you use social media (using them for less time and doing other activities that you enjoy instead)



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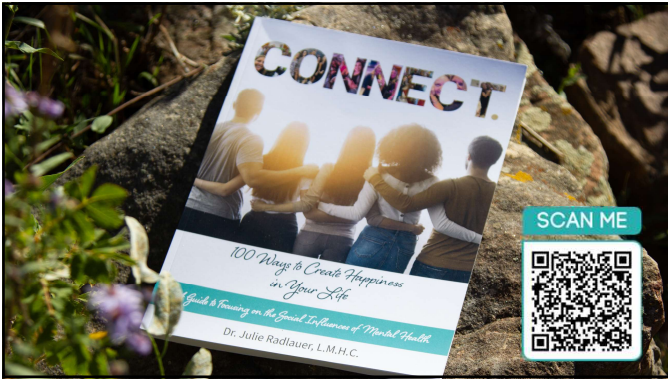
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**Stay Connected!**


**Dr. Julie Radlauer-Doerfler**  
CEO/Founder at Collectively


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 <https://collectivelyus.org/>


 [https://www.instagram.com/collectively\\_us/](https://www.instagram.com/collectively_us/)

 <https://www.linkedin.com/in/julie-radlauer-doerfler-drph-lmhc/>

 [https://twitter.com/collectively\\_us](https://twitter.com/collectively_us)

"Let's re-write the narrative on mental wellbeing."

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**Thanks for joining us!**

**WHAT'S NEXT?**

- Survey and certificate in the chat now
- Follow-up email with resources within two days
- Watch your inbox for the next issue of *CalTrin Connect*



**Stay Connected for More Free Training & Resources!**

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