SOCIAL AMERICA

Insights into Millennial and Gen Z attitudes and perspectives toward social media in the U.S.
Everybody at Cybersmile is very proud of our Social America report. For us as an organization, understanding the most current perspectives and concerns of multi-generational internet users means that we are able to focus our resources toward areas that ensure we continue to help people in the most effective ways, and in the places that they need it most.

Recognizing the differences in use and perception of social media between Gen Z and Millennials gives us a powerful insight into how different generations are experiencing life online.

This report provides valuable data that is essential for the development of preventative and reactive solutions for online abuse and harassment.

Laura Lewandowski
Chief Policy Officer, The Cybersmile Foundation
Q1. WHAT IS YOUR FAVORITE SOCIAL MEDIA PLATFORM?

Total

- 44% Instagram
- 18% Snapchat
- 13% Facebook
- 10% Twitter
- 8% YouTube
- 2% TikTok
- 2% Pinterest
- 2% Other
- 1% Tumblr
Q2. WHICH SOCIAL MEDIA PLATFORM DO YOU THINK IS MOST RELEVANT TO YOUNG PEOPLE?

Total

41% Instagram
27% Snapchat
11% TikTok
11% Twitter
4% YouTube
4% Facebook
2% Other
Generation Z

36% Instagram
32% Snapchat
12% Twitter
11% TikTok
5% YouTube
2% Facebook
2% Other

Millennials

45% Instagram
24% Snapchat
10% TikTok
9% Twitter
6% Facebook
4% YouTube
2% Other
Q3. WHICH SOCIAL MEDIA PLATFORM DO YOU THINK IS LEAST RELEVANT TO YOUNG PEOPLE?

Total

- Facebook: 27%
- LinkedIn: 25%
- Skype: 10%
- Line: 7%
- WeChat: 7%
- Pinterest: 6%
- Tumblr: 4%
- Twitter: 3%
- Facebook Messenger: 2%
- WhatsApp: 2%
- TikTok: 2%
- Instagram: 2%
- Other: 1%
- Snapchat: 1%
Which social media platform do you think is LEAST relevant to the young folks?

**Generation Z**
- 33% Facebook
- 21% LinkedIn
- 8% Skype
- 8% WeChat
- 7% Line
- 4% Pinterest
- 4% Tumblr
- 3% Facebook Messenger
- 3% WhatsApp
- 3% Twitter
- 2% Instagram
- 2% TikTok
- 1% Snapchat
- 1% Other

**Millennials**
- 28% LinkedIn
- 22% Facebook
- 11% Skype
- 8% Pinterest
- 6% Line
- 5% WeChat
- 5% Tumblr
- 4% Twitter
- 3% TikTok
- 2% Facebook Messenger
- 2% WhatsApp
- 2% Instagram
- 1% Snapchat
- 1% Other

(The Cybersmile Foundation)
**Q4. WHICH SOCIAL MEDIA PLATFORM DO YOU THINK IS BECOMING LESS POPULAR?**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>32%</td>
</tr>
<tr>
<td>Tumblr</td>
<td>15%</td>
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<tr>
<td>Skype</td>
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<td>Snapchat</td>
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<td>Twitter</td>
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<td>Pinterest</td>
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<td>Instagram</td>
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<td>WhatsApp</td>
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<td>TikTok</td>
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<td>Facebook Messenger</td>
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<td>YouTube</td>
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<tr>
<td>Other</td>
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Total: 40%
Q5. WHICH SOCIAL MEDIA PLATFORM IS GROWING THE FASTEST IN TERMS OF POPULARITY?

Total

- 43% TikTok
- 25% Instagram
- 14% Snapchat
- 8% Twitter
- 4% YouTube
- 3% Facebook
- 1% WhatsApp
- 1% Pinterest
- 1% Other
- 1% Other
### Generation Z

- 51% TikTok
- 19% Instagram
- 14% Snapchat
- 9% Twitter
- 3% YouTube
- 2% Facebook
- 1% WhatsApp
- 1% Other

### Millennials

- 37% TikTok
- 31% Instagram
- 14% Snapchat
- 6% Twitter
- 4% Facebook
- 4% YouTube
- 2% Other
- 1% WhatsApp
- 1% Pinterest
Q6. WHICH SOCIAL MEDIA PLATFORM HAS THE BIGGEST PROBLEM WITH CYBERBULLYING AND ONLINE ABUSE?

**Total**

- 26% Instagram
- 26% Facebook
- 24% Twitter
- 12% Snapchat
- 5% YouTube
- 3% TikTok
- 2% Other
- 1% Tumblr
- 1% Facebook Messenger
Generation Z

- 32% Instagram
- 25% Twitter
- 16% Snapchat
- 15% Facebook
- 5% YouTube
- 4% TikTok
- 1% Other
- 1% Tumblr
- 1% Facebook Messenger

Millennials

- 35% Facebook
- 23% Twitter
- 22% Instagram
- 9% Snapchat
- 5% YouTube
- 2% TikTok
- 1% Tumblr
- 1% Facebook Messenger
- 1% WhatsApp
- 1% Other
Q7. WHICH SOCIAL MEDIA PLATFORM HAS THE LEAST AMOUNT OF CYBERBULLYING AND ONLINE ABUSE?

**Total**
- 30% Pinterest
- 13% LinkedIn
- 12% Snapchat
- 8% Instagram
- 7% TikTok
- 7% Facebook
- 5% Skype
- 5% YouTube
- 4% Twitter
- 3% Tumblr
- 2% WhatsApp
- 2% Other
- 1% Facebook Messenger
- 1% Line
Q8. WHICH SOCIAL MEDIA PLATFORM DO YOU FEEL SAFEST USING WHEN IT COMES TO CYBERBULLYING?

**Total**

- 21% Pinterest
- 16% Snapchat
- 16% Instagram
- 10% Facebook
- 9% LinkedIn
- 8% YouTube
- 5% Twitter
- 4% Other
- 3% TikTok
- 2% WhatsApp
- 2% Tumblr
- 2% Skype
- 2% Facebook Messenger

0% 15% 30%
Q9. WHICH SOCIAL MEDIA PLATFORM DO YOU FEEL THE LEAST SAFE USING WHEN IT COMES TO CYBERBULLYING?

<table>
<thead>
<tr>
<th>Platform</th>
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<tbody>
<tr>
<td>Facebook</td>
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<td>Tumblr</td>
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<tr>
<td>Other</td>
<td>2%</td>
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<tr>
<td>Facebook Messenger</td>
<td>1%</td>
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<tr>
<td>Pinterest</td>
<td>1%</td>
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<tr>
<td>WhatsApp</td>
<td>1%</td>
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<tr>
<td>Skype</td>
<td>1%</td>
</tr>
</tbody>
</table>

Total: 30%
### Generation Z
- 26% Instagram
- 23% Twitter
- 17% Facebook
- 15% Snapchat
- 6% YouTube
- 5% TikTok
- 2% Tumblr
- 2% Other
- 1% Facebook Messenger
- 1% Pinterest
- 1% WhatsApp
- 1% Skype

### Millennials
- 33% Facebook
- 22% Twitter
- 18% Instagram
- 10% Snapchat
- 6% YouTube
- 3% TikTok
- 3% Other
- 2% Tumblr
- 1% Facebook Messenger
- 1% Pinterest
- 1% WhatsApp
Q10. DO YOU THINK THAT SOCIAL MEDIA COMPANIES SHOULD BE MORE REGULATED BY GOVERNMENTS?

Total

- 24% Yes
- 76% No
ABOUT THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is a multi-award-winning nonprofit organization committed to tackling all forms of digital abuse and bullying online. We work to promote kindness, diversity and inclusion by building a safer, more positive digital community and encouraging people to realize their full potential without the fear of ridicule and abuse.

Through education and the promotion of positive digital citizenship, The Cybersmile Foundation reduces incidents of cyberbullying and provides professional help and support services to children and adults around the world.