

WELCOME TO THE PARENT CONNECTION!

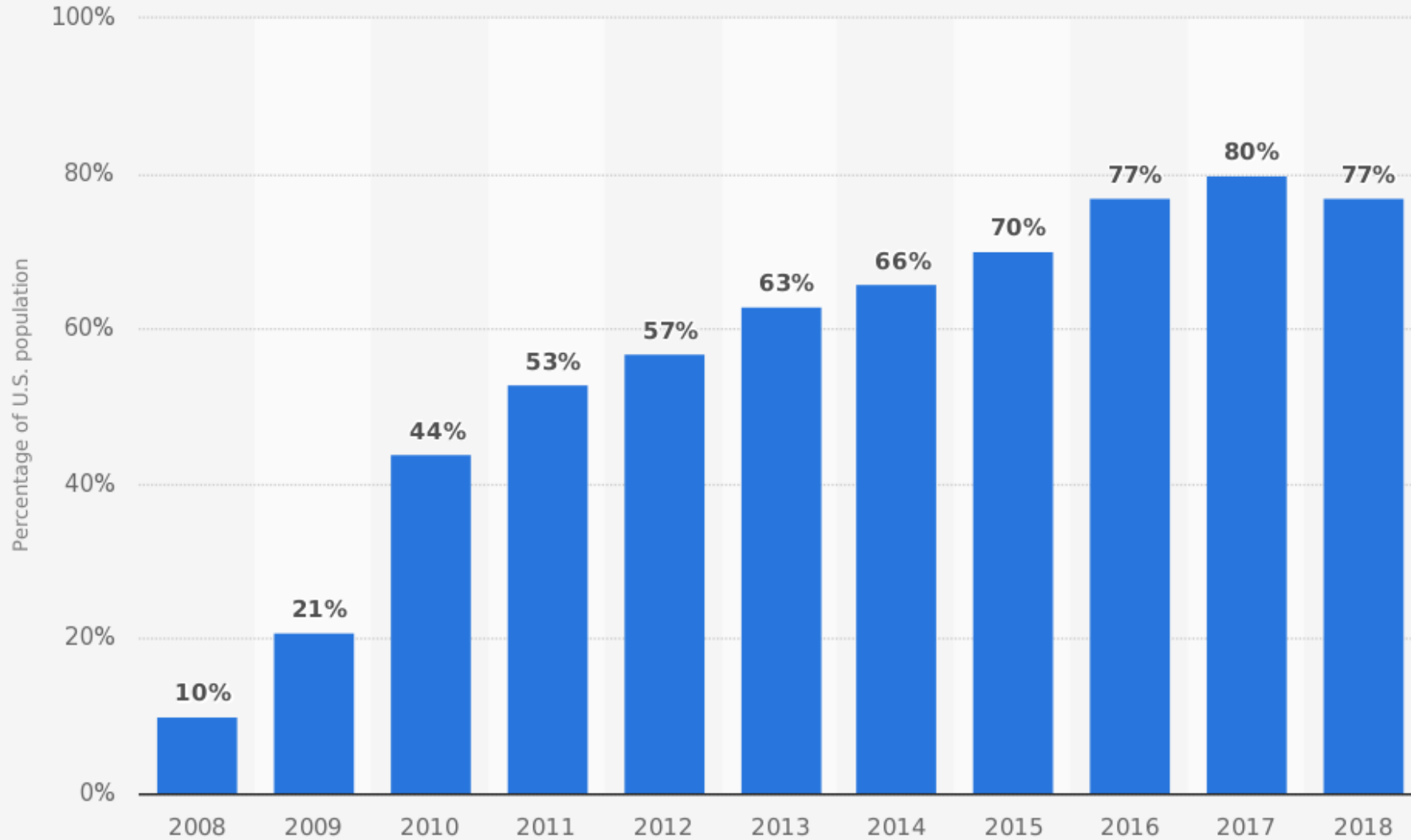
ENJOY SOME FOOD AND VISIT WITH OTHERS



SOCIAL MEDIA



Percentage of U.S. population who currently use any social media from 2008 to 2018



Sources

Edison Research; Triton Digital; Salesforce.com
© Statista 2018

Additional Information:

United States; Edison Research; Triton Digital; 2008 to 2018; 2,000 respondents; 12 years and older; currently ever use Facebook, Snapchat, Twitter, Instagram, Pinterest, or LinkedIn

POPULAR NETWORKS

Facebook

- 2.23 billion Monthly active users
- 88% of 18-29-year-olds
- Losing popularity with younger crowds





- 1.9 billion MAU
- YouTube kids



- Whatsapp
- 1.3 billion MAU

Instagram

- 1 billion MAU
- 59% 18-29-year-olds
- 72% of teens
- More image-based



The background is a solid orange color. In the four corners, there are decorative white line-art elements resembling circuit traces or neural network connections, with small circles at the end of the lines.

tumblr.

- 642 million MAU
- Microblogging

- 500 million MAU
- Short videos, edit, add music
- Growing fast





- 330 million MAU
- Forum style, connects people based on content interest

Snapchat

- 300 million MAU
- 78% of 18-24-year-olds



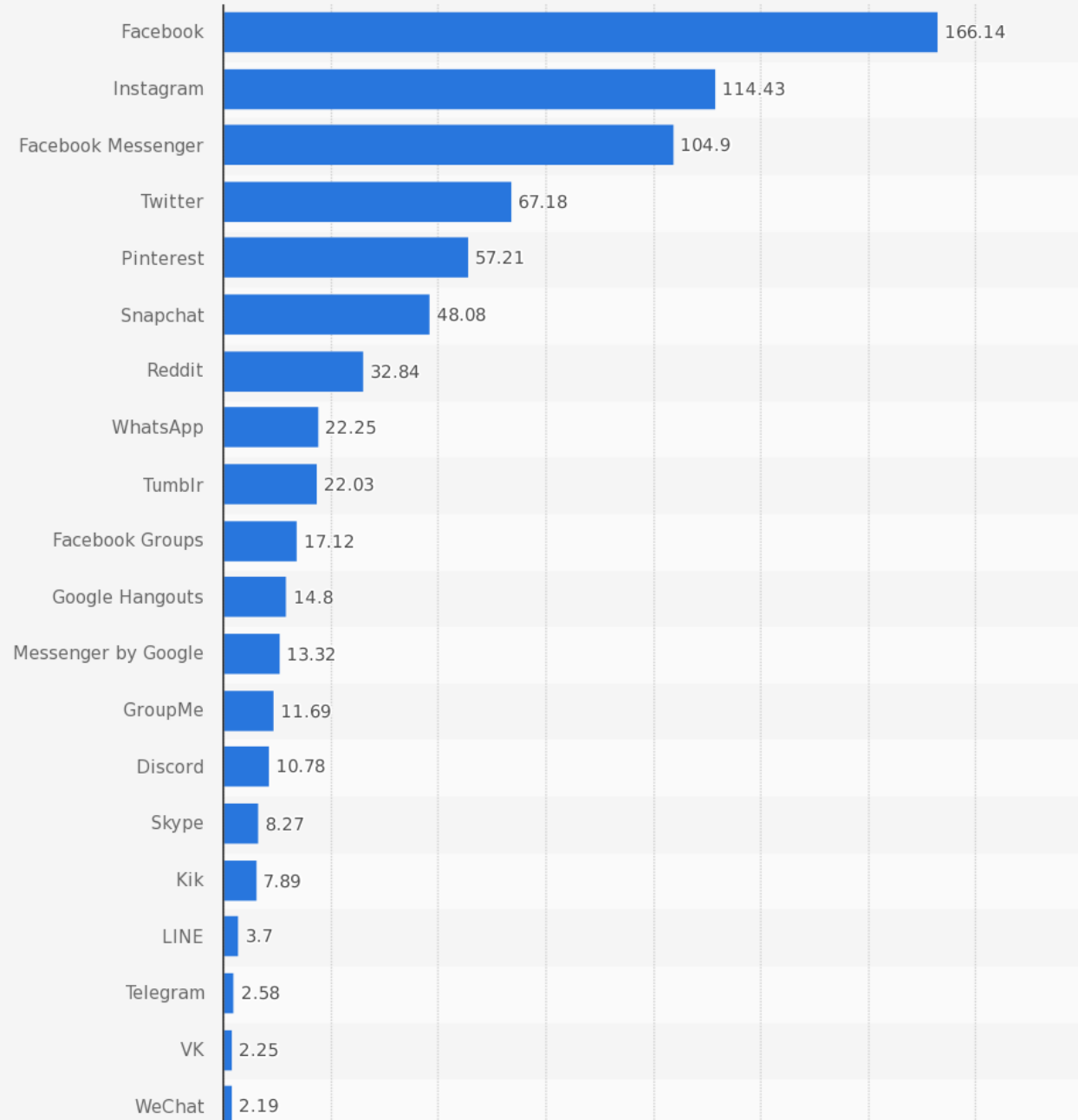


- 236 million MAU
- 36% of 18-29-year-olds

- 250 MAU
- 81% are female



Most popular mobile social networking apps in the United States as of October 2018, by monthly users (in millions)



SOCIAL MEDIA TODAY

- Ever-changing landscape
 - Youth often prefer smaller, niche networks
 - *Google Docs
- Youth often see social media connections as essential elements of communities

The image features a solid orange background with white decorative circuit-like lines in the corners. These lines consist of vertical and horizontal segments connected by diagonal lines, ending in small circles, resembling a stylized PCB or network diagram.

HOW SHOULD WE ENGAGE SOCIAL MEDIA?

The image features a solid orange background with white decorative circuit-like lines in the corners. These lines consist of straight segments connected by right-angle turns, ending in small circles, resembling a stylized PCB or network diagram. The lines are positioned in the top-left, top-right, bottom-left, and bottom-right corners, framing the central text.

What can be negative about social media?

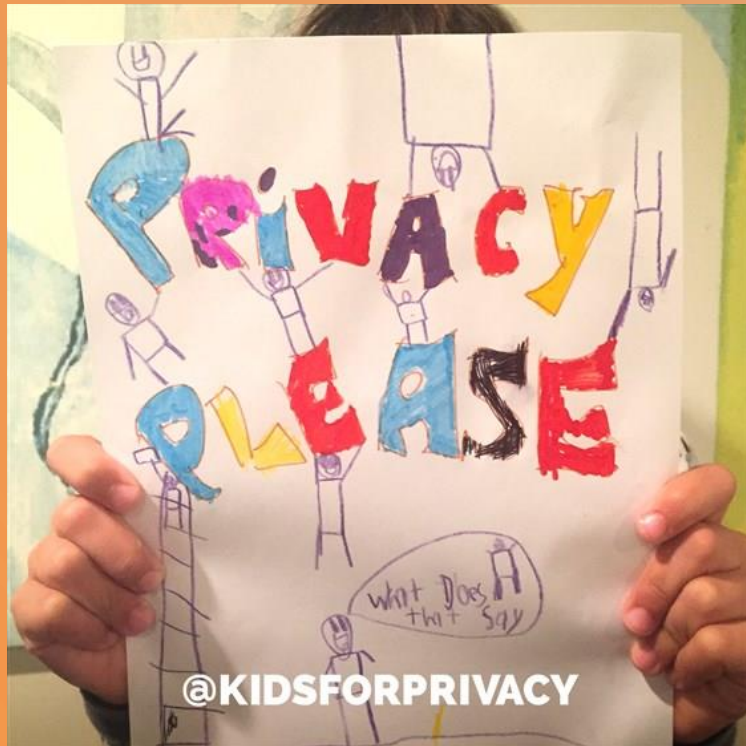


NEGATIVES

- Anonymity, hatred, and cruelty
 - Distraction
 - Escape
 - Comparison and Validation
 - Expectations and information
 - Time
 - Boundaries & safety
- 



BOUNDARIES WITH OUR KIDS




- Predators look at particular hashtags
- When my child is 20, will s/he be glad about all the things I've shared?

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What can be positive about social media?



POSITIVES

- Connection and Communication
 - Education
 - Access to information and people
 - Voice
 - Encouragement and humor
- 





BIBLICAL PERSPECTIVE

Finally, brothers and sisters, whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable—if anything is excellent or praiseworthy—think about such things.

Philippians 4:8 (NIV)



BIBLICAL PERSPECTIVE

Though I am free and belong to no one, I have made myself a slave to everyone, to win as many as possible. 20 To the Jews I became like a Jew, to win the Jews. To those under the law I became like one under the law (though I myself am not under the law), so as to win those under the law. 21 To those not having the law I became like one not having the law (though I am not free from God's law but am under Christ's law), so as to win those not having the law. 22 To the weak I became weak, to win the weak. I have become all things to all people so that by all possible means I might save some. 23 I do all this for the sake of the gospel, that I may share in its blessings.

1 Corinthians 9:19-23

The background is a solid orange color. In the four corners, there are decorative white line-art elements that resemble circuit traces or a stylized tree structure. These elements consist of thin lines that branch out and terminate in small circles, creating a sense of connectivity and technology.

How does this influence our perspective of social media?

- Join us on April 14th for our next Parent Connection!

