

A person is sitting on a rocky cliff edge, looking down at a smartphone. The background shows a vast, forested valley under a clear sky. A large, light blue circle is overlaid on the image, centered on the person and the cliff. A smaller yellow circle is positioned on the cliff face, directly below the person's hands. The text 'Social Media, Mental Health, & Addiction' is overlaid in white, with 'Social Media,' in a larger font size than the rest of the title.

Social Media, Mental Health, & Addiction

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OVERVIEW

“How long has social media been around?”

Lets discuss our observations and experiences with social media.

“What have we learned about social media?”

Review information we now have learned in the time that social media has been in existence.

“Using social media while reducing risks”.

How to enjoy the advantages of social media while reducing the risk of negative outcomes.

OBJECTIVES

1

Become familiar with the timeline of the emergence of social media.

2

Does social media impact our mental health?.

3

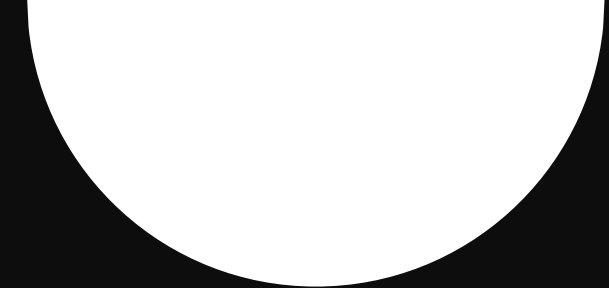
Understand the impact of time spent on social media and risk of addiction.

4

Learn about the positive advances social media has had in mental health care.

5

Develop a plan to manage the risks and use social media for better mental health.



“I believe issue is not the use of social media but the overuse of social media”.

-Craig Hamilton

FACT

**Facebook hit the internet on February 4, 2004.
Twitter-March 21, 2006. Instagram-October 6,
2010. TikTok-February 21, 2021
ALL BECAME POPULAR AT WARP SPEED.**

Consider for a moment what life was like prior to social media.

1

Social media quickly became a part of our day to day lives since its inception.

PREPARE

What impact has it had on your day to day life?

Show of hands on those who have checked their social media during this or other presentations?

Activity: Waffles or Pancakes????



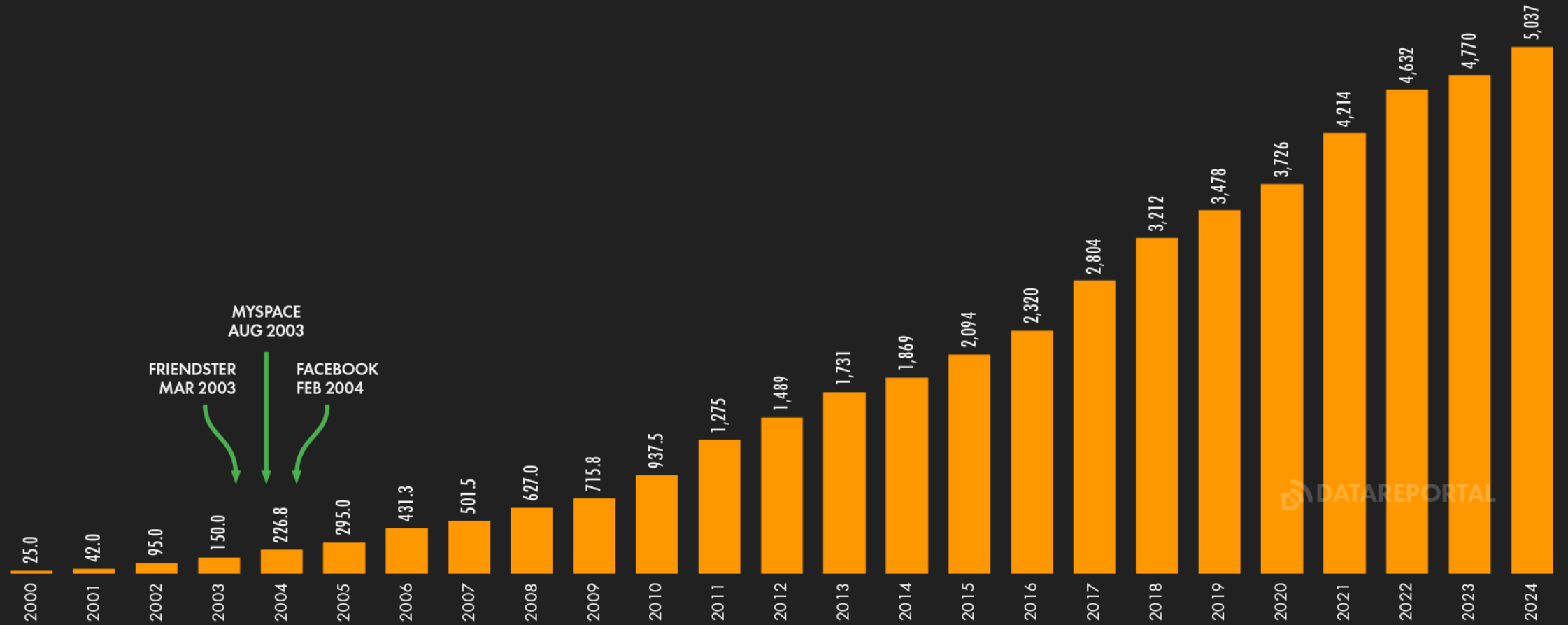
JAN
2024

SOCIAL MEDIA TIMELINE

NUMBER OF SOCIAL MEDIA USER IDENTITIES (IN MILLIONS) OVER TIME



GLOBAL OVERVIEW



207

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; MEDIASCOPE; OCDH; ARAB SOCIAL MEDIA REPORT; TECHRASA; CAFEBAZAAR.
NOTES: BASED ON ACTIVE USER FIGURES FOR THE LARGEST SOCIAL NETWORK OR INSTANT MESSAGING SERVICE BY GEOGRAPHY AT THE START OF EACH YEAR. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

we
are
social

Meltwater



REMEMBER ME?

**Myspace debuted in 2003.
It was created by Chris
Dewolfe and Tom Anderson
to provide more options
and less restrictions for
social media users.**



Google it!

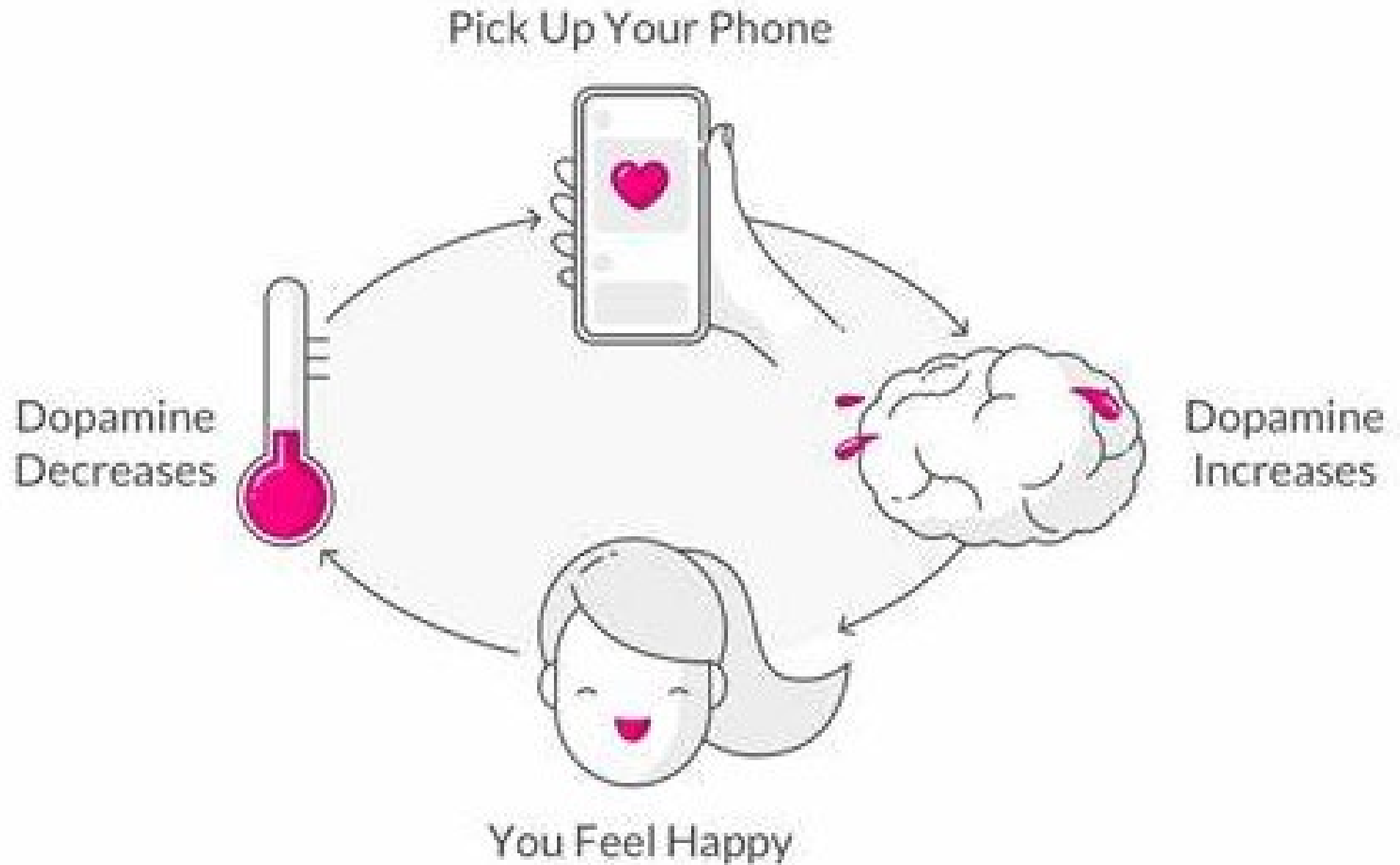
We have quickly
experienced exposure to
information at speeds never
seen in our lifetimes.



Memory & Retention

- **Immediate, short-term, & long-term memory**
- **Easier access to information=less likely to retain**
- **Less mindful, do not have to work as hard**

The Dopamine Reward Loop





Tik Tok is banned on government smart phones.

Tik Tok users are being directed to enter their zip code which leads to a "Call Now" page in order to be able to use the app.



Harmless entertainment?

Congressional staffers report that some of the calls received have been from middle school aged children threatening suicide if the app is banned.

Changes?

There are several efforts to lessen the impact of social media through legislation and regulations.

China

- Their citizens do not have access to the same Tik Tok that we do (*Spinach* version).
- More on this later . . .

Florida

- Governor DeSantis signed a bill that would prohibit anyone under the age of 14 from joining social media.
- Companies in violation can be found responsible for \$50,000 per violation.

U.S. vs. Tik Tok

- House of Representatives passed a bill that would ban Tik Tok unless they are sold from ByteDance.
- U.S. uses (*Opium* version).

2

Does social media have an impact on our mental health ?

How did we get here?





“Social media is about sociology and psychology more than technology”.

-Unknown

CAGE

C-Cutting down

- Have you ever felt you should cut down on your social media use?

A-Annoyed

- Have people annoyed you by criticizing your use of social media?
Have you ever tried to take an iPad from a toddler on a road trip?

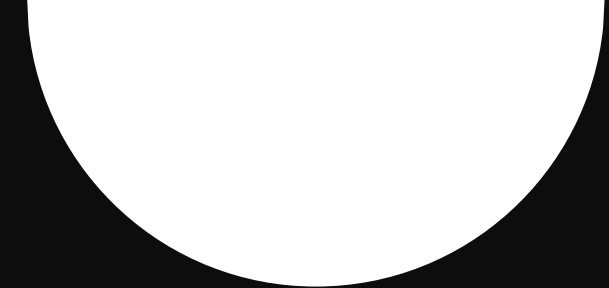
G-Guilty

- Have you ever felt bad or guilty about your social media use?

E-Eye Opener

- Have you ever had to check social media first thing in the morning?

-CAGE is derived from the four questions of the tool: Cut down, Annoyed, Guilty, & Eye Opener



“Social media is training us to compare our lives instead of appreciating everything we are. No wonder why everyone is always depressed”.

-Bill Murray

Problems?

Here are some of the more common signs social media is becoming problematic

Highlight Reel

-Best day ever!

-Another vacation?

Social Currency

-Chasing likes

-Black Mirror episode

FOMO

-Fear of missing out

Problems?

Here are some of the more common signs social media is becoming problematic

Online Harassment

- Bullying
- Increased isolation
- Increased risk of self harm

Exploitation

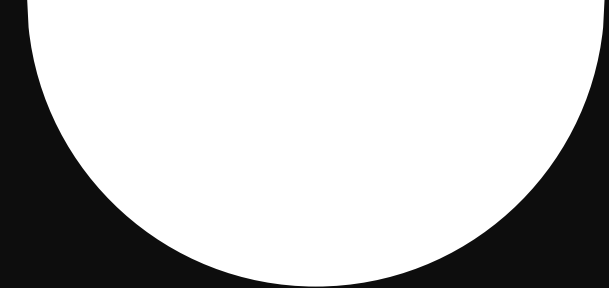
- Personal Information
- Money/Credit Card
- Send content
- Gambling
- Drug trafficking
- Sex trafficking

Doom Scrolling

- (Not a Dungeons & Dragons thing).
- focus on negativity
- lose hope for change



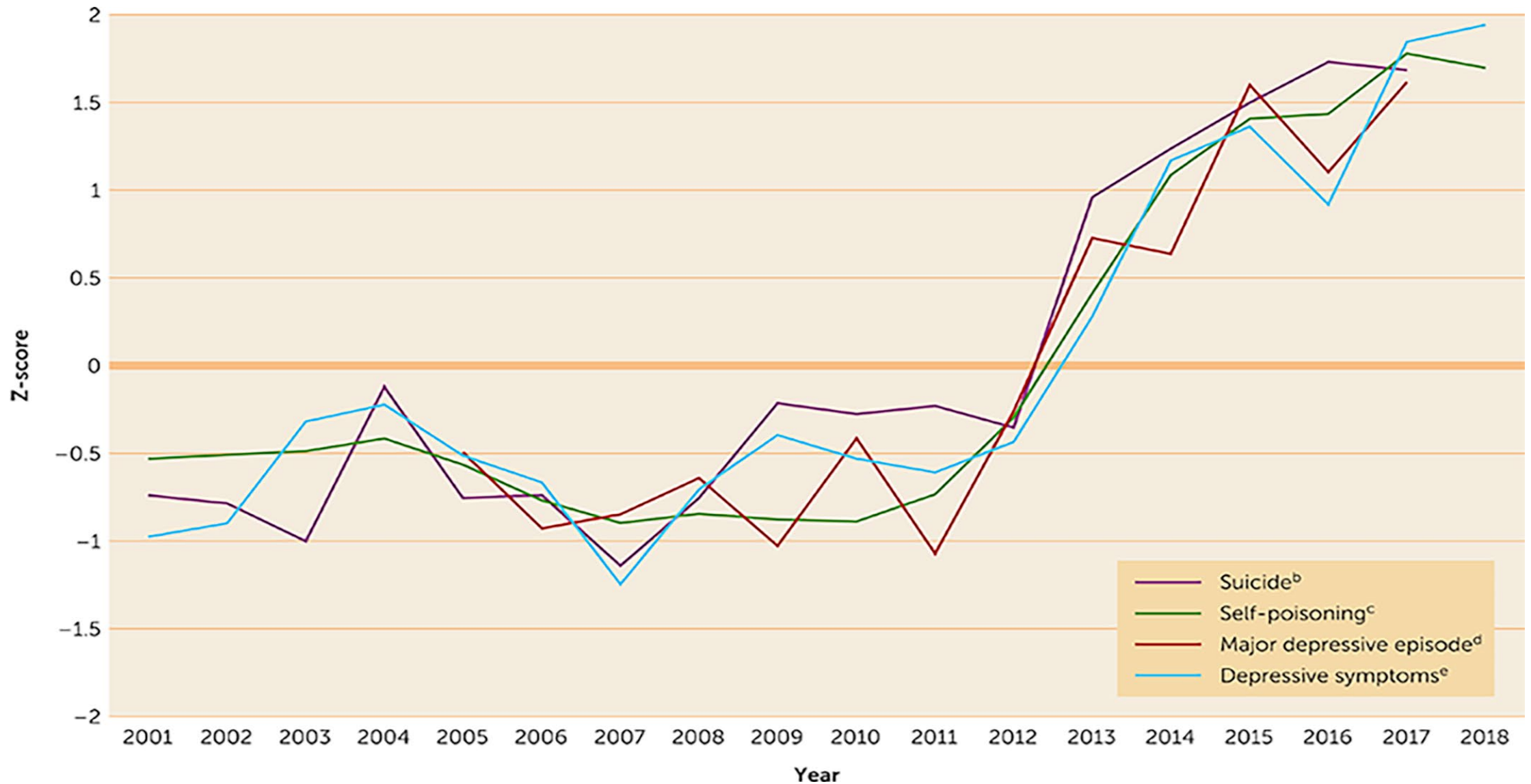
*Social media made y'all way too comfortable
with disrespecting people and not getting
punched in the face for it*

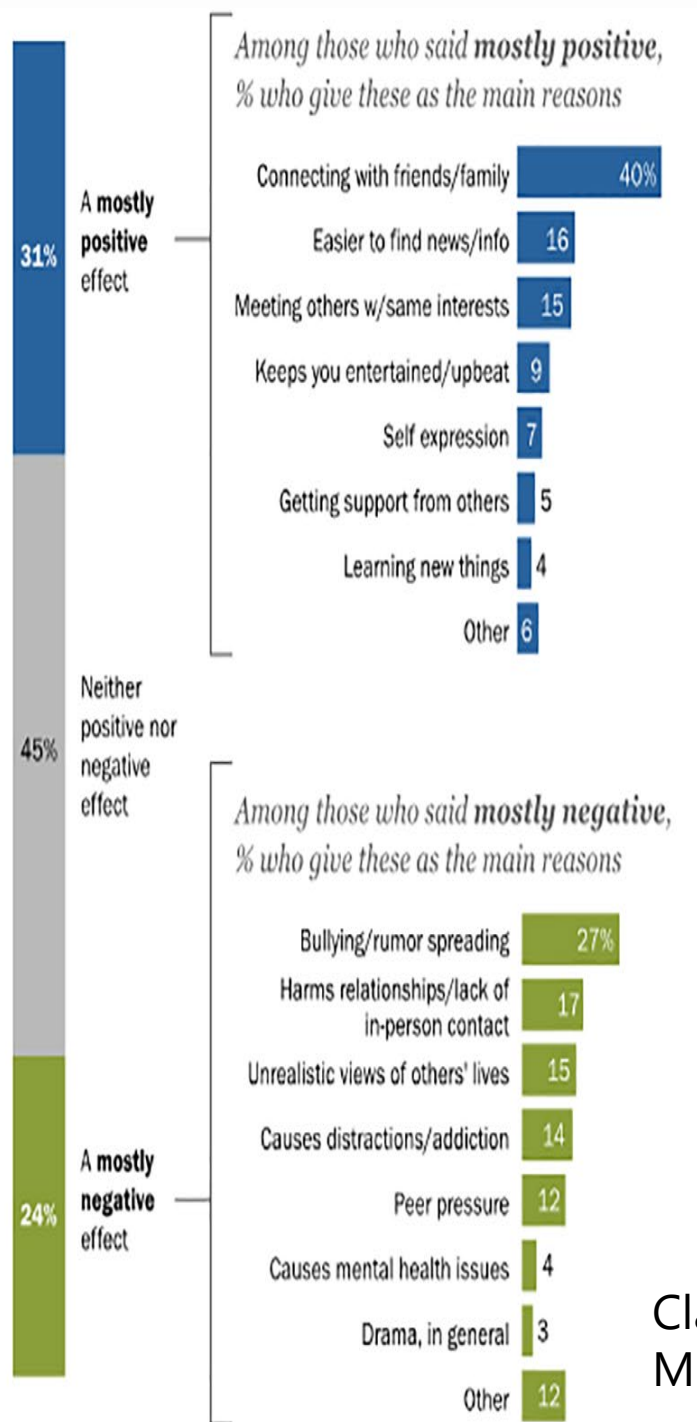


In Australia, teens were asked why they felt mental health of teens was getting worse and 37% identified social media.

-Psychology Today

Trends in Mental Health Among U.S. Adolescents

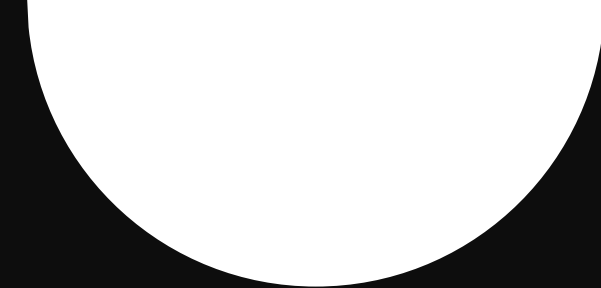




Teenage views on social media

Almost 25% of teens view social media as having a negative effect.

Clark, Maria (November 12, 2020) 40+ Frightening Social Media and Mental Health Statistics. Etactics Blog



“Our research has shown that some 40% of social media users would give up their pet or car before they'd give up their accounts. And shockingly, more than 70% said they would not permanently scrap their social media for anything less than \$10,000”.

-U.S. News & World Report



The Tide Pod Challenge

A challenge on YouTube was posted in late December 2017. This resulted in at least 10 deaths and several people were poisoned.



“There are only two industries that call their customers
'users': *illegal drugs* and *software*.”

-Edward Tufte



3

The amount of time spent matters.

SUPPORT

Understand the impact of time spent on social media and our mental health and risk of addiction.





Time Matters.

The amount of time people spend on social media seems to matter.

- Levels of depression were found higher in boys and girls who spend > ***two hours*** a day on social media, as opposed to < ***two hours***.

-Psychology Today

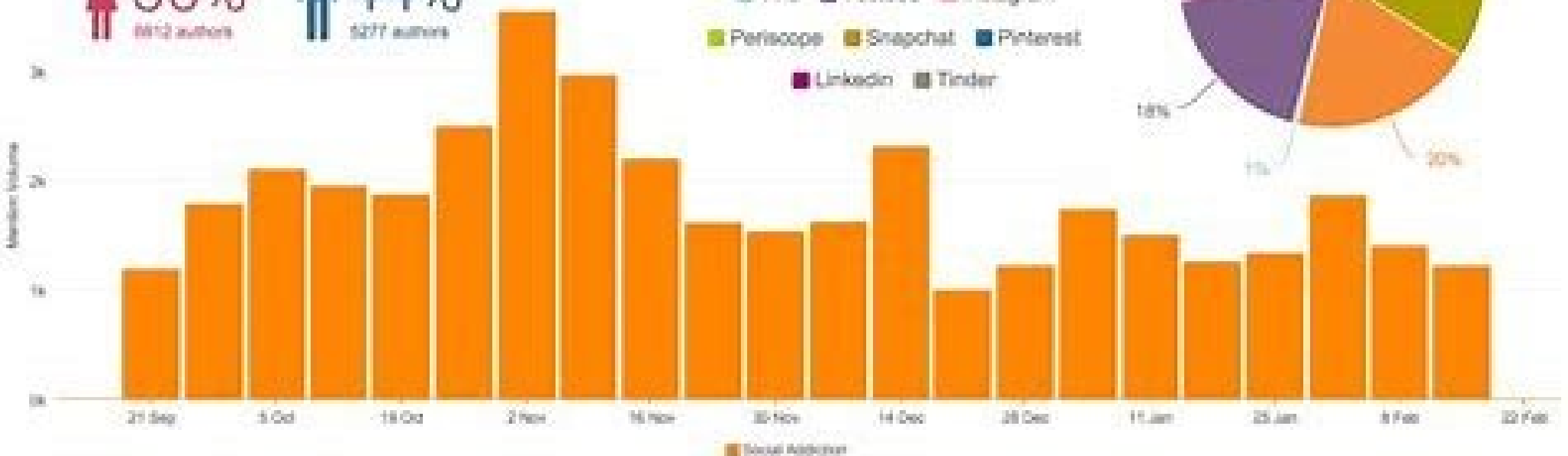
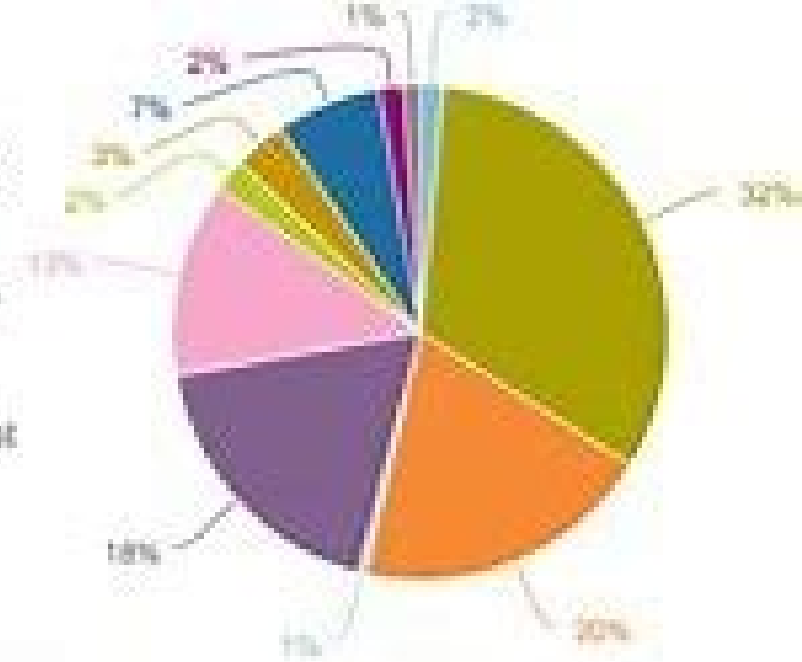
I'm a Social Media Addict

Thousands of people are admitting their addiction

 **56%**
6812 authors

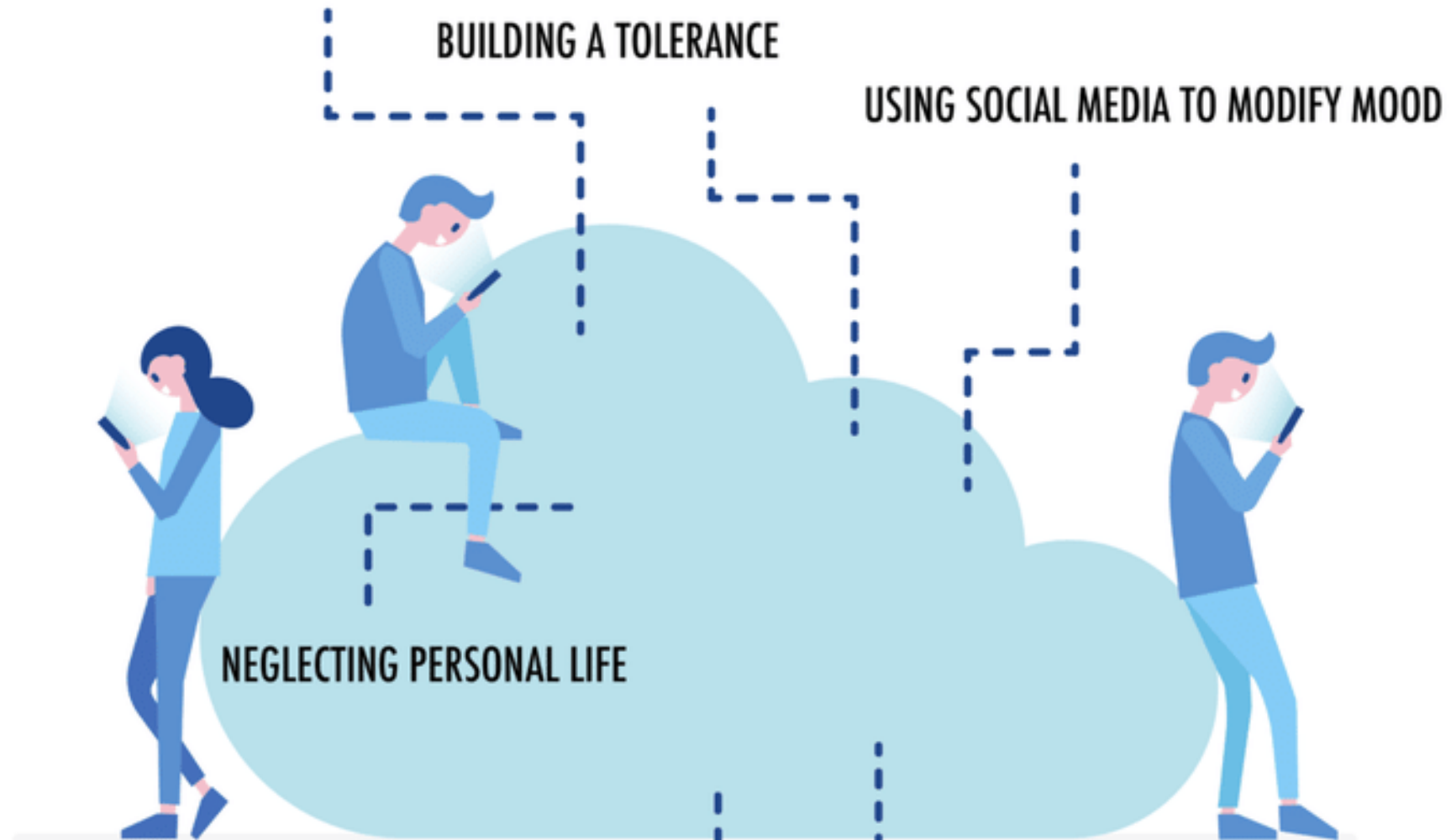
 **44%**
5277 authors

WhatsApp Twitter Facebook
Vine Youtube Instagram
Periscope Snapchat Pinterest
LinkedIn Tinder



Data from 39,489 Tweets via Brandwatch | September 2015 - February 2016

PREOCCUPATION WITH SOCIAL MEDIA



The common social media addiction symptoms 4 include:

1. Spending an excessive amount of time on social media (What do you define as excessive?)
2. Thinking obsessively about social media, even when not using it (FOMO)
3. Withdrawing from other activities (like spending time with family or hobbies)
4. Obsessing over online image and reputation

<https://mind.help/topic/social-media-addiction/>

5. Feeling anxious when one cannot check social media
6. Spending a lot of time thinking about and planning social media posts
7. Getting false alarms about social media notifications on the phone
8. Obsessing over social media interactions (like comments, chats, likes, shares, etc.)

<https://mind.help/topic/social-media-addiction/>

9. Neglecting tasks and duties because of social media use

10. An inability to cut back on social media use

-**X** now has a post limit without a verified account.

11. Doomscrolling

-Focus on negative events, “gloom and doom” sets in.

<https://mind.help/topic/social-media-addiction/>

States are now involved

In October of 2023, more than 40 states sued Meta.

They are accused of designing Facebook and Instagram to be deliberately addictive.

facebook



Instagram

States are now involved

The lawsuit claims that Meta has deceived the public about the harms of Facebook and Instagram, to "exploit and manipulate" children.

facebook



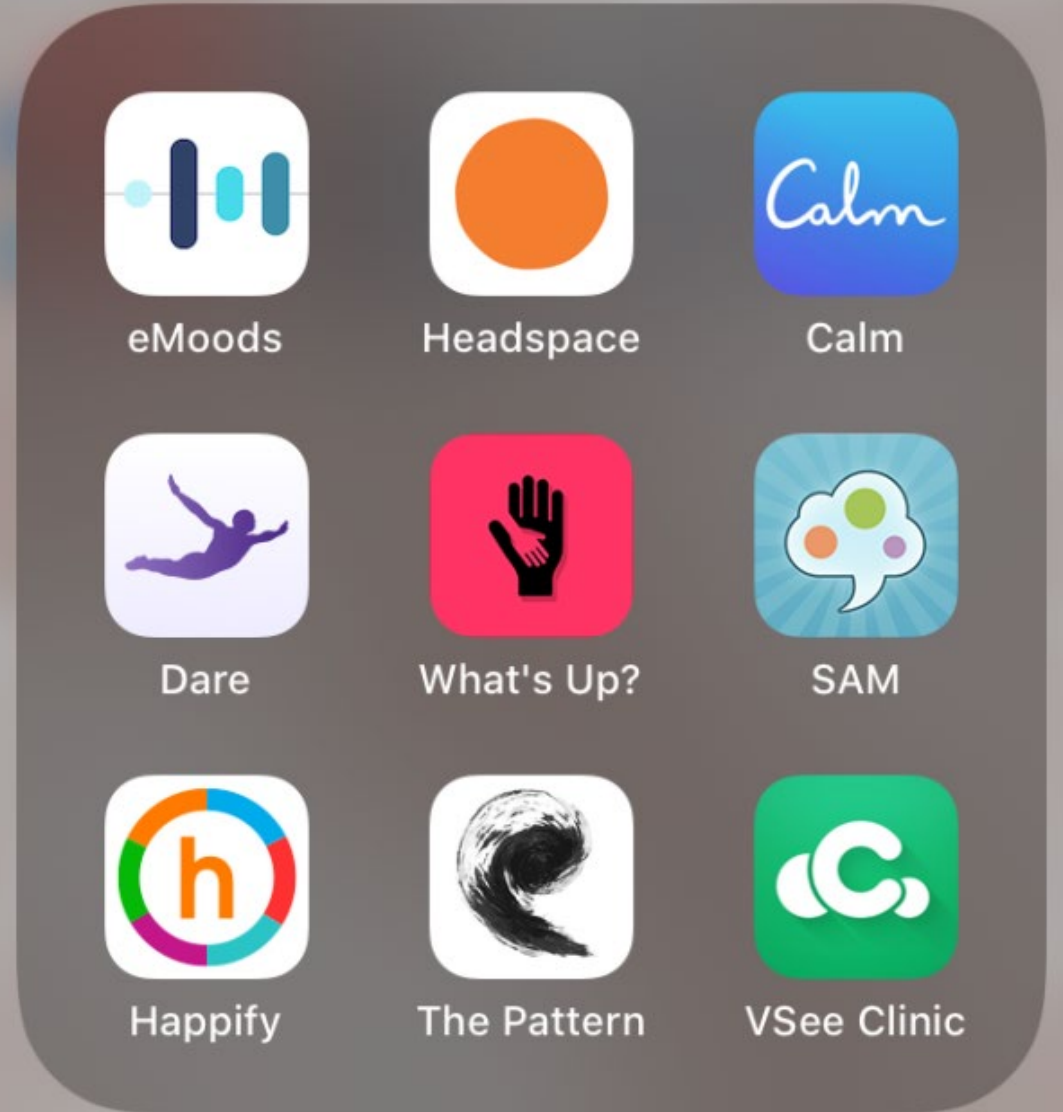
Instagram

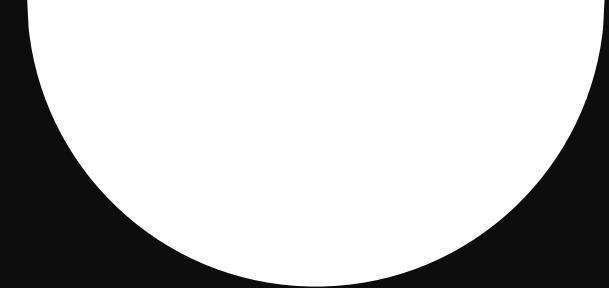
4

Positives

ENGAGE

Learn about the positive advances social media has had in mental health care.





“Don’t use social media to impress people, use it to impact people”.

-Dave Willis

Are there mental health benefits to social media?

What are some of the benefits that you have found or observed?

Staying connected

- Family
- Friends
- Distance doesn't matter

Learn more about personal interests

- new hobbies or interests
- connect with groups with similar interests

Finding resources

- Text/chat
- Exposure to initiatives like 9-8-8.

Motivation for change

- Blogs, podcasts, TED talks
- Posting personal experiences to support others
- Learn from those who have done what we are trying to do

Expressing our personality as individuals

- Reinforced by "likes" and other feedback
- Share what makes us unique
- Inspire others

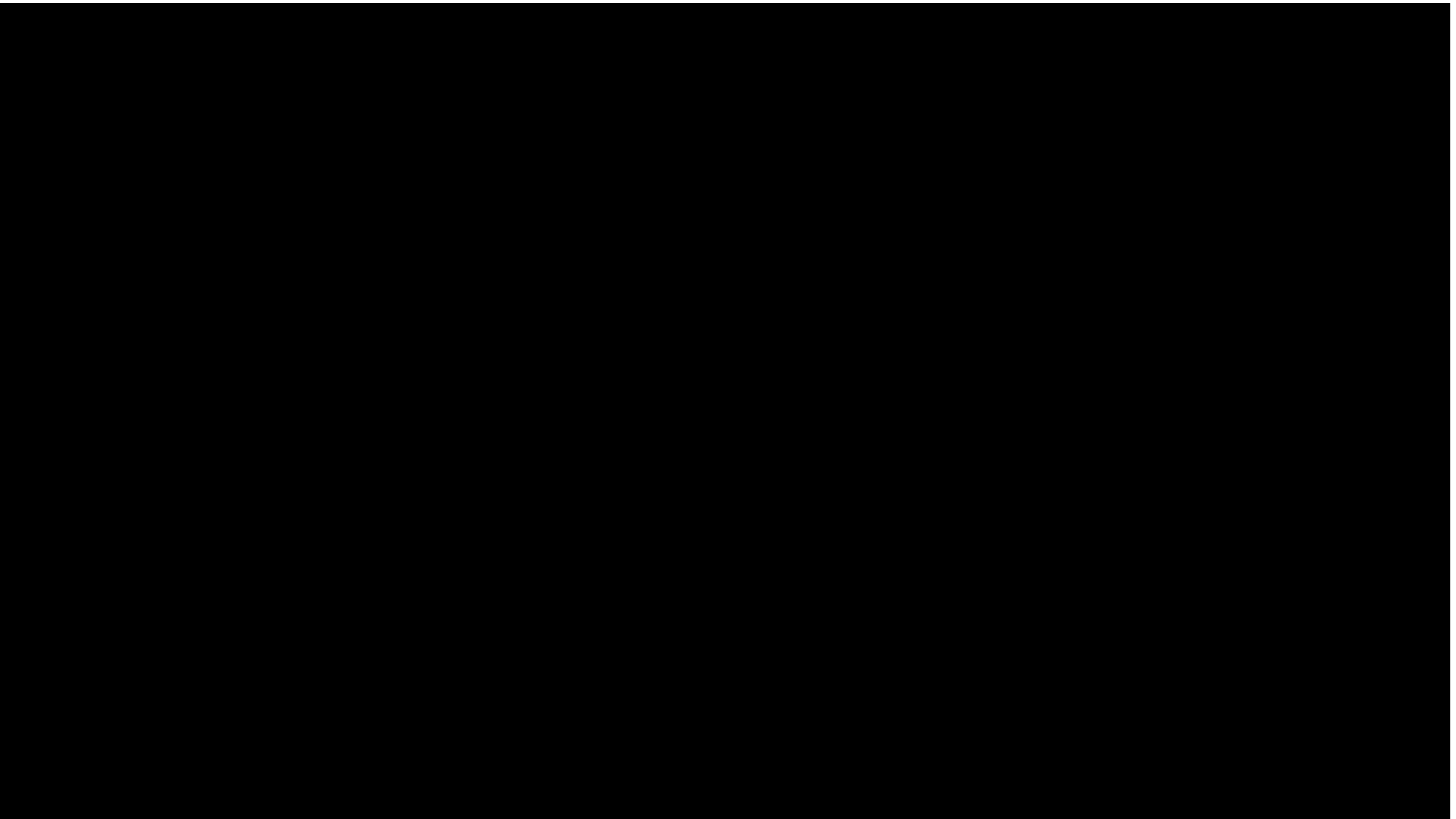


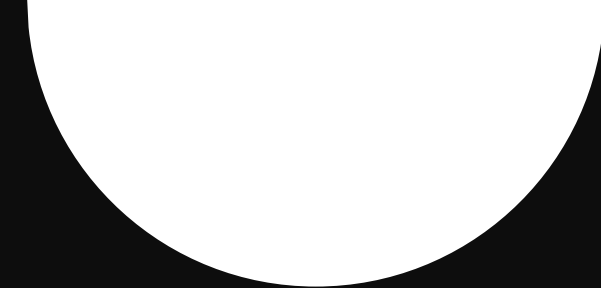
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Where do we go from here?

LEAD

Develop a plan to manage the risks and use social media for better mental health.





“Every time you pick up your phone it means you’re taking your eyes off whoever you’re dealing with or talking with. If you’re looking at your phone more than you’re looking in somebody else’s eyes, you’re doing the wrong thing”!

-Tim Cook, Apple CEO, 2019



Mind Full, or Mindful?



TAKEAWAY

Social media has changed how the world interacts and its influence continues to grow

INSPIRE

Learn the risks and benefits of social media use to help yourself and others

ACTION

Learn and practice strategies to keep social media use beneficial instead of harmful



Be cautious:

- 1. Highlight reel**
- 2. Social currency**
- 3. FOMO-this presentation?????**
- 4. Online harassment**

Be Mindful:

- 1. Recognize problematic social media use**
- 2. Audit social media diet** ~~X~~
- 3. Create a better online experience**
- 4. Model good behavior**

Consider the following tips to help you achieve a healthier balance with social media:

- Delete your social media apps from your smartphone. While you can still access them from your personal computer, keeping them off your phone may help decrease the amount of time spent on social media overall.
- Turn off your personal phone during work, as well as during school, meals, and recreational activities. You can also adjust the setting on each social media app so you can turn off certain notifications.
- Set aside a certain amount of time dedicated to social media per day. Turn on a timer to help keep you accountable.
- Leave your phone, tablet, and computer out of your bedroom.
- Take up a new hobby that's not technology-related. Examples include sports, art, cooking classes, and more.
- Make it a point to see your friends and family in person when possible.

The **2014 ACA Code of Ethics** was the first iteration to offer guidance on social media., as part of an entirely new section, ***Section H: Distance Counseling, Technology, and Social Media.*** This tip sheet aims to give counselors guidelines on how to ethically use social media.

1. Make sure your professional social media accounts are separate from your personal accounts. It's a good idea to keep your personal accounts private (ACA Code of Ethics.H.6.a).
2. Learn everything you can about social media. Be sure you understand the various platforms' purposes and operations, including their privacy controls (H.1.a).
3. Don't share confidential information on social media, even in closed/private settings. Non-professionals may have access to that information (H.6.d).
4. Don't diagnose individuals on social media, even if they are public figures.

The **2014 ACA Code of Ethics, Section H: Distance Counseling, Technology, and Social Media.** (continued).

5. If you wouldn't say it in real life, don't post it online. Your statements have weight (C.6.c). Keep in mind that values and beliefs shared online can make their way to clients, employers, counseling education programs, membership organizations, and other professionals.

6. Be accurate and appropriate in your portrayal of your education, licensure, accreditation, expertise, and memberships. The ACA advertising/promotion ethical standards also apply to social media (C.3.).

7. Don't check out a client's social media without permission, even if it is public (H.6.c).

The **2014 ACA Code of Ethics, Section H: Distance Counseling, Technology, and Social Media.** (continued).

8. Counselors and counseling-related organizations must develop social media related policy. Information about this policy must be included in informed consent documents for clients and should be posted on professional social media pages and websites (A.2.b).

9. Social media policies should cover the risks, especially to confidentiality, and the benefits of interacting with counselors on social media, as well as the expectations clients should have when interacting with a counselor's professional social media account (H.6.b).

10. Become familiar with-and follow-all of the social media guidelines in the *2014 ACA Code of Ethics*.

REFERENCES

ACA Code of Ethics

<http://www.counseling.org/Resources/aca-code-of-ethics.pdf>

NAADAC Code of Ethics

http://www.naadac.org/index.php?option=com_content&view=article&id=185&Itemid=115

APA Code of Ethics

<http://www.apa.org/ethics/code/code.pdf>

ARS 32-3251

(12)<http://www.azleg.state.az.us/FormatDocument.asp?inDoc=/ars/32/03251.htm&Title=32&DocType=ARS>

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Bouyques, Helen L. (July 20, 2021). Social Media Is a Public Health Crisis. Let's Treat It Like One. U.S. News & World Report

CAGE Source: Ewing, 1984

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“The contents do not represent the views of The Indian Health Service or the United States Government.”



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Office of Health Programs





Thank you!

Phoenix Area Office-
IBH