

# Teens, Tweens and Social Networking



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So many questions....

- What kinds of behaviors are common?
- What social media are they actually using?
- Is privacy important?
- How can we reach them?
- Do they even want to be reached?



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Not a lot of good news

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# Teens, Tweens and Social Networking



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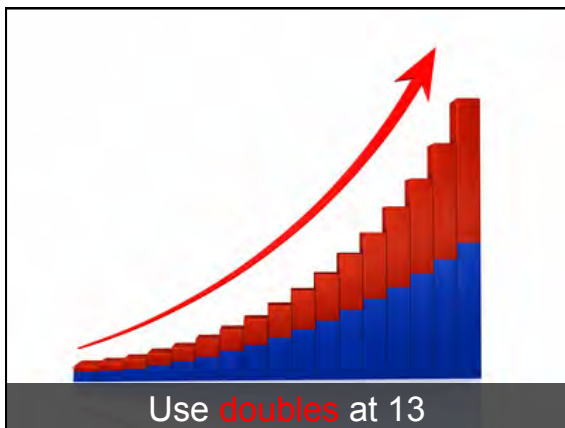
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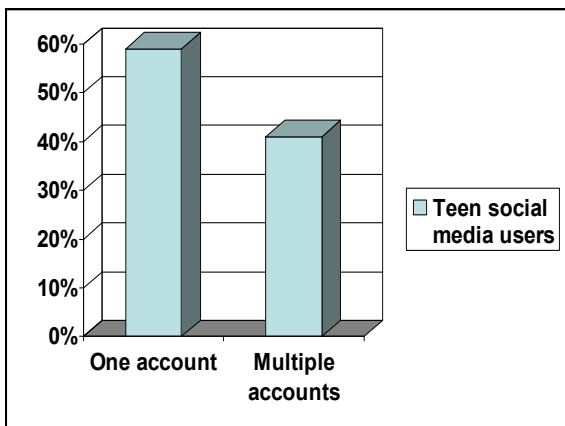
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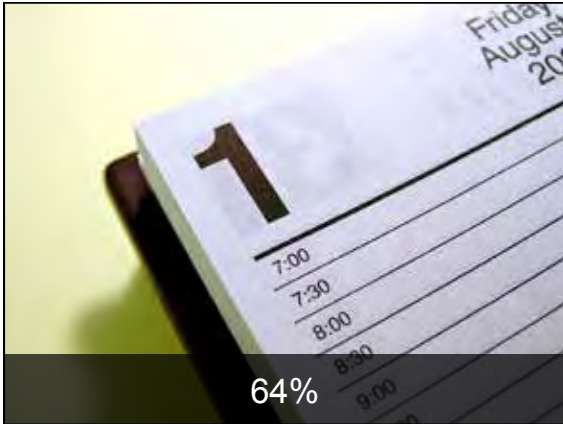
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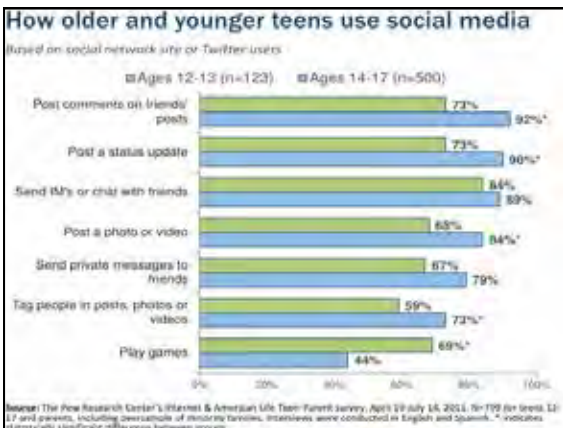
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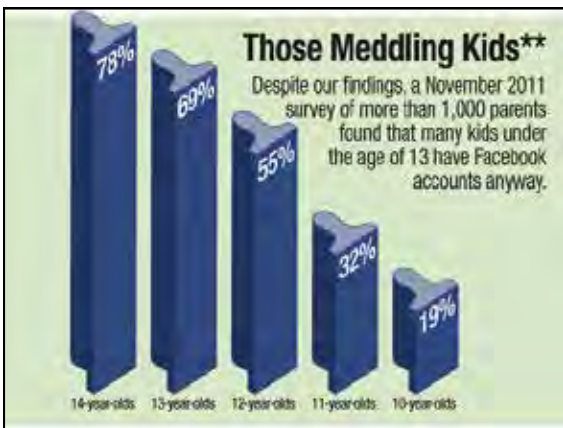
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**"There was life before Facebook, even if I can't remember it."**  
*Kirby McKenna, 17, Dublin, Ohio  
2009*

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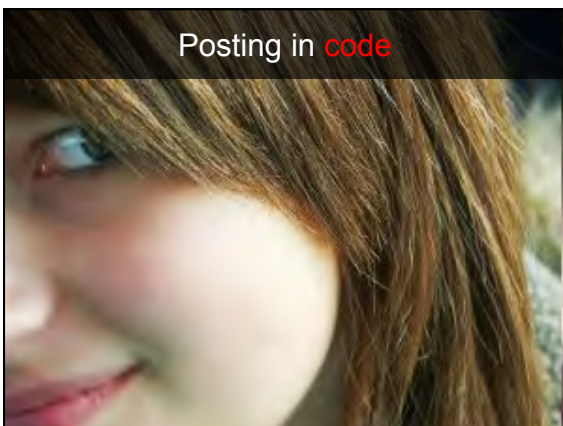
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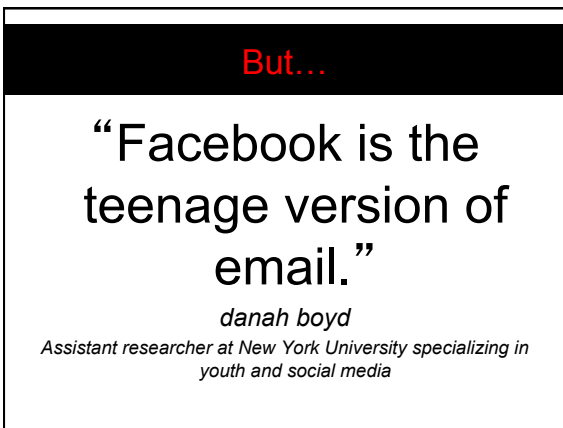
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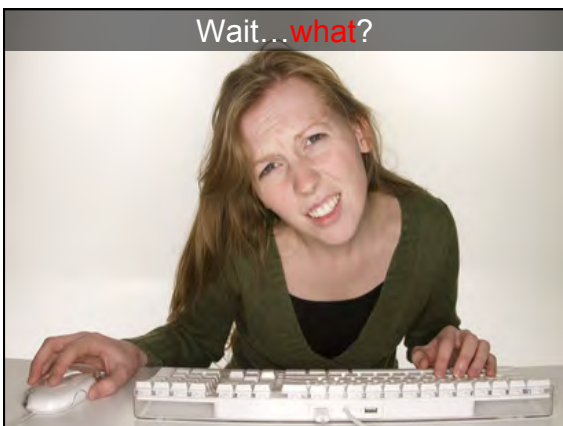
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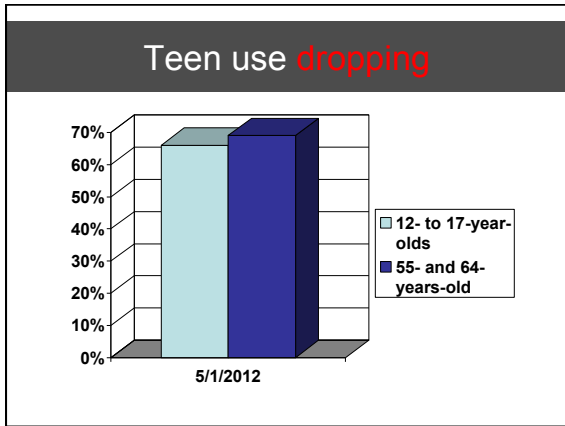
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“The sheer size of Facebook’s userbase, nearly 1 billion strong, has made it the high school cafeteria of social networks, while sites like Twitter and Tumblr have become the basement rec-room to which only a select few gain admission. Parents, notably, are excluded.”

[http://www.huffingtonpost.com/2012/08/14/facebook-teenage-email\\_n\\_1777169.html](http://www.huffingtonpost.com/2012/08/14/facebook-teenage-email_n_1777169.html)

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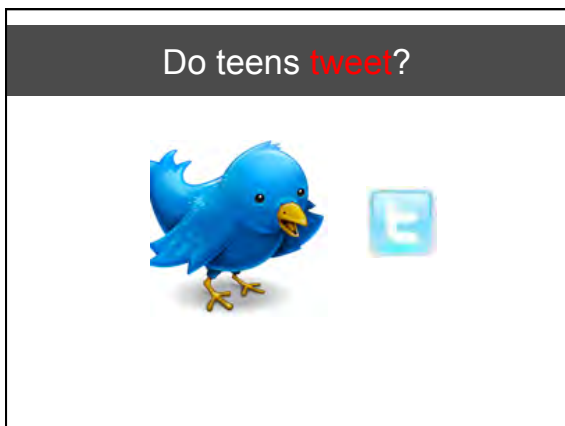
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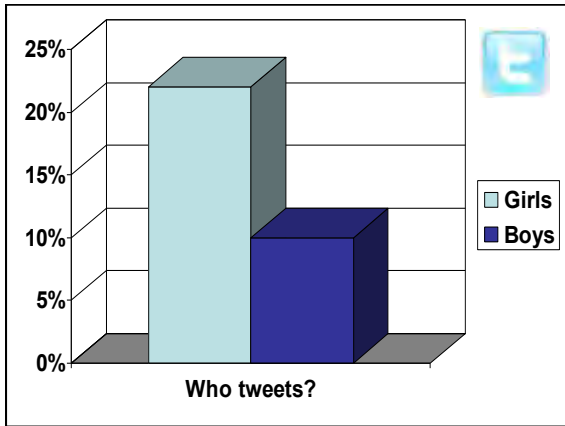
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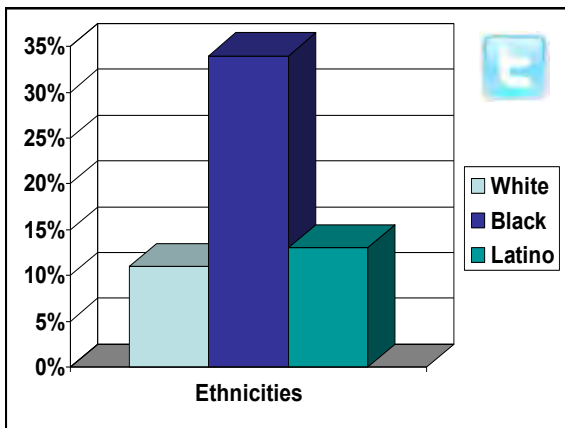
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**Niche** network for teens

16% in 2011

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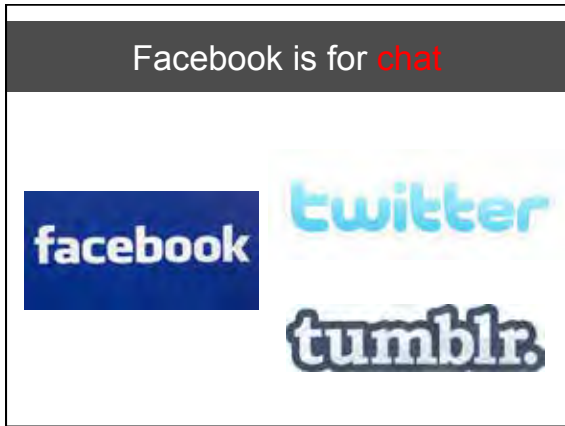
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# Teens, Tweens and Social Networking

**Is MySpace **dead**?**

“MySpace was an important part of the social web’s early history. Its time has passed, though. “

“MySpace is an embarrassment for most people on the web. Many people feel like it’s a bratty kid sister wearing too little clothing. “

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**They’ re **not** blogging**



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**Video creation**

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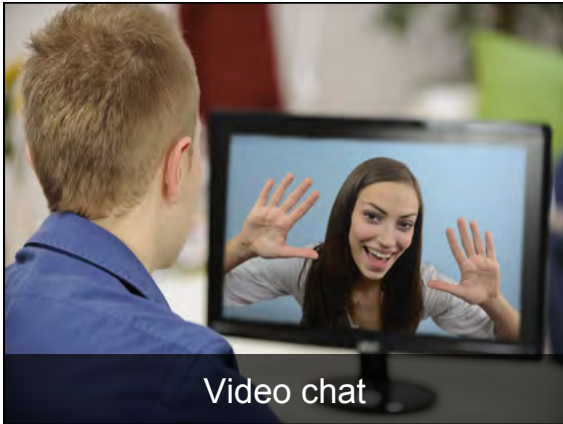
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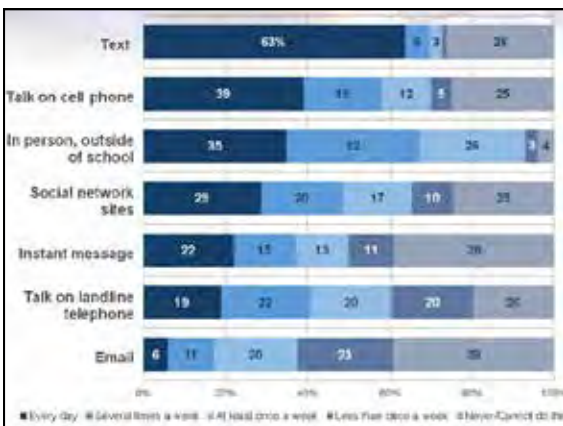
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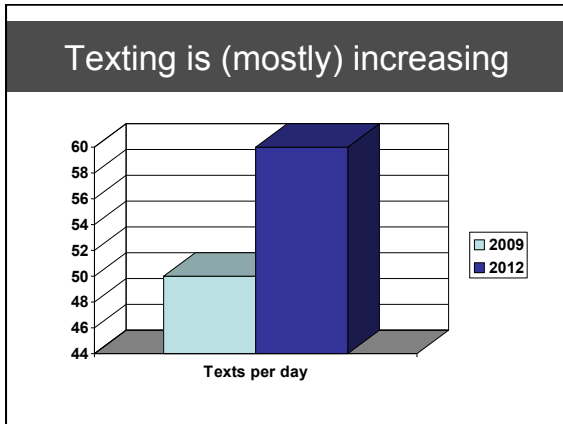
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# Teens, Tweens and Social Networking

Location? **Not** so much



The image shows three logos: 'foursquare' in blue script, 'facebook' in white on a blue square, and 'Facebook Places' with a red location pin icon and the tagline 'Who, What, When, And now where.' below it.

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What about **sexting**?



A young woman with dark hair, wearing a pink top, is smiling and holding up both hands with fingers spread. Behind her is a sign with a blue header that says 'NEW MSG'.

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What happens in **school**?



A close-up of a person's hand holding a silver flip phone. The phone is open, showing the keypad and screen.

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# Teens, Tweens and Social Networking

Cellphones and **reality**



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<http://mashable.com/2012/05/26/gadget-storage-trucks/>

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**How** can your library reach out?



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# Teens, Tweens and Social Networking

“Almost half of 12- to 17-year-olds don’t think brands should have a presence using social tools at all. “

*Jacqueline Anderson, Consumer Insights Analyst, Forrester Research*

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Ask ‘em!



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Quit reinventing the wheel



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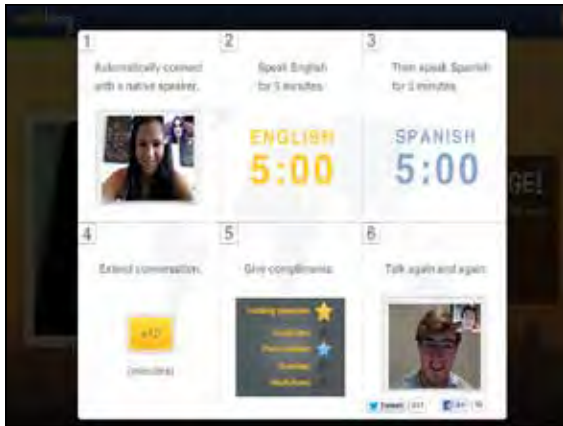
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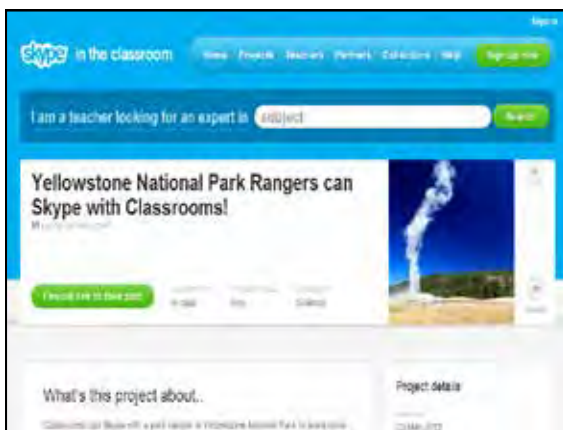
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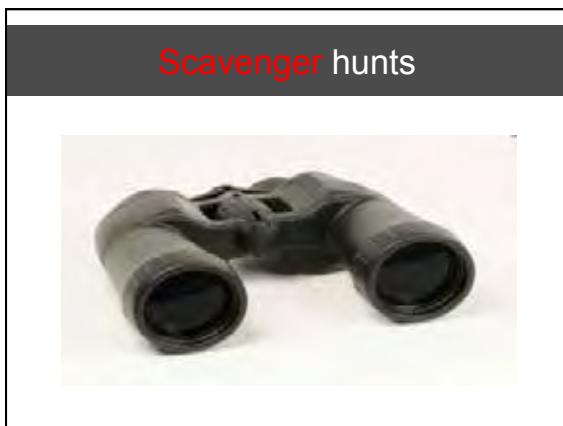
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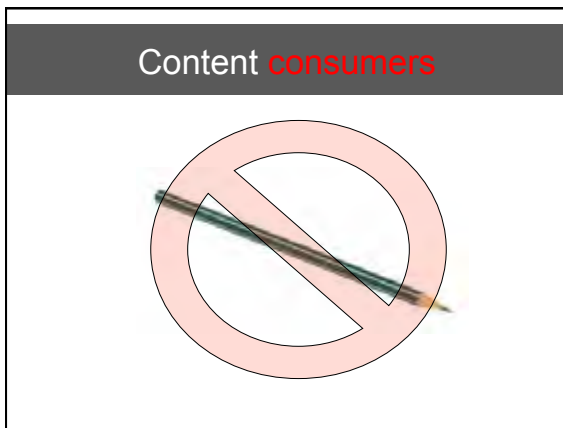
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Small social circles



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They won't build for you



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It's all about friends



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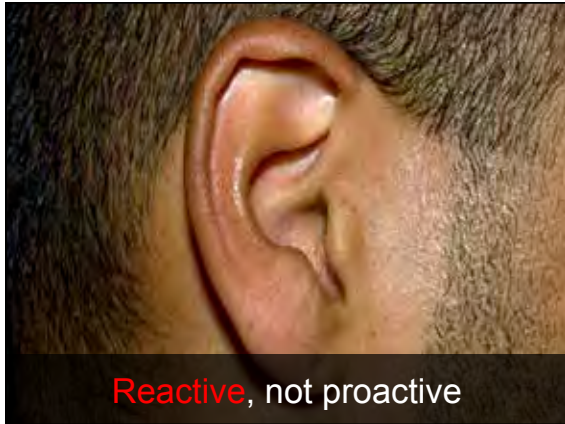
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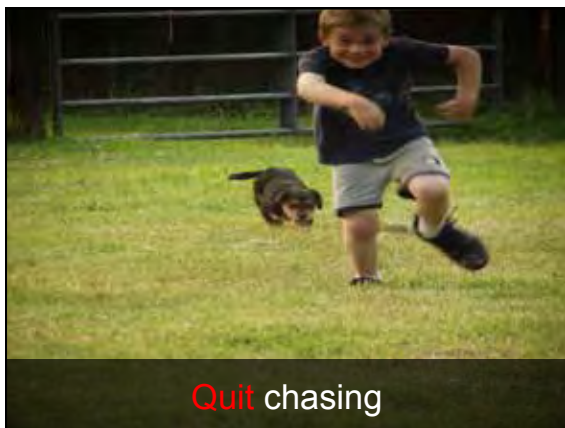
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Absolutely shameless plug



Coming Fall 2012

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-  <http://www.linkedin.com/in/laurasolomon>
-  [laura@designforthebigguy.org](mailto:laura@designforthebigguy.org)
-  <http://www.meanlaura.com>
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Thank you! 

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Please take a minute and fill out our webinar survey. You will find in at:

[https://survey.qualtrics.com/SE/?SID=SV\\_e3rk6SrvaufgFrD](https://survey.qualtrics.com/SE/?SID=SV_e3rk6SrvaufgFrD)

Thank you for attending!

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 *helping libraries think differently*

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