

## Social Media Statistics

- 88% of teens have seen someone be mean or cruel to another person on a social networking site.
- The number of sexual assault cases related to social media sites has increased by 300%.
- 12% of teens say they witnessed unpleasant behavior “frequently” on social networking sites.
- 55% of parents of 12-year-olds said their child was on Facebook and 76% said they helped their child gain access.
- 15% of teens say they were the target of online cruelty.
- 41% of teens had a negative experience as a result of using a social networking site.
- 22% of teens lost their friendship with someone due to actions on social media sites.
- 13% had an experienced a problem with their parents because of social media sites.
- 8% were involved in a physical fight with someone else because of something posted on a social networking site.
- 25% of teens had experienced a face-to-face argument or confrontation as a result of posts on Facebook.
- 62% of parents of teens ages 13-14 are “friends” with their child on Facebook.
- 6% have gotten in trouble at school because of postings on a social networking site.
- 29% of Internet sex crime relationships were initiated on a social networking site.
- In 26% of online sex crimes against minors, offenders disseminated information and/or pictures of the victim through the victim’s personal social networking site.
- 67% of teenagers say they know how to hide what they do online from their parents.
- 43% of teens say they would change their online behavior if they knew that their parents were watching them.
- 39% think their online activity is private from everyone, including parents.
- 20% of kids think their parents have no idea what they’re doing online.
- 55% of teens have given out personal information to someone they don’t know, including photos and physical descriptions.
- 60% created profiles or personal sites.

- Approximately 20% of teens update their sites or profiles at least once a day.
- 64% of teens upload photos to social media sites.
- 42% of teens are creating characters, avatars, such as Meez, or anime to express themselves across their personal profiles.
- 33% of of all Internet-initiated sex crimes involved social networking sites.
- 24% of social network users say they are not at all confident in their ability to use privacy settings.
- Half of all sex crimes against a minor involving a social networking site, the social networking site was used to initiate the relationship.
- 81% of online 9-17 year olds say that they visited a social networking website within the past 3 months.
- 71% of online 9-17 year olds visit these sites at least weekly.
- Among online 9-17 year olds – more time is spent on social networks than on TV.
- Cases of Internet sex crimes against children involving social networking sites were more likely to result in a face-to-face meeting. This was true of 81% of Internet-initiated crimes involving a social networking site.
- 38% of Facebook users in the last year were under the age of 13.
- More than 25% of Facebook users last year were under the age of 10.
- Only 18% of parents with children under 10 on Facebook are actually “friends” with their child on the site.
- Only 10% of parents of children aged 10 and under had frank talks about appropriate online behavior and threats.
- Of the active adult users of Facebook, 66% reported they did not know privacy controls existed on Facebook and/or they did not know how to use the privacy controls.
- 29% have been stalked or contacted by a stranger or someone they don’t know.
- 24% have had private or embarrassing info made public without their permission.
- 67% of teenagers say they know how to hide what they do online from their parents.
- 43% of teens say they would change their online behavior if they knew that their parents were watching them.
- 39% of tweens and teens think their online activity is private from everyone, including parents.
- 20% of kids think their parents have no idea what they’re doing online.
- 85% of parents with teenage children ages 13-17 report that their child have a social networking profile.