

# From Networks to Communities: Shifting Social Media for College Students

Daniel Ypsilanti, MFA

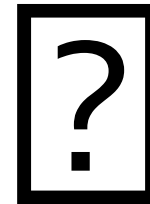
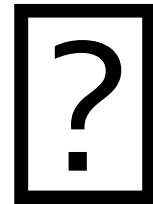
University of Florida, Counseling  
& Wellness Center



A short  
survey!

**Kahoot!**

**kahoot.it**



# Presentation Overview

- Networks & Communities
- Comparing reports
- CWC's Social Media
- Discussion



# Three Things to Remember





**Communities are a great source of inspiration.**



**Every social media strategy will be different.**



**You (yes you) can make the most difference.**

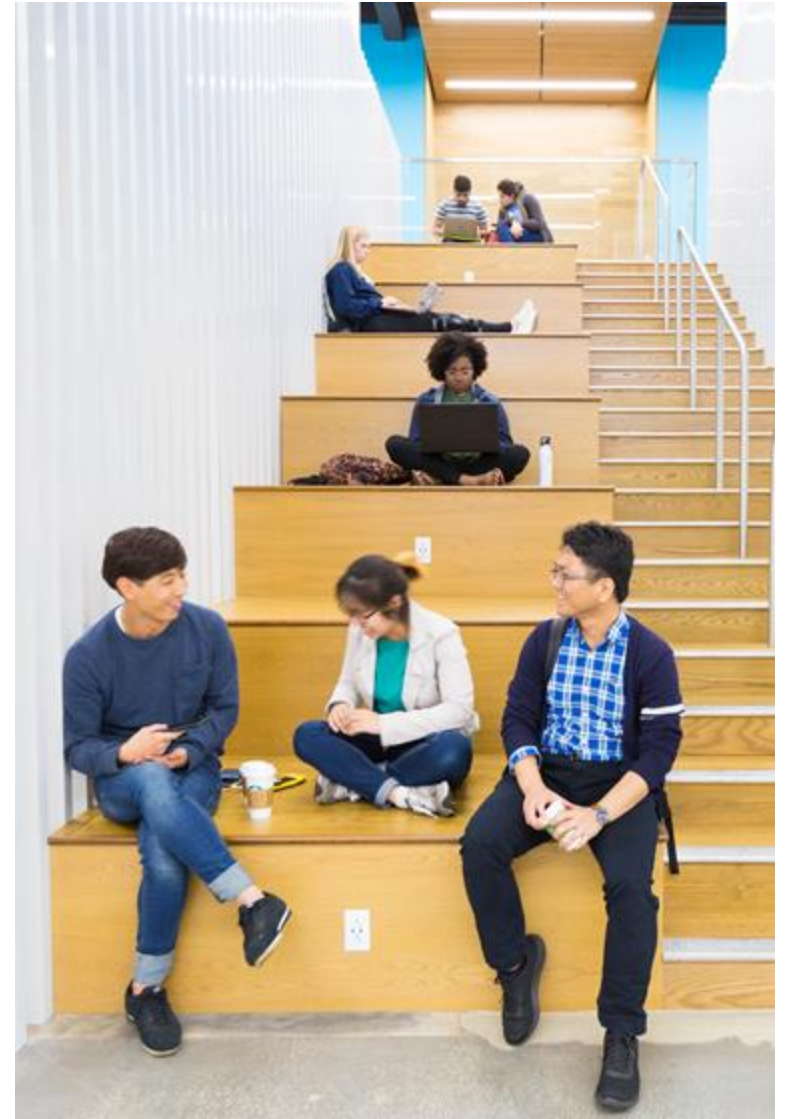
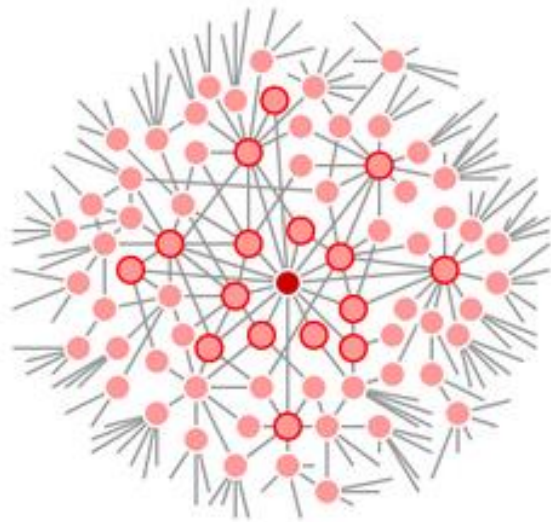




# Networks & Communities

# Networks

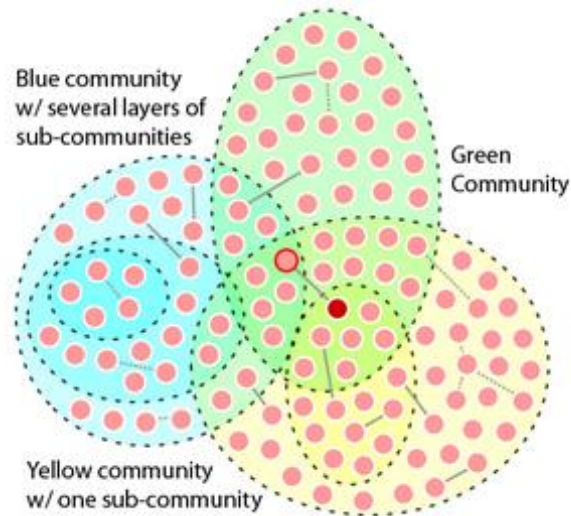
- Interpersonal relationships
- Built one connection at a time
- Unique, only one network





# Communities

- Members need no relationship
- Common interest
- Maintained by the people who build it, for their own benefit
- Can be a member of multiple communities





# Four Basic Elements of Community

- **Membership**, or “the feeling of belonging”
- **Influence**, or the “sense of mattering, of making a difference to a group”
- **Reinforcement**, or “the feeling that members’ needs will be met”
- **Shared emotional connection**, or the “belief that members have shared and will share history, common places, time together and similar experiences.”

- McMillan and Chavis, “Sense of Community: A Definition and Theory.”, 1986

# Communities are a great source for inspiration.

How to leverage these similarities to create sense of community

- Peer-focused/Ground-up approach

- Social media guidelines


- Inclusive imagery

- Asking questions



# “Social Media Use in 2018”

Pew Research Center

Pew Research Center 

FOR RELEASE MARCH 1, 2018.

## Social Media Use in 2018

*A majority of Americans use Facebook and YouTube, but young adults are especially heavy users of Snapchat and Instagram*

**BY** Aaron Smith and Monica Anderson

**FOR MEDIA OR OTHER INQUIRIES:**

Aaron Smith, Associate Director, Research  
Monica Anderson, Research Associate  
Tom Calizza, Communications Manager  
202.419.4372  
[www.pewresearch.org](http://www.pewresearch.org)

**RECOMMENDED CITATION**

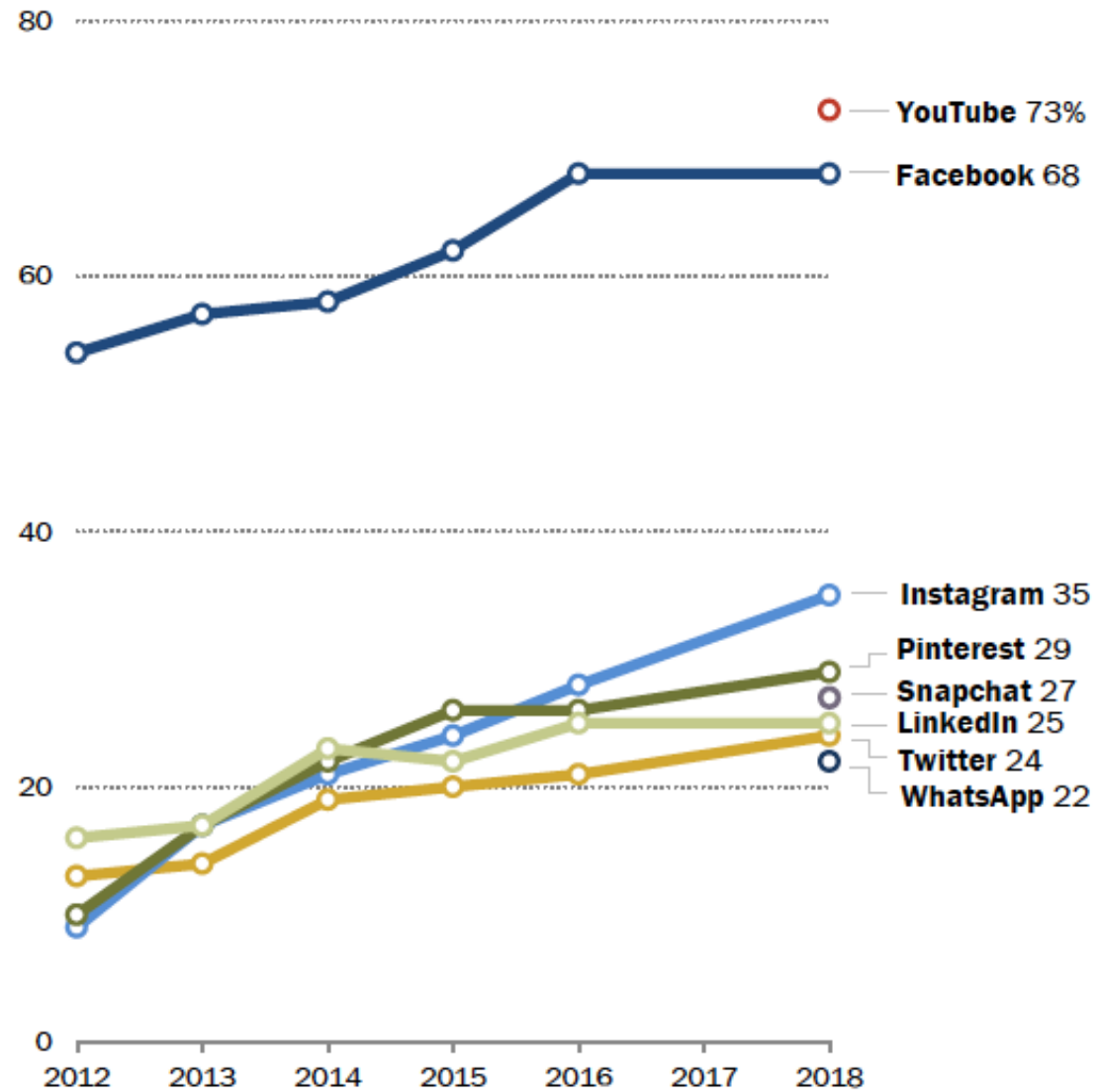
Pew Research Center, March 2018, “Social Media Use in 2018”

# Pew Research Center, “Social Media Use in 2018”

*“A majority of Americans use Facebook and Youtube, but young adults are especially heavy users of Snapchat and Instagram”*

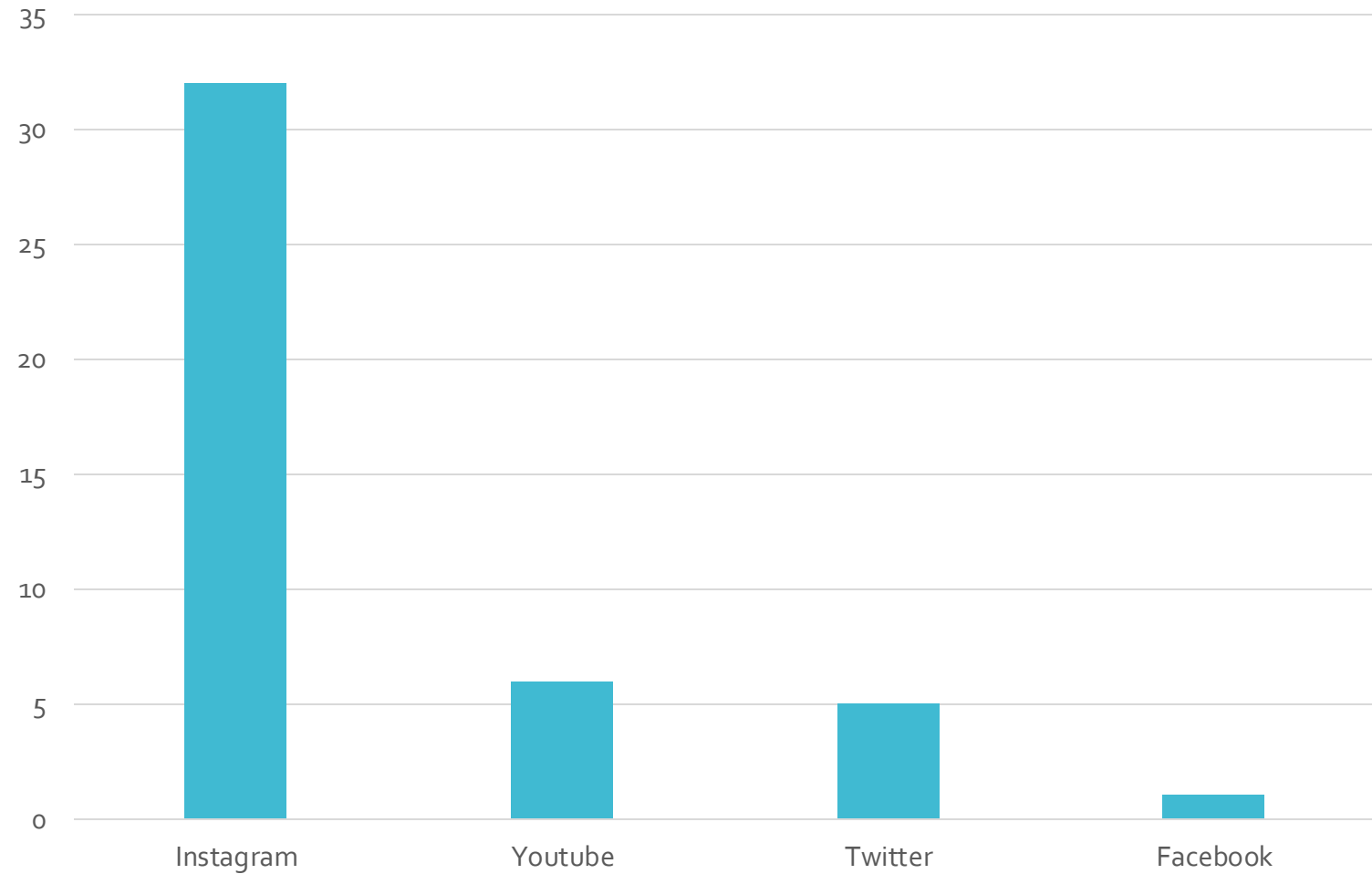


% of US adults who say they use the following social media sites



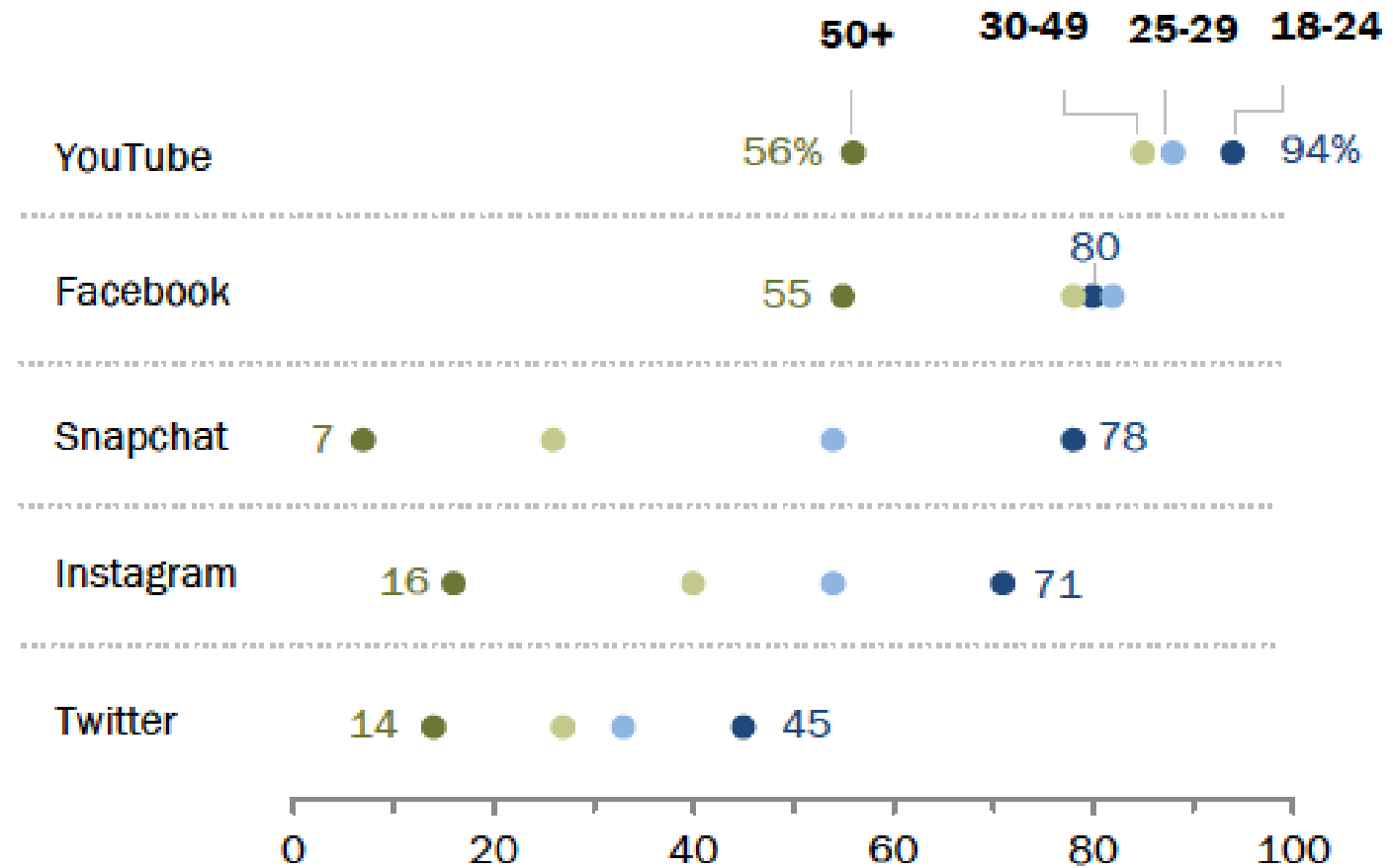
Which social media platform has shown the largest growth from 2016 to 2018?

July 31<sup>st</sup>, UFSAMA Conference Kahoot Results





% of US adults in  
each age group who  
say they use...



Source: Survey conducted Jan. 3-10, 2018.  
"Social Media Use in 2018"


PEW RESEARCH CENTER

# Pew Report Highlights

- Majority of 18-24 year-olds use Snapchat and Instagram
- Instagram users are growing, up 7% from last year
- 94%, 18-24 year-olds are YouTube users
- Very low trust in social media platforms, 3% of those surveyed

# “Teens, Social Media & Technology 2018”

Pew Research Center

Pew Research Center 

FOR RELEASE MAY 31, 2018

## Teens, Social Media & Technology 2018

*YouTube, Instagram and Snapchat are the most popular online platforms among teens. Fully 95% of teens have access to a smartphone, and 45% say they are online ‘almost constantly’*

BY Monica Anderson and Jingjing Jiang

### FOR MEDIA OR OTHER INQUIRIES:

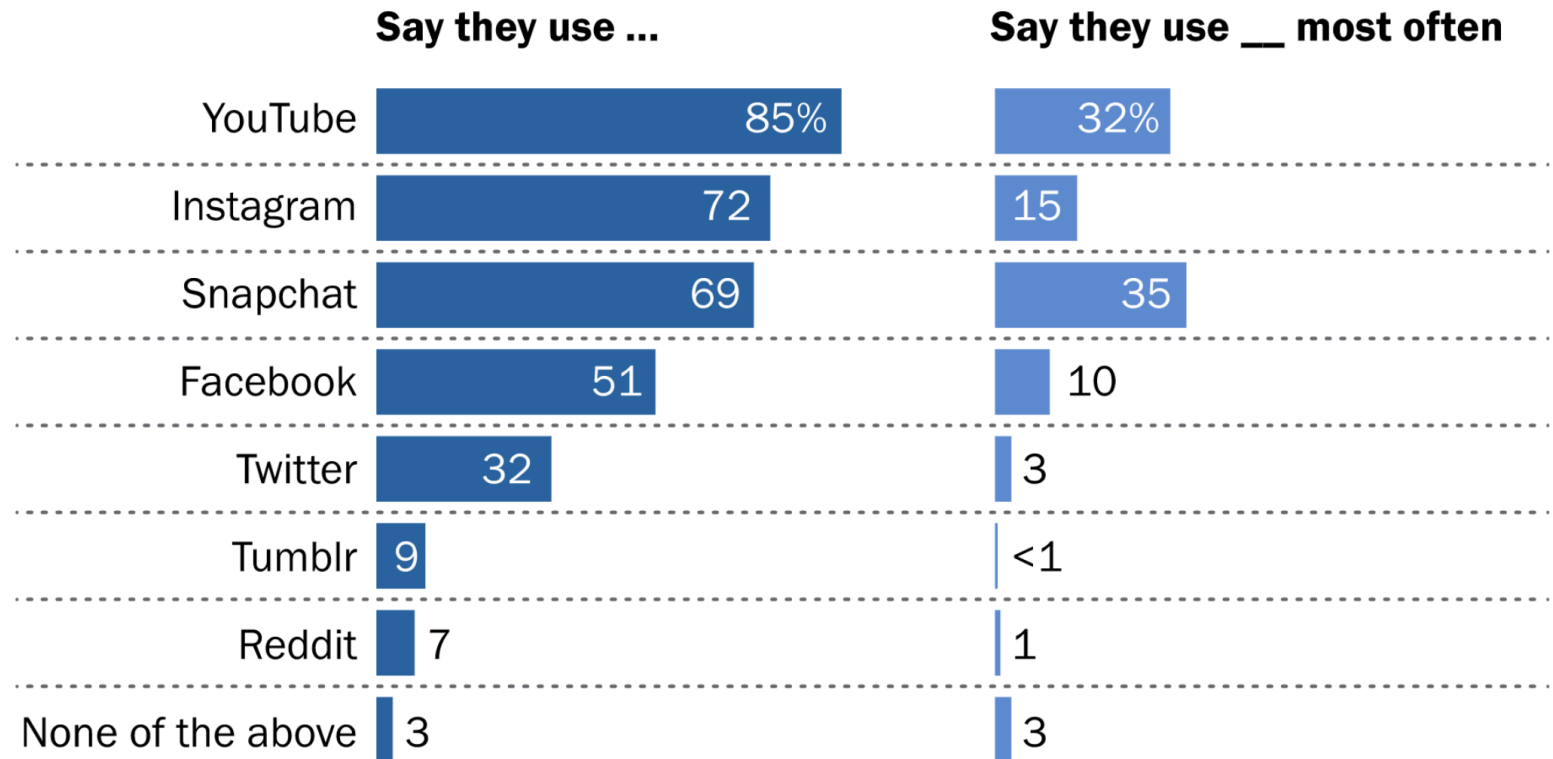
Monica Anderson, Research Associate  
Aaron Smith, Associate Director  
Tom Caiazza, Communications Manager  
202.419.4372  
[www.pewresearch.org](http://www.pewresearch.org)

### RECOMMENDED CITATION

Pew Research Center, May 2018, “Teens, Social Media & Technology 2018”

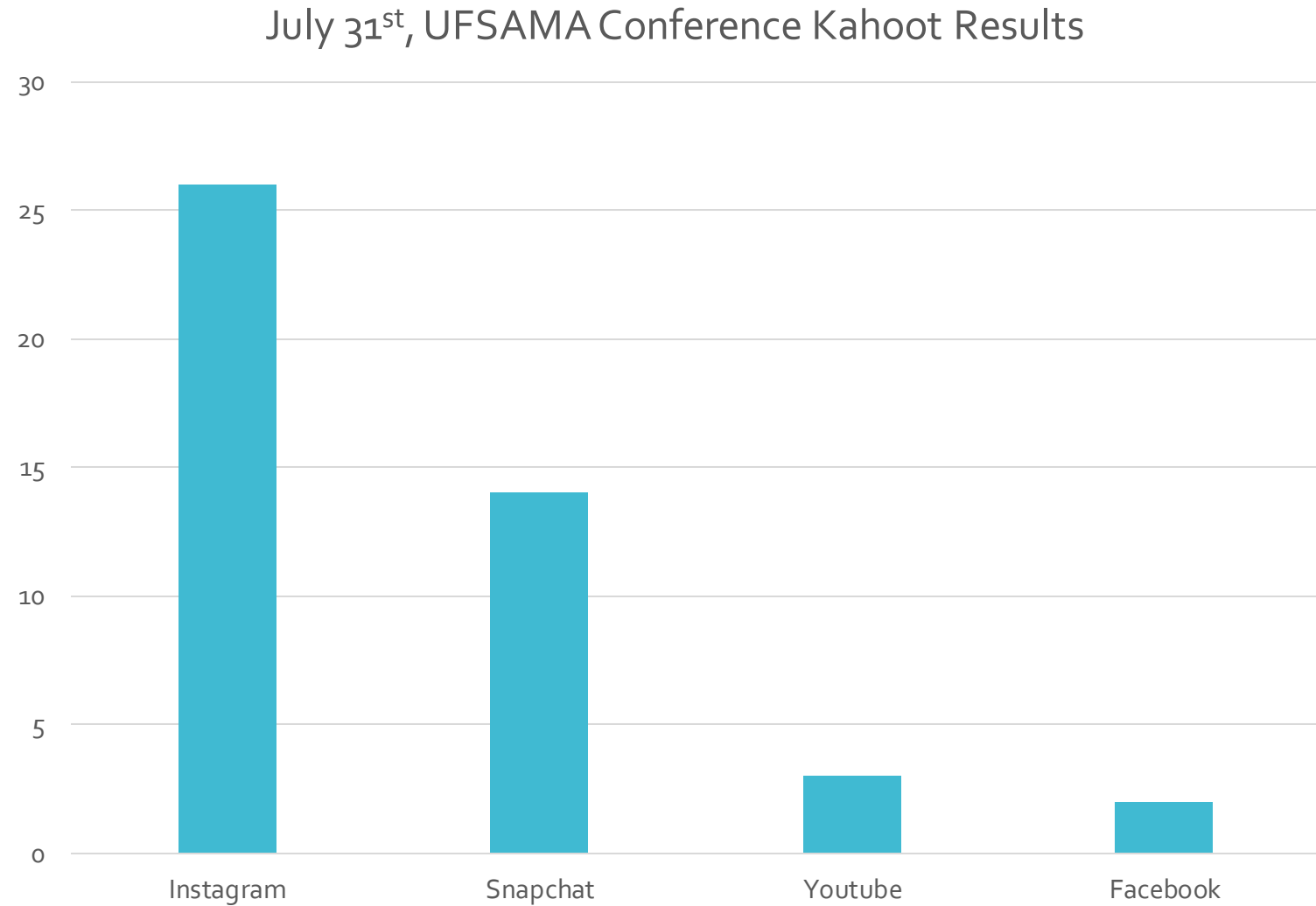
# % of US teens who...

*% of U.S. teens who ...*

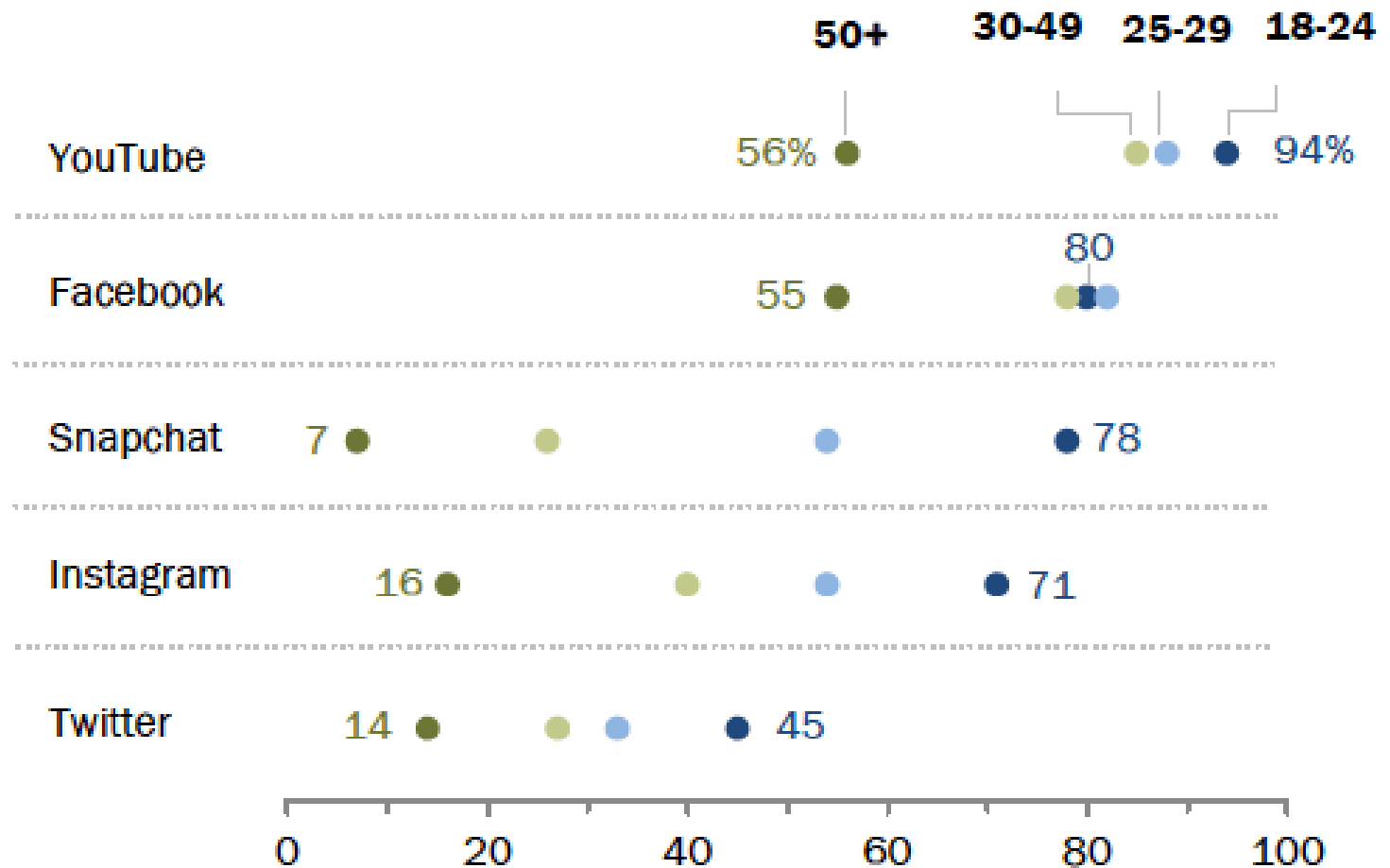




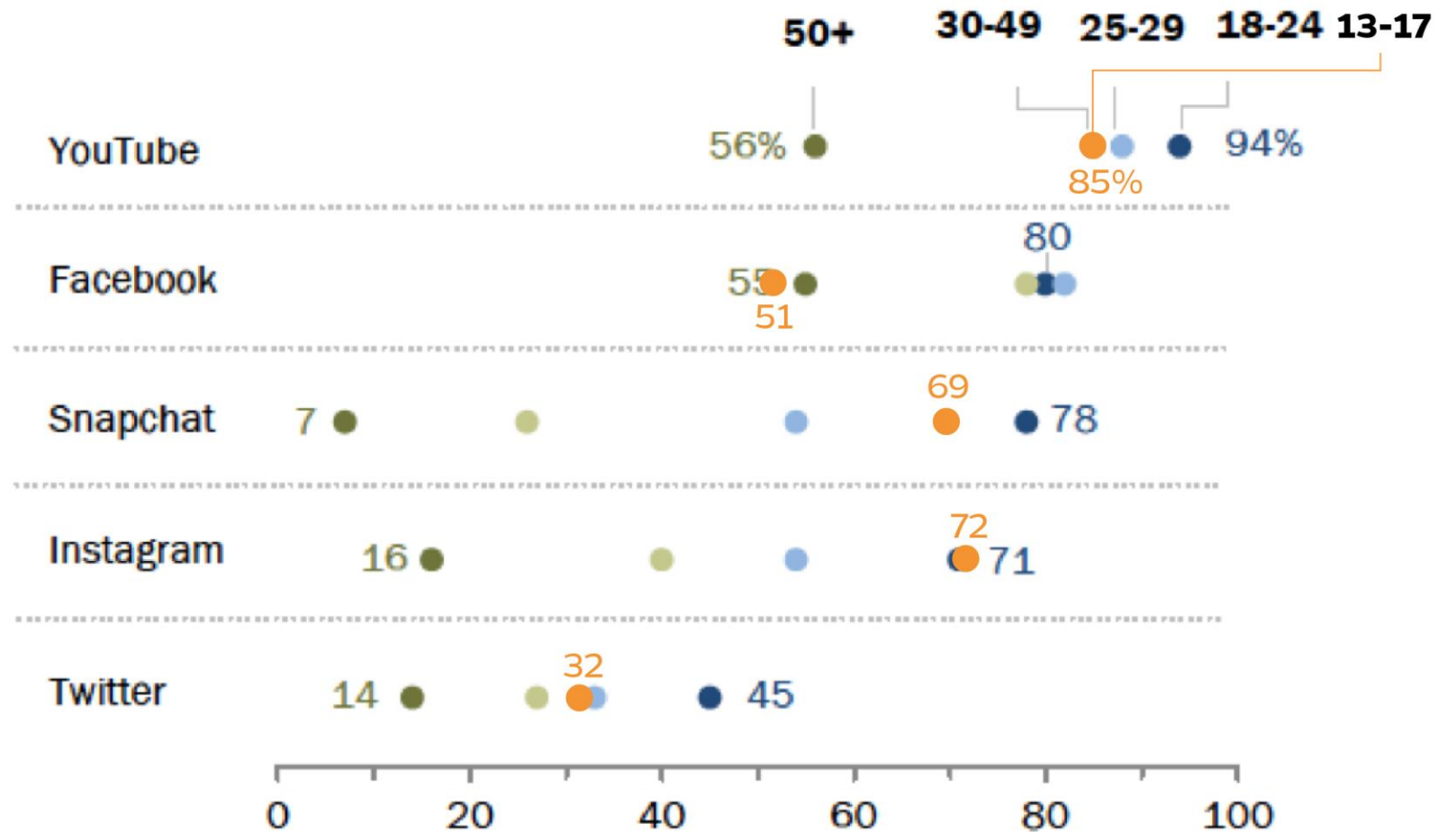
Which social media platform do you think is the most popular among teens?



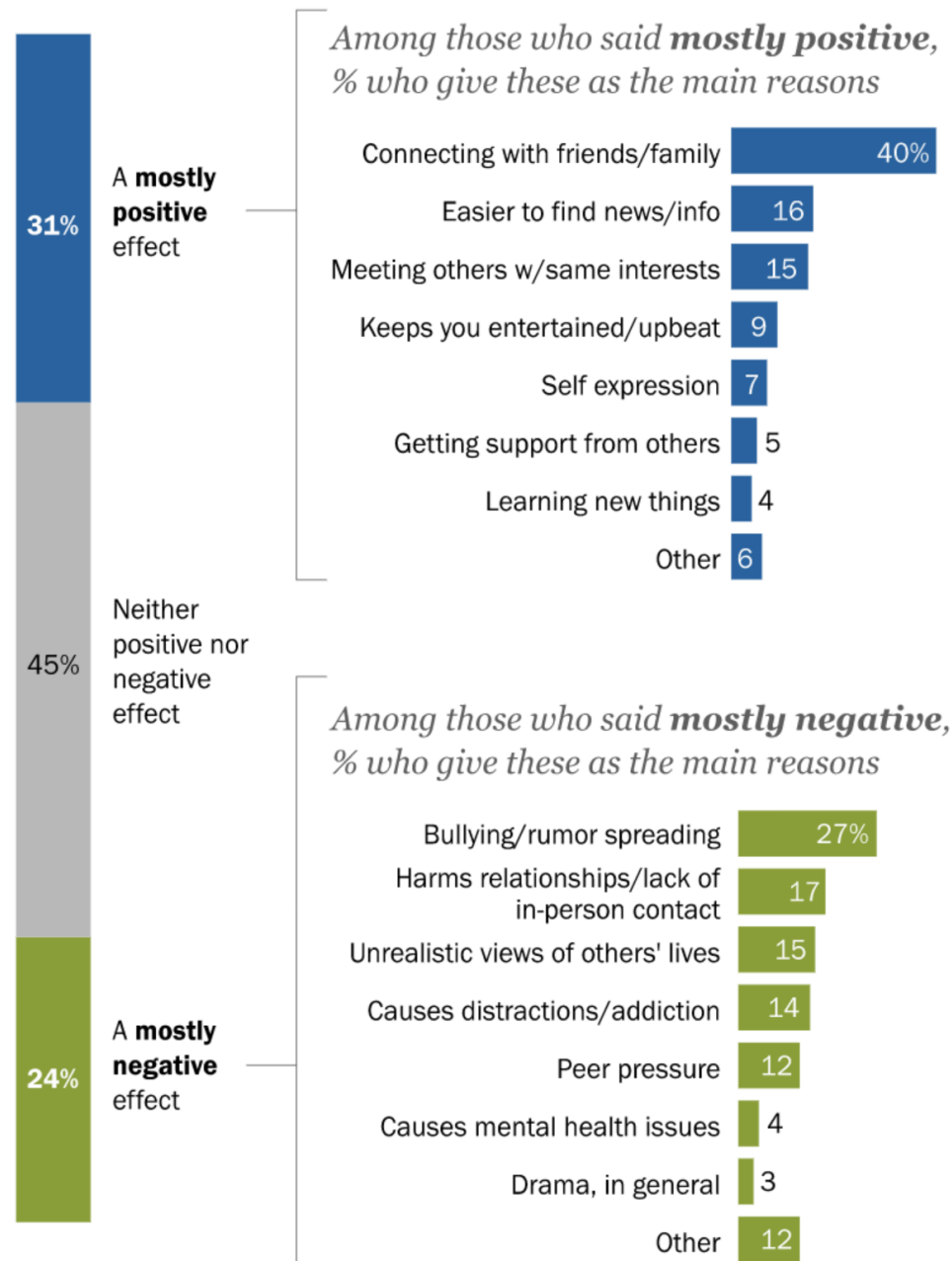
% of US adults in  
each age group who  
say they use...



% of US adults in  
each age group who  
say they use...



% of U.S. teens  
who say social  
media had \_\_\_\_  
on people their  
own age



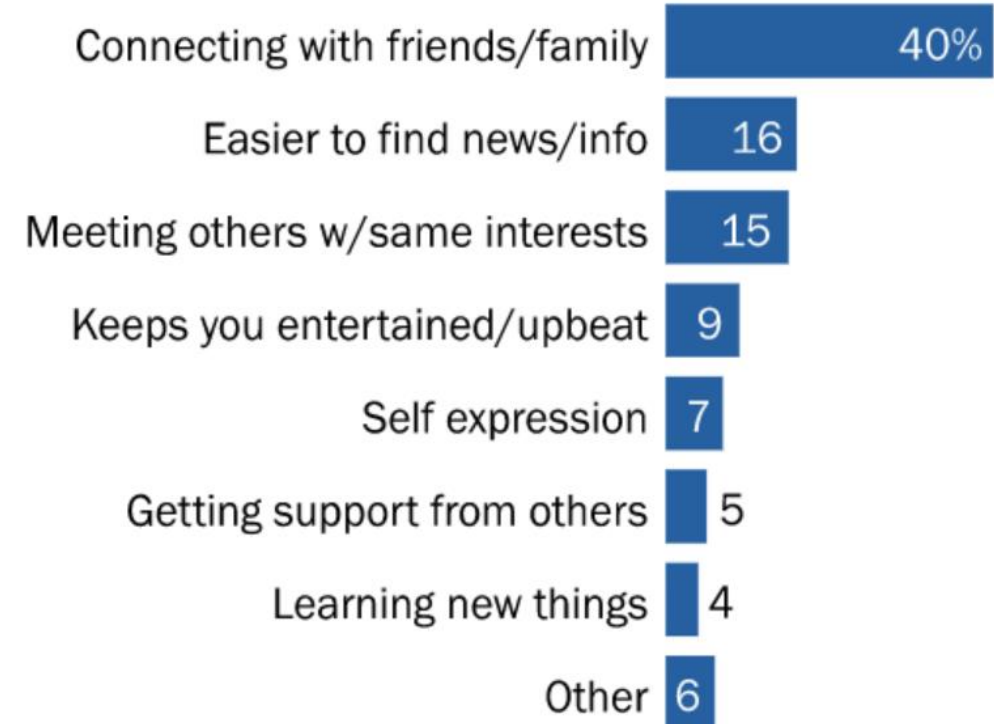


% of U.S. teens  
who say social  
media had \_\_\_\_  
on people their  
own age



A **mostly  
positive**  
effect

*Among those who said **mostly positive**,  
% who give these as the main reasons*

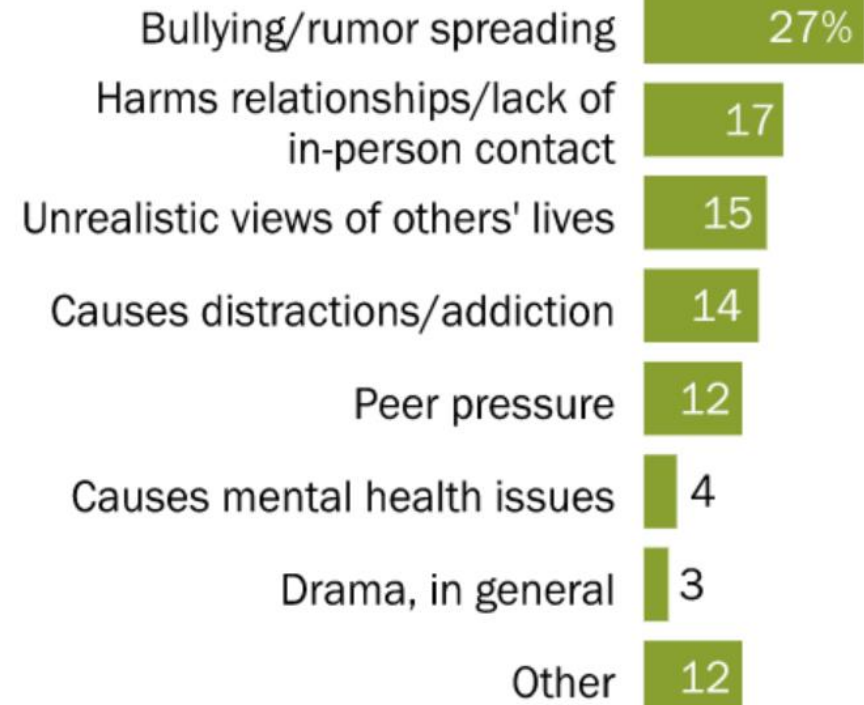


% of U.S. teens  
who say social  
media had \_\_\_\_  
on people their  
own age

24%

A **mostly  
negative**  
effect

*Among those who said **mostly negative**,  
% who give these as the main reasons*



# #StatusOfMind Report

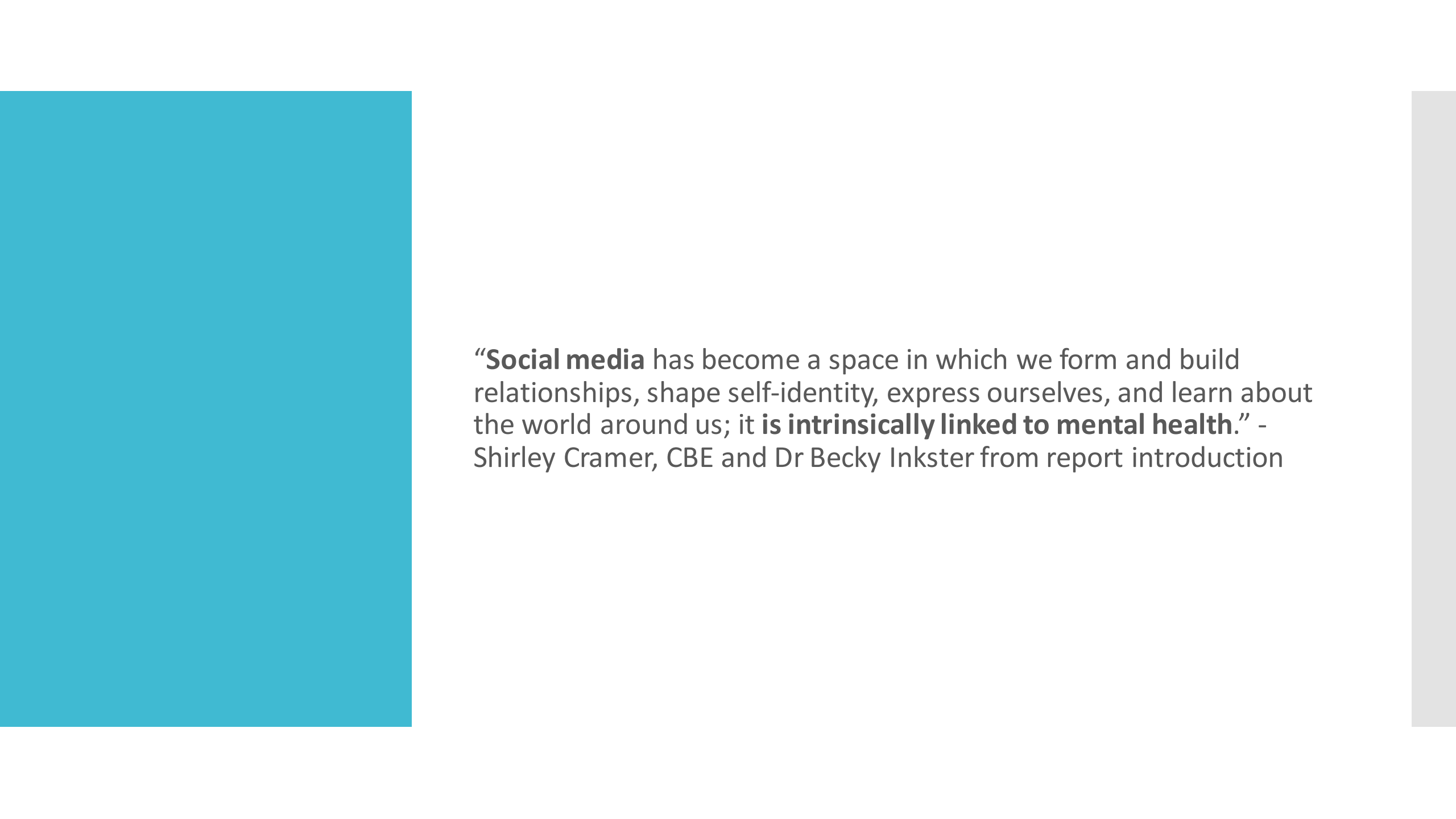
Young Health Movement,  
Royal Society for Public Health



## YHM Factors in Survey

1. Awareness and understanding of other people's health experiences
2. Access to expert health information you know you can trust
3. Emotional support (empathy and compassion from family and friends)
4. Anxiety (feelings of worry, nervousness or unease)
5. Depression (feeling extremely low and unhappy)
6. Loneliness (feelings of being all on your own)
7. Sleep (quality and amount of sleep)
8. Self-expression (the expression of your feelings, thoughts or ideas)
9. Self-identity (ability to define who you are)
10. Body image (how you feel about how you look)
11. Real world relationships (maintaining relationships with other people)
12. Community building (feeling part of a community of like-minded people)
13. Bullying (threatening or abusive behaviour towards you)
14. FoMO (Fear Of Missing Out – feeling you need to stay connected because you are worried things could be happening without you)





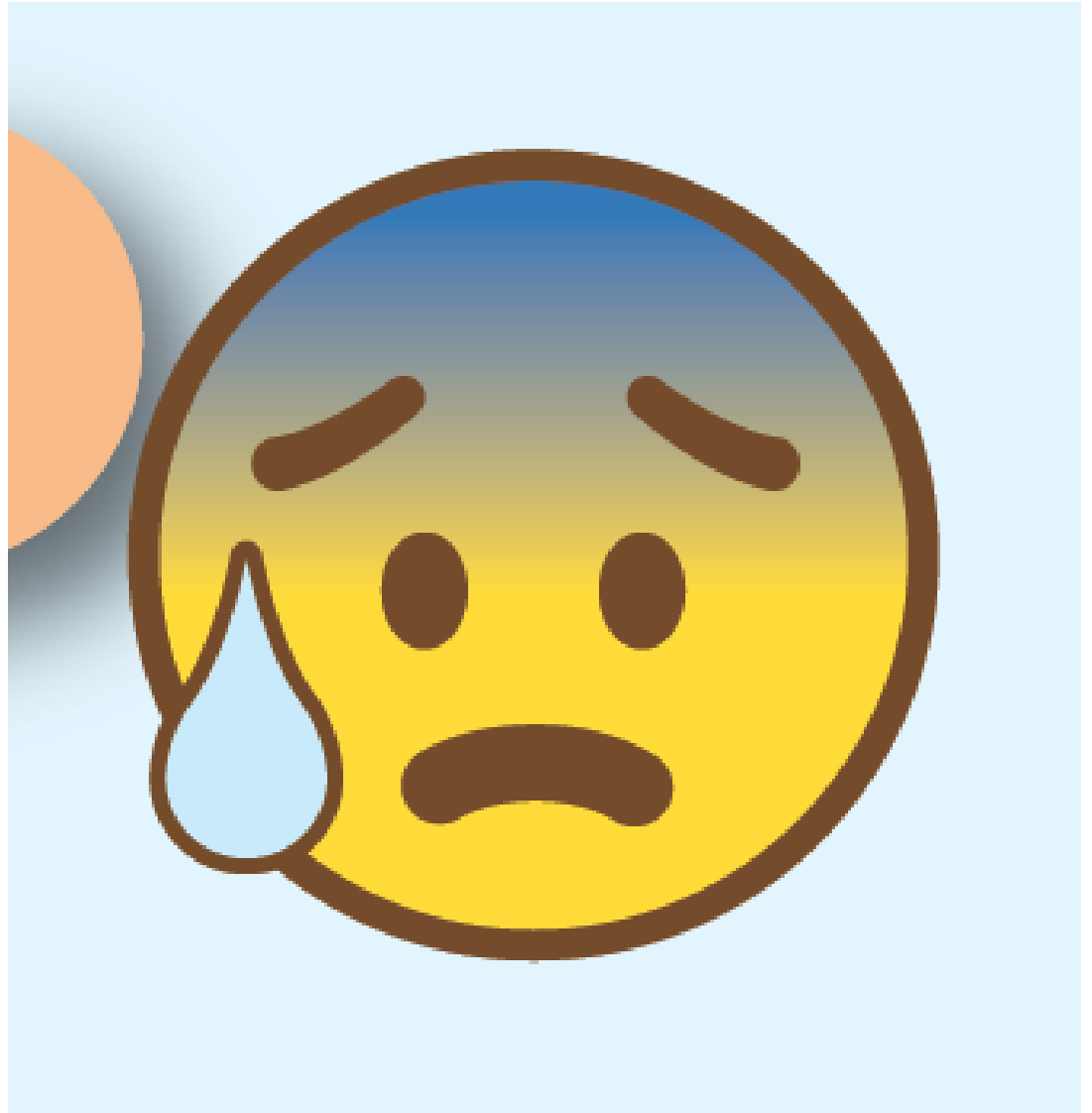
“**Social media** has become a space in which we form and build relationships, shape self-identity, express ourselves, and learn about the world around us; it **is intrinsically linked to mental health.**” - Shirley Cramer, CBE and Dr Becky Inkster from report introduction

# Negative effects of social media

Social media use linked with poor mental health outcomes

4 out of 5 networks make anxiety worse

Social media encourages a “compare and despair” attitude, aka FOMO



# Positive effects of social media

Higher emotional support

Better understanding of other's experiences

Improved health literacy

Online interaction – increased outcomes

Online communities based on minority identities

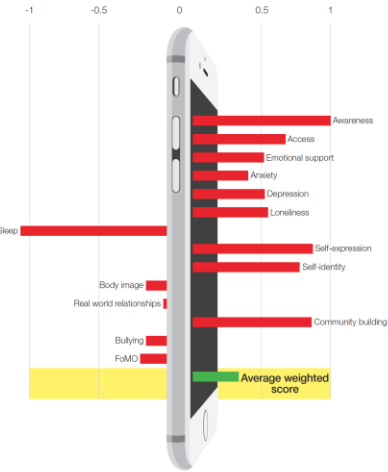


## YHM Factors in Survey

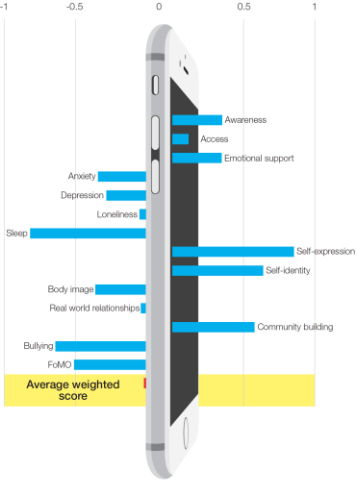
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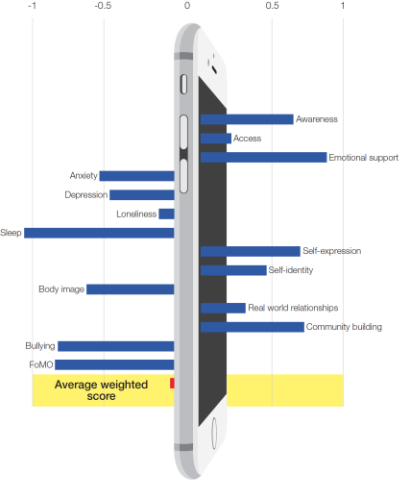
You Tube



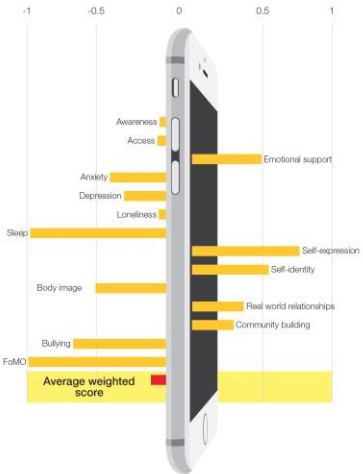
Twitter



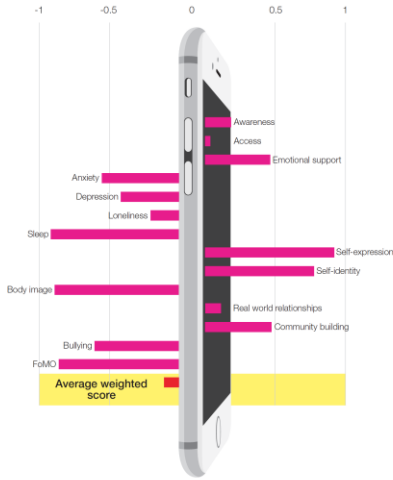
Facebook



Snapchat

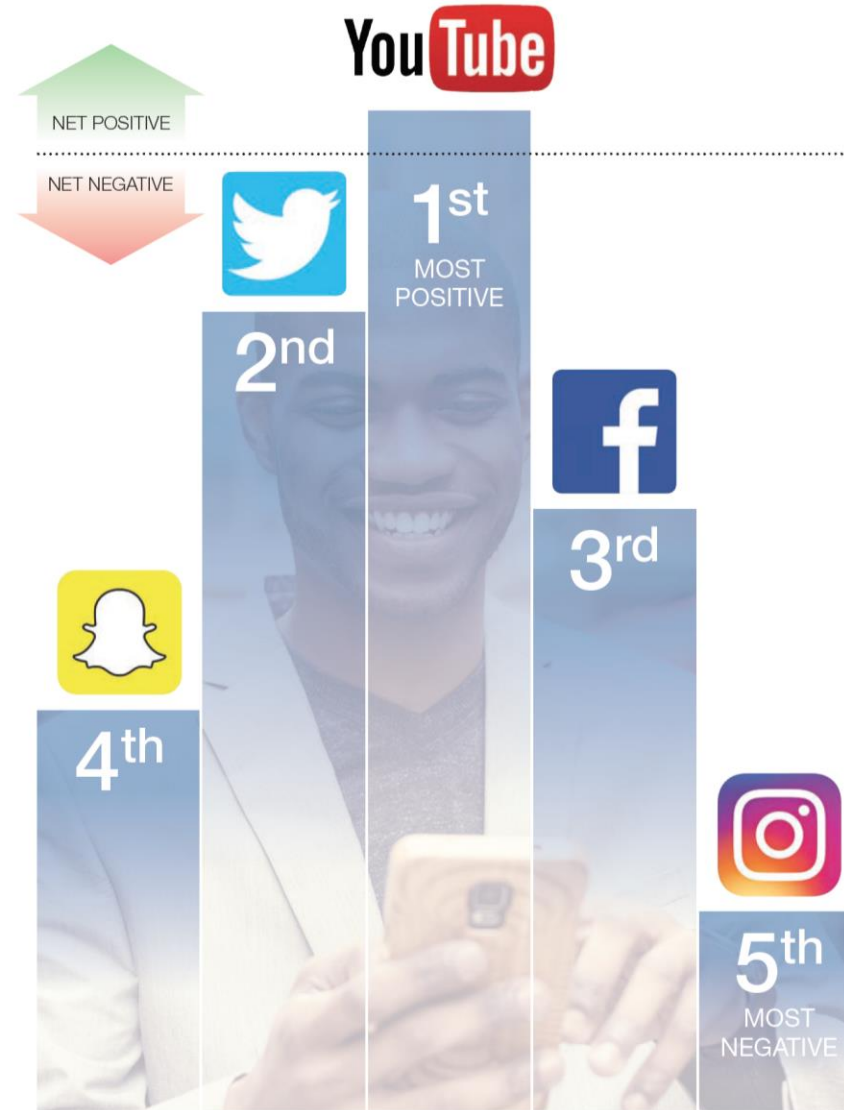


Instagram



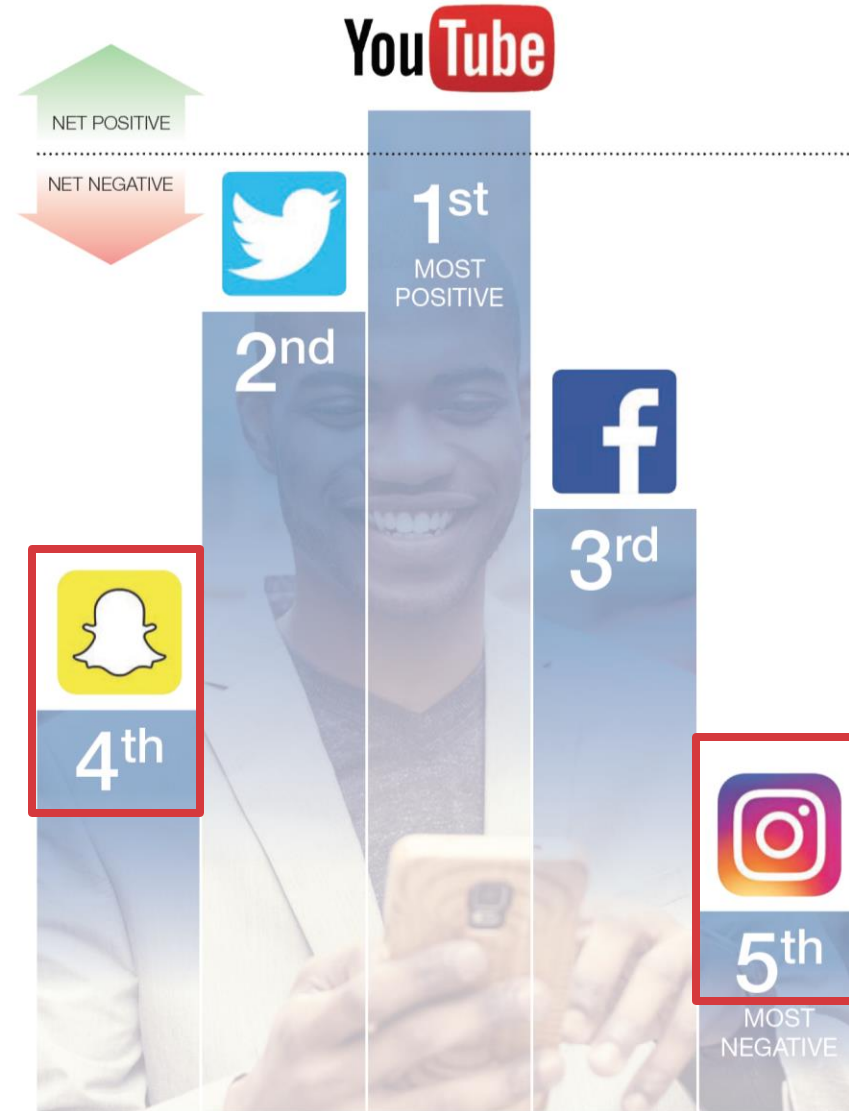
# Mental Health Ranking

Based on ranking of mental health related issues from -2 (a lot worse), through 0 (no effect) to +2 (a lot better).



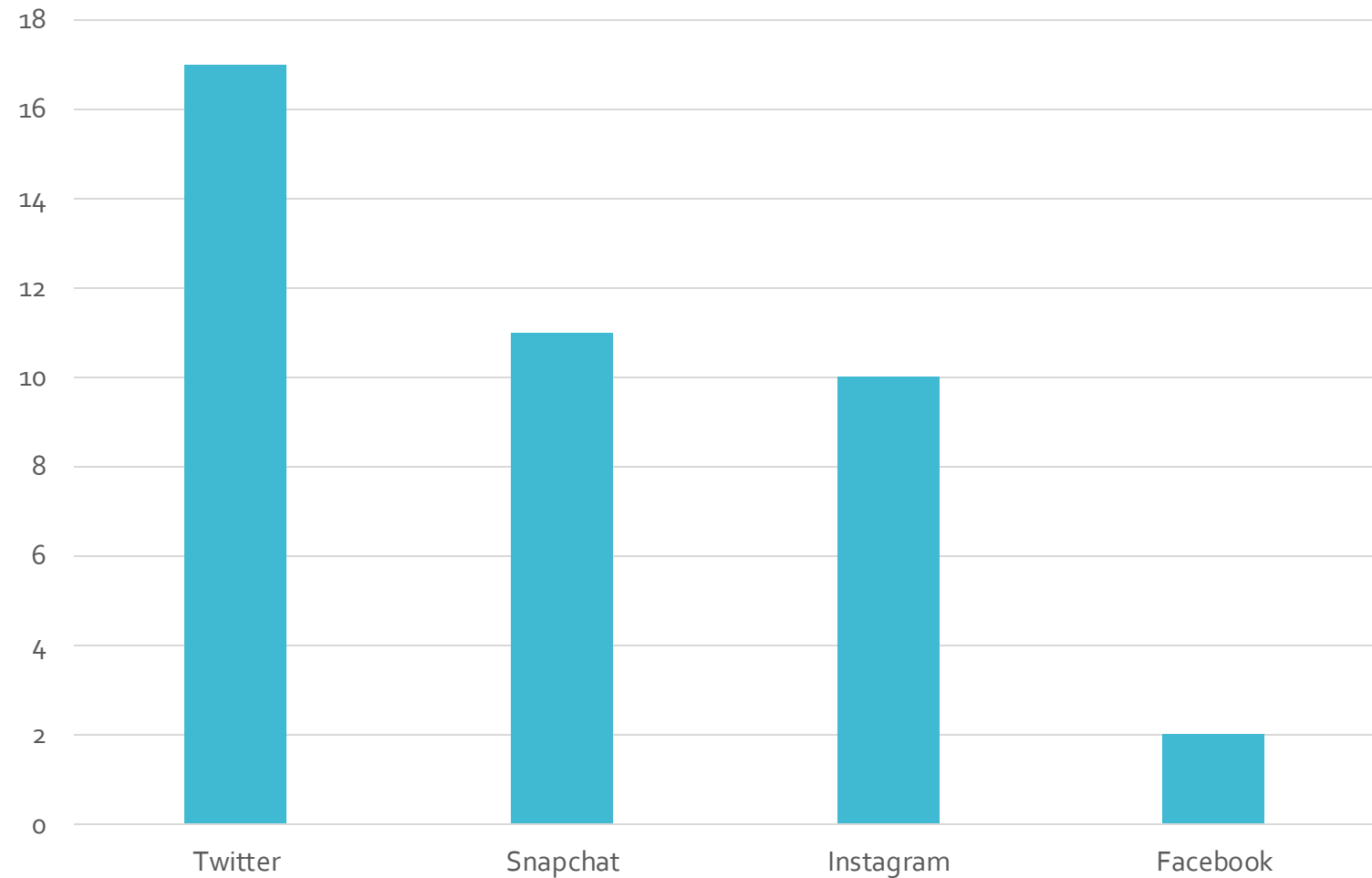
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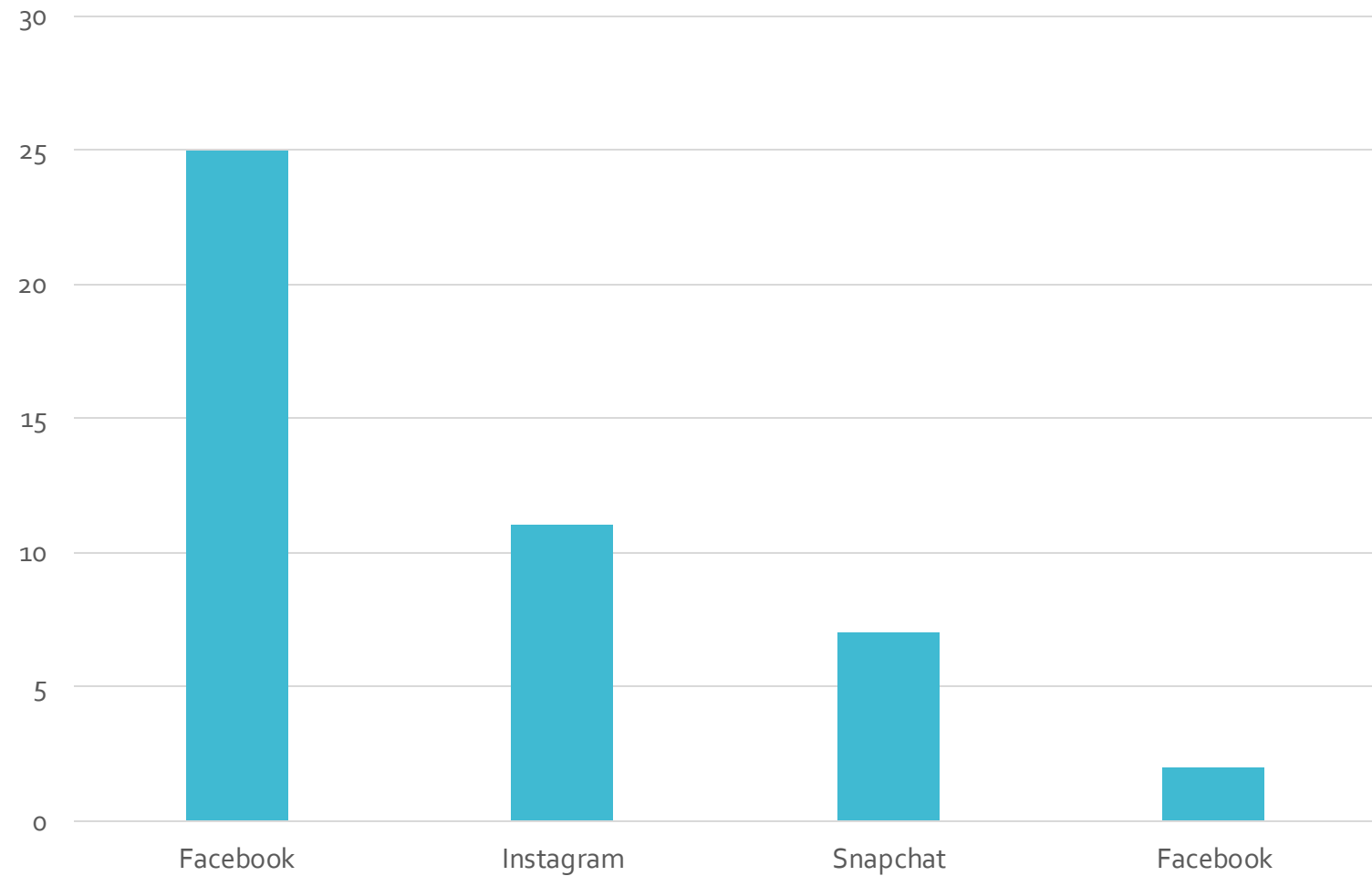
Which social media platform do you think is most beneficial to a user's mental health?

July 31<sup>st</sup>, UFSAMA Conference Kahoot Results



Which social media platform do you think is most detrimental to a user's mental health?

July 31<sup>st</sup>, UFSAMA Conference Kahoot Results



**“Studies suggest that young people with mental health issues are heavier users of social media, presenting a golden opportunity to enhance the presence of health care services online to offer help and support to those young people who need it.” - #StatusOfMind report, p 13**



## YHM Factors in Survey

- 1. Awareness and understanding of other people's health experiences**
- 2. Access to expert health information you know you can trust**
3. Emotional support (empathy and compassion from family and friends)
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## Community Based Factors

- **Awareness** and understanding of other people's health experiences.
- **Access** to expert health information you know you can trust.
- **Community building** (feeling part of a community of like-minded people).

## Basic Elements of Community

- **Membership**, or “the feeling of belonging”
- **Influence**, or the “sense of mattering, of making a difference to a group”
- **Reinforcement**, or “the feeling that members' needs will be met”
- **Shared emotional connection**, or the “belief that members have shared and will share history, common places, time together and similar experiences.”

# YHM Report Highlights

- Across the board, social media holds a great opportunity to reach college-aged students, especially ones who are already affected by poor mental health
- Platforms like Snapchat and Instagram, which had the highest use among 18-24 year-olds in the Pew Report have some of the worst ratings around mental health factors in the YHM report.
- Outreach campaigns should be considerate of the negative effects of social media use and be designed accordingly.

# You (yes you) can make the most difference.

You are in the best position to help counteract the negative effects of social media on a audience that uses it the most and feels it's effects the most.

---

What are some ways you can make sure you incorporate elements of community in your marketing and outreach efforts?







# CWC Online

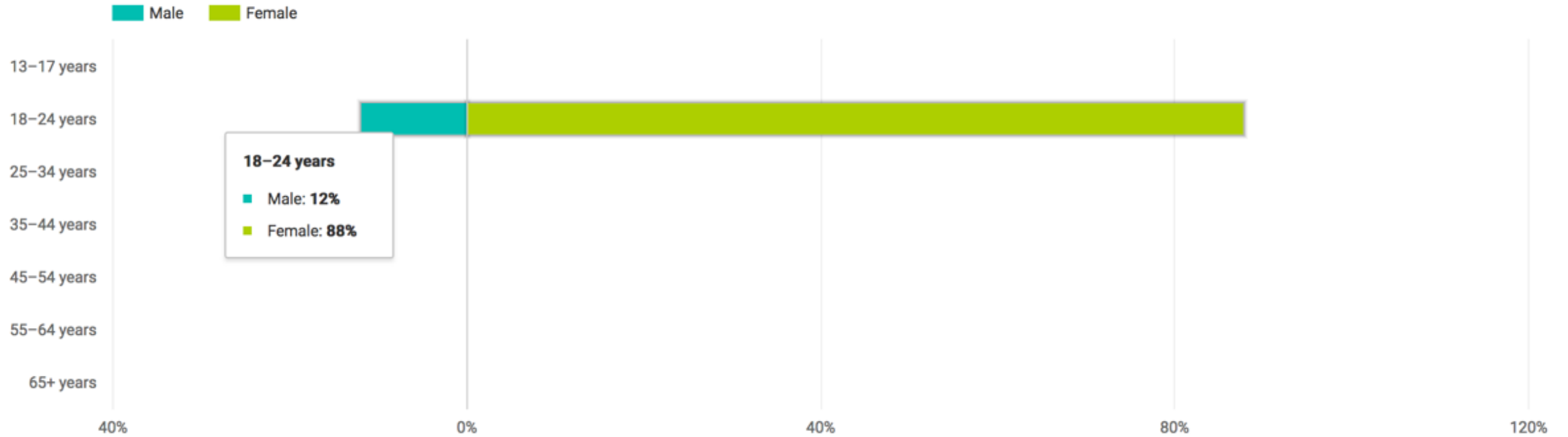
YouTube, Facebook, Instagram, Blog, BAM, Reddit

CWC YouTube  
*youtube.com/ufcwc*

The screenshot displays the YouTube channel page for CWC (University of Florida Counseling and Wellness Center). The interface includes a left sidebar with navigation options: Home, Trending, Subscriptions, LIBRARY (History, Watch later, Favorites, Liked videos), SUBSCRIPTIONS (listing various university-related channels), and MORE FROM YOUTUBE (YouTube Red, Movies & Shows, Settings, Report history). The main content area shows a grid of 15 videos under the 'Uploads' tab, sorted by 'PLAY ALL'. The videos are arranged in three rows of five. Each video thumbnail includes a title, view count, and upload date. The videos cover topics such as campus events (UFisAWARE 2018), mental health resources (10 Things you Should Know About Student Veterans), and student support services (Turkish Welcome, Auccco closing).

Video Title	Views	Upload Date
UFisAWARE 2018, March 19th-23rd	88 views	2 months ago
I Will Listen	349 views	4 years ago
AWARE Ambassadors	205 views	4 years ago
Positive bystander behavior	618 views	4 years ago
Cantonese Welcome to Students	169 views	4 years ago
Turkish Welcome	127 views	4 years ago
Auccco closing	54 views	4 years ago
International Students Welcome-Mandarin	150 views	4 years ago
Welcome International Students	97 views	5 years ago
10 Ways to De-Stress	1.7K views	5 years ago
What Does Wellness Mean to You?	556 views	5 years ago
2013 AWARE	173 views	5 years ago
10 Things you Should Know About Student Veterans	2K views	5 years ago
ASPIRE Counseling and Wellness Center University of	207 views	5 years ago
Are You?	70 views	5 years ago
AWARE Counseling and Wellness Center University of	438 views	5 years ago
Dr. Geoffrey Lee, Licensed Psychologist	319 views	5 years ago
Dr. Natasha Maynard-Pemba	481 views	6 years ago
AWARE	1.1K views	6 years ago
Hug A Gator	398 views	6 years ago





## CWC YouTube Demographics

# CWC YouTube Challenges

- Social media > hosting
- Low-production, high-quality videos
- Peer involvement

# CWC Facebook

*fb.com/ufcwc*



UF Counseling & Wellness Center shared a photo. Published by Adriana Chwala · May 14 at 1:15pm ·

**"Mental health is not a dirty word -- we all have mental health like we do physical health, good or ill."**  
-Prince William



UF College of Medicine, Department of Psychiatry  
May 14 at 8:55am ·

May is Mental Health Awareness Month #MHAM

201 people reached

Like Comment Share

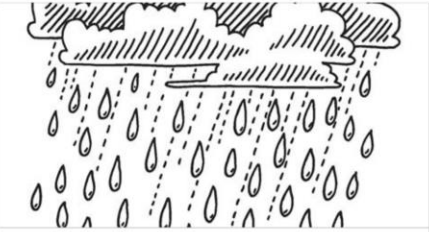
Leslie Hahn Pendleton, Iona Hennessy and 20 others

7 Shares

Write a comment...

UF Counseling & Wellness Center  
February 1, 2017 ·

How to avoid being psychologically destroyed by your news feed  
<http://ow.ly/VLFA308xPlw>



**How to Avoid Being Psychologically Destroyed by Your Newsfeed**  
This past week has been brutal, in terms of what has been coming across my newsfeed. And 2016 wasn't exactly a picnic either. So lately I've been...

ANNDUGLAS.NET

6,951 people reached

Like Comment Share

Hannah Safer, Kylie Sterling and 16 others

25 Shares

UF Counseling & Wellness Center  
May 3 at 8:30am ·

It feels good to bake for others  
<http://ow.ly/SeXD30JKCEI>



**Psychologists Explain Why It Feels So Good To Bake For Other People**  
It's not just about giving them something sweet.

HUFFINGTONPOST.COM

3,612 people reached


Boost Post

Like Comment Share

22 Comments 10 Shares

UF Counseling & Wellness Center  
November 14, 2017 ·

Loneliness of college gets national attention  
<http://ow.ly/L5j030gxAmU>



**Cornell freshman's video on loneliness of college gets national attention**  
Emery Bergmann made the video for a digital media class.

NEWYORKUPSTATE.COM

2,734 people reached


Boost Post

Like Comment Share

1 Comment 3 Shares

UF Counseling & Wellness Center  
October 26, 2017 ·

AWARE Ambassadors: Educating campus and Gainesville communities about resources and services available through CWC  
<https://counseling.ufl.edu/outreach/aware/>



**Meet an AWARE Ambassador**  
**AUSTIN**  
For my mental health:  
"I try to connect with nature. I'll string up my hammock and read a book or listen to music while enjoying the outdoors. It's extra enjoyable to go with friends!"

AWARE UF CWC counseling.ufl.edu

2,304 people reached

Boost Post


Like Comment Share

Sarah Dominique, Ashley Moseley and 14 others

2 Shares

UF Counseling & Wellness Center  
March 9 ·

Just remember that that perfectionism is not attainable but excellence is.



**More College Students Seem to Be Majoring in Perfectionism**  
New data indicates that perfectionism, especially when influenced by social media, has increased by 33 percent since 1989.

NYTIMES.COM

2,014 people reached

Boost Post

Like Comment Share

Lilybeth Rqlm, Kathryn Williams and 11 others

8 Shares

UF Counseling & Wellness Center  
April 10, 2017 ·

Did you see the new color of the Century Tower? Check it out yourself. Raising mental health awareness together. #UFisAWARE



5,904 people reached

Boost Post


Like Comment Share

Kayandra Walker, Jill Boyar and 102 others

25 Shares

UF Counseling & Wellness Center  
March 21 ·

True self-care is not salt baths and chocolate cake, it is making the choice to build a life you don't need to regularly escape from.



**This Is What 'Self-Care' REALLY Means, Because It's Not All Salt Baths And Chocolate Cake**  
Did you use the right filter for that 'gram of your impeccably prepared acai bowl?

THOUGHTCATALOG.COM

4,283 people reached

Boost Post

Like Comment Share

2 Comments 18 Shares

UF Counseling & Wellness Center  
Published by Hootsuite · April 11 ·

CONGRATULATIONS Donna Moore for winning the Jeffrey A. Gabor Employee Recognition Award at the University-Wide Superior Accomplishment Award Ceremony yesterday!!! Thank you for your hard work and dedication to the students and staff at CWC.  
<http://jhr.ufl.edu/.../superior-accomplishment-a.../2018-winners/>



**Donna Moore Award Winner**  
Jeffrey A. Gabor Employee Recognition Award

SUPERIOR ACCOMPLISHMENT AWARDS

937 people reached

Boost Post

Love Comment Share

34

Most Relevant

UF Counseling & Wellness Center  
July 14, 2017 ·

Farewell 2016-2017 UF-CWC Psychology Interns!! Wishing you the best!



**2016-2017 CWC Psychology Interns Best Wishes!**

UF CWC Counseling & Wellness Center

3,072 people reached

Boost Post

Like Comment Share

Shrad Dha, Joanne C Ongsitco and 22 others

5 Shares



UF Counseling & Wellness Center

January 16 · 🌐

"I'm glad he asked, because I was ready to answer."  
<http://ow.ly/xAwk30hO3Ea>

To learn more about privilege, check out BAM! Best Allyship Movement!  
#bam #GatorGood #TogetherUF

About this article

### My White Friend Asked Me on Facebook to Explain White Privilege. I Decided to Be Honest

He wanted to know how institutional racism has made an impact on my life. I'm glad he asked, because I was ready to answer.

YESMAGAZINE.ORG

2,135 people reached

Boost Post

👍❤️ 24

2 Comments 5 Shares

👍 Like

💬 Comment

➦ Share

🔗

UF Counseling & Wellness Center

April 18 at 4:30pm · 🌐

"You hear about cases of assault every so often in the media or friends, but to read all of those submissions and physically recreate them through clothing made me realize that this really can happen to anyone, anywhere, by anyone." GatorWell Health Promotion Services Strive UF

### Sexual assault survivors are reclaiming the words used to discredit them: 'What were you wearing?'

Survivors at the University of Florida powerfully lay out their answers -- pajamas, jeans, sweatshirts and overalls -- and in doing so, fight off the...

CNN.COM

5,231 people reached

Boost Post

👍 48

1 Comment 32 Shares

👍 Like

💬 Comment

➦ Share

🔗

UF Counseling & Wellness Center

October 17, 2017 · 🌐

When faced with injustice, controversy, or hate messages, it may be difficult to know what to do. #TogetherUF <http://ow.ly/fOqE30fWsEx>

### Strategies for Handling Hatred - UF Counseling and Wellness Center (CWC)

"Darkness cannot drive out darkness: only light can do that. Hate cannot drive out hate: only love can do that." - Martin Luther King Jr. When...

COUNSELING.UFL.EDU

2,363 people reached

Boost Post

👍😄 10

1 Comment 8 Shares

👍 Like

💬 Comment

➦ Share

🔗

UF Counseling & Wellness Center

October 2, 2017 · 🌐

Those of us at the Counseling and Wellness Center (CWC) are deeply saddened by the tragedy in Las Vegas, Nevada on October 1, 2017. We recognize that this could be a very difficult time for many of our students. Please know that if you or other students are experiencing distress related to this event, or if this event triggered memories of other tragedies in your life, CWC can provide a safe and confidential environment to process your reactions with a counselor.

If support is needed, please contact us at 352-392-1575. We encourage you to reach out for support as well as extend support to others.

For additional resources, please see this link by The American Psychological Association: <http://www.apa.org/helpcenter/mass-shooting.aspx>

Managing Your Distress in the Aftermath of a Shooting

You may be struggling to understand how a mass shooting could take place in a community, even a workplace or military base, and why such a terrible thing would happen.

APA.ORG

2,937 people reached

Boost Post

👍❤️ Hope Schuermann, Stacey Michel and 19 others

9 Shares

👍 Like

💬 Comment

➦ Share

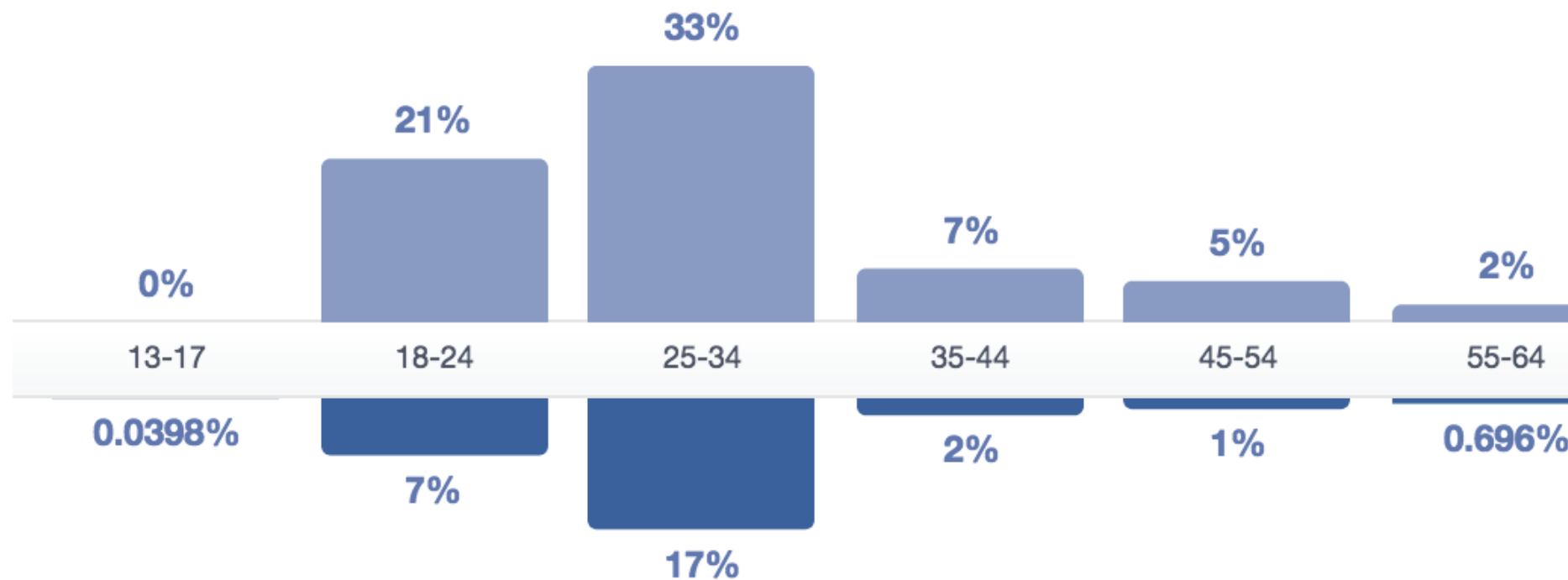
🔗

## Women

**70%**  
Your Fans

## Men

**29%**  
Your Fans



CWC Facebook Demographics

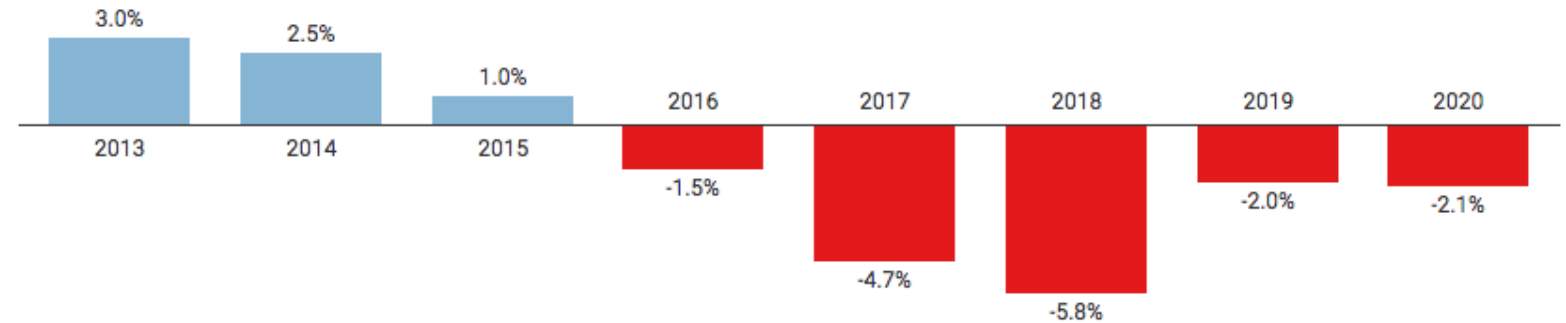


# Facebook Challenges

The research firm eMarketer expects that **Facebook will lose about 2.1 million users in the U.S. under the age of 25 this year.**

## Change in Facebook U.S. monthly usage, by age group

Ages 0-11   Ages 12-17   **Ages 18-24**



Source: eMarketer estimates • [Get the data](#) • Created with Datawrapper



# CWC Instagram

[instagram.com/ufcwc](https://www.instagram.com/ufcwc)



## Age Range

All

Men

Women

13-17

18-24

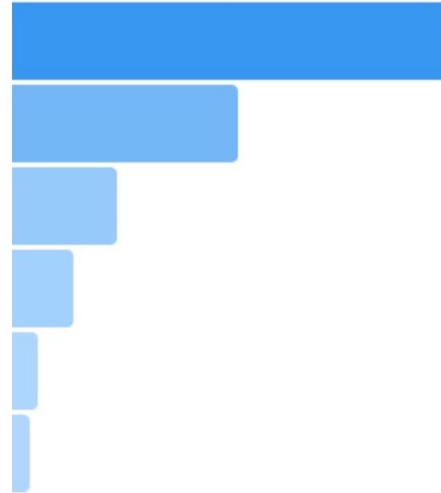
25-34

35-44

45-54

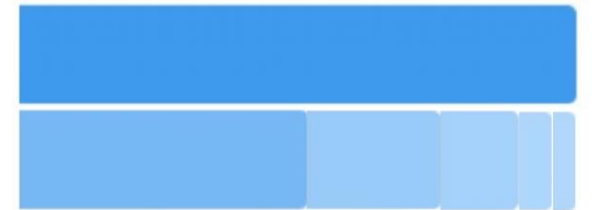
55-64

65+



18-24

All other ages



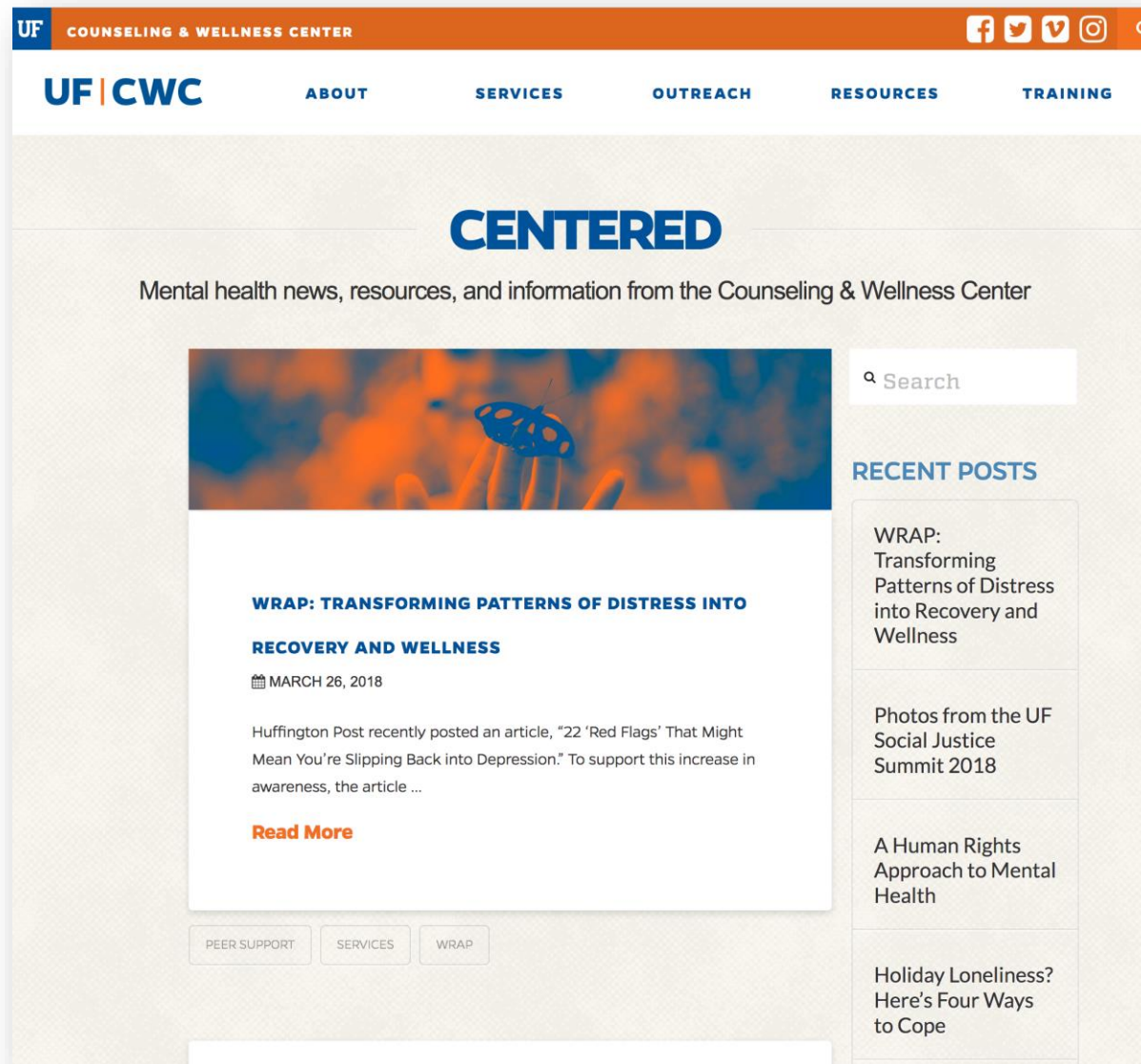
# CWC Instagram Demographics

# Instagram Challenges

- Consistency
- Instagram's negative impact

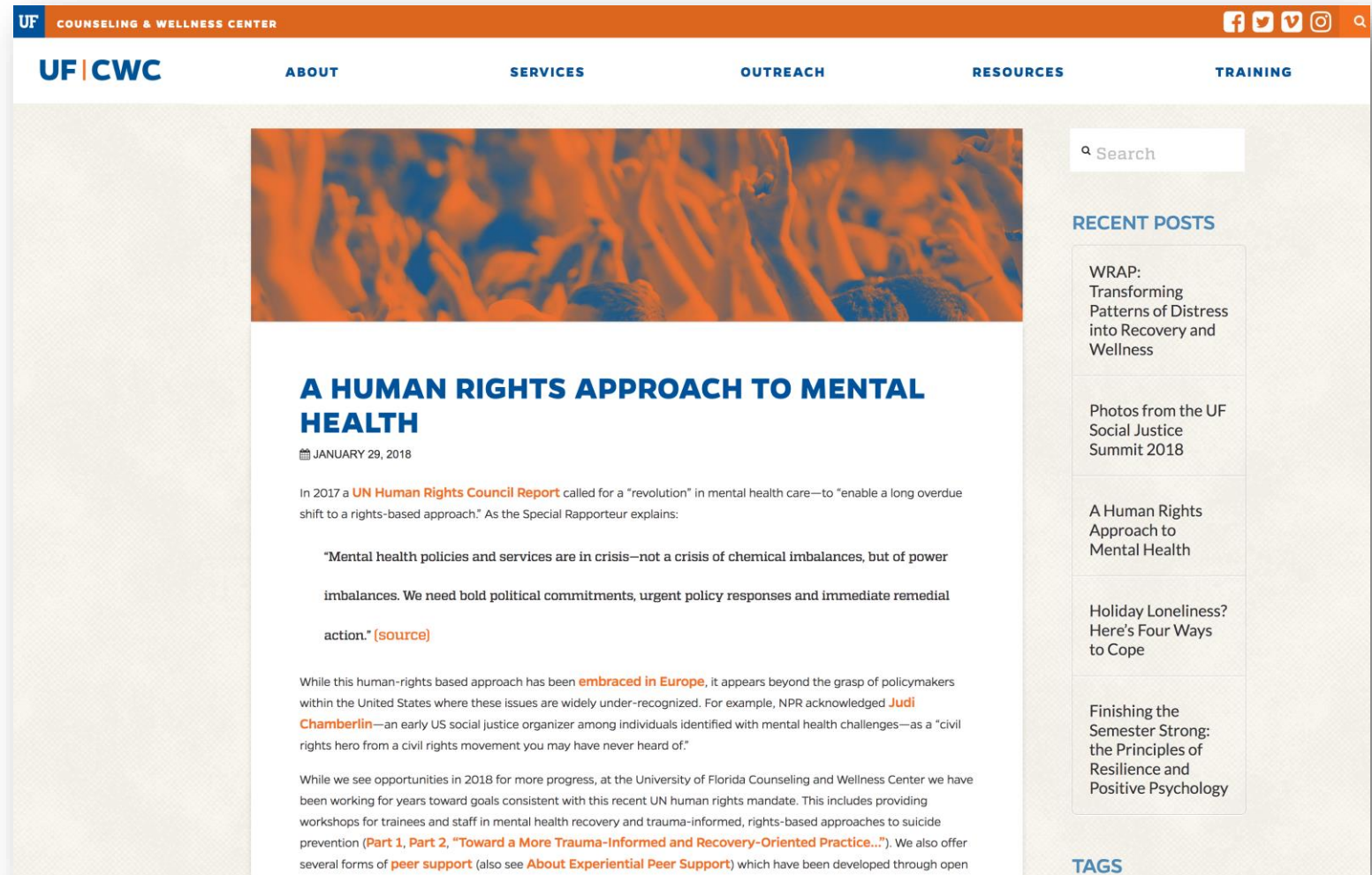
# CWC Blog “Centered”

*counseling.ufl.edu/blog*





# CWC Blog “Centered”





# CWC Blog “Centered”

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ABOUT

SERVICES


OUTREACH

RESOURCES

TRAINING

## TAG ARCHIVE

Below you'll find a list of all posts that have been tagged as "Skills"




### FINISHING THE SEMESTER STRONG: THE PRINCIPLES OF RESILIENCE AND POSITIVE PSYCHOLOGY

📅 NOVEMBER 20, 2017

Tired. Overwhelmed. Burnt out. These are common phrases you might use to describe how you're feeling at this point in the semester. These feelings can ...

[Read More](#)




### STRATEGIES FOR HANDLING HATRED

📅 OCTOBER 17, 2017


"Darkness cannot drive out darkness: only light can do that. Hate cannot drive out hate: only love can do that." – Martin Luther King Jr. When ...

[Read More](#)



### CHRONICALLY STRESSED? HELP YOURSELF IN 4 STEPS

📅 SEPTEMBER 19, 2017



### COPING WITH STRESS, TRAUMA, OR CRISIS

📅 OCTOBER 11, 2017

ACADEMICS

SKILLS

STRESS

COPING

FACULTY AND STAFF

FRIENDS AND FAMILY

SKILLS

🔍 Search

#### RECENT POSTS

WRAP: Transforming Patterns of Distress into Recovery and Wellness

Photos from the UF Social Justice Summit 2018

A Human Rights Approach to Mental Health

Holiday Loneliness? Here's Four Ways to Cope

# Blog Challenges

- Coordination
- Tone

# CWC BAM! Best Allyship Movement

*counseling.ufl.edu/bam*

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ABOUTSERVICESOUTREACHRESOURCESTRAINING

HOMEPAGE • RESOURCES • ONLINE RESOURCES • BAM! BEST ALLYSHIP MOVEMENT

## BAM! BEST ALLYSHIP MOVEMENT


PART 1 — AWARENESS OF MULTICULTURAL IDENTITIES

PART 2 — PRIVILEGE VS. OPPRESSION

PART 3 — HOW OPPRESSION HURTS EVERYONE

PART 4 — WHAT IS ALLYSHIP AND SKILLS FOR ALLYSHIP?

BAM! REFERENCES



WELCOME TO **BAM!**  
BEST ALLYSHIP MOVEMENT!

AN ONLINE TRAINING FOR ALL OF US

### INTRODUCTION

BAM! is about helping you grow and expand your multicultural understanding. You'll learn about diversity and how to be an active advocate and leader for social change. Please make a splash in this project with us at the CWC! During this course you will watch video clips about each topic, answer challenge questions to test your understanding, complete activities for expanding your multicultural understanding, and have opportunities for self-reflection. So... get ready for BAM!

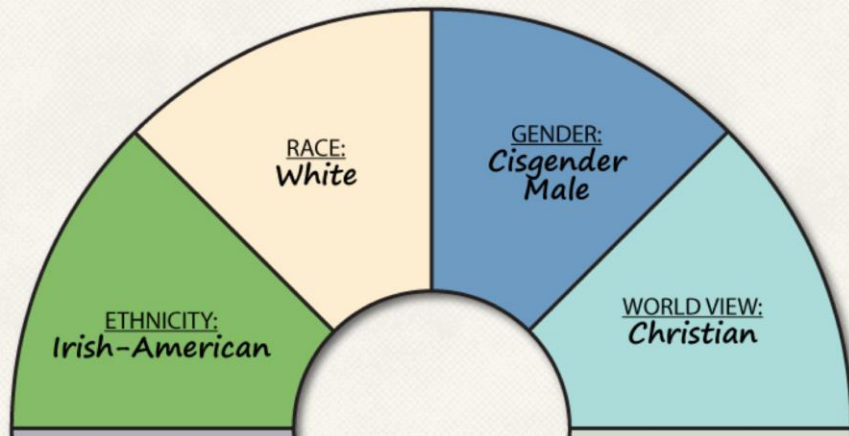


## PART 1 VIDEO



### SOCIAL IDENTITY WHEEL

As shown in the previous video, here is an example of a completed Social Identity Wheel. **Please download and complete a Social Identity Wheel of your own** with how you identify your current group memberships for each category.



## PART 4 VIDEO



### BEING AN ACTIVE ALLY

As the video described, allyship benefits everyone. Let's consider some more reasons why active allyship is so important:

One way to think about what it means to be an ally is through the Ally-Agent Continuum developed by Jocelyn Landrum-Brown. An ally is a person who belongs to a dominant group and takes action to challenge the status quo and promote inclusiveness and social justice. The agent, on the other extreme, represents someone who belongs to a dominant group and takes action to maintain and support the status quo of privilege and oppression. In the middle, there are people who are passive and by not actively doing something to challenge or support the status quo, they still reinforce it.



Beverly Tatum uses the example of a moving walkway to explain this dynamic. The walkway moves in a set direction (status quo) and the agents are the people walking or running in the direction of the walkway. The passive is the person who stands in the moving walkway and moves along with it, and by not taking action, the system operates as expected (status quo). An ally is someone that you would see on the walkway

# BAM Challenges

- Growing our audience
- Building upon current modules
- Including student voices

# Every social media strategy will be different.

Do what is right for you.

Move forward with intention.





# Three Things to Remember



Communities are a great source of inspiration.



Every social media strategy will be different.



You (yes you) can make the most difference.



# Thank you!

From Networks to Communities:  
Shifting Social Media for College  
Students

Daniel Ypsilanti, MFA

University of Florida, Counseling  
& Wellness Center

