



#influencer:

HOW SOCIAL MEDIA IS SHAPING GEN Z

There have been an increasing number of studies conducted to explore the impact mobile technology has had on generations particularly younger generations who are considered digital natives. While we are all susceptible to the phantom phone vibration, or mild panic when our phone are misplaced, that anxiety increases significantly for Gen Z.

Our complex relationship with social media.



The Good

- Creates a sense of community
- Has support groups
- Ways to share interests
- Spread awareness
- Information sharing
- Connections to friends and relatives



The Bad

- Addiction to devices/social media
- FOMO
- Reinforcement of unhealthy stereotypes
- Dangerous viral trends
- Targeted advertising and content
- Privacy concerns
- Posting content they later regret



The Ugly

- Grooming and sex trafficking
- Access to third party drug sales
- Intense bullying
- Impacted mental health
- Early exposure to explicit material

While we understand the hyper filtered world created on social media, it can be hard to sort out the messages you're seeing and the image you're projecting. It also has social implications. Young people tend to post things online they wouldn't say out loud. A recent study showed that half of Gen Zers admit that social media is the only place they can truly be themselves. While there are still some in the minority who feel uncomfortable sharing personal information, there are those who might over expose strangers to their lives.



Social Media and Substance use

ACCORDING TO RESEARCH CONDUCTED BY CASA AT COLUMBIA UNIVERSITY:

TEENS WHO SPEND TIME ON SOCIAL MEDIA ARE:

- 3X MORE LIKELY TO DRINK
- 5X MORE LIKELY TO BUY CIGARETTES
- 2X MORE LIKELY TO USE MARIJUANA

TEENS WHO SEE PICTURES OF KIDS GETTING DRUNK OR USING DRUGS ARE:

- 4X MORE LIKELY TO BE ABLE TO GET AND USE MARIJUANA
- ALMOST 3X AS LIKELY TO BE ABLE TO GET CONTROLLED PRESCRIPTION DRUGS WITHOUT A PRESCRIPTION
- MORE THAN 2X AS LIKELY TO BE ABLE TO GET ALCOHOL IN A DAY OR LESS



Common apps used for 3rd party illicit sales



TikTok

Allows for marketing trends and products and opens the door to a global illicit market. Users can also use a search tool or look up hashtags. Instagram is also popular for this feature.



Snapchat

Quick ads and snapmaps can easily connect users to strangers selling products. It can also be used to communicate with disappearing messages



Telegram

Telegram is an increasingly popular communication app that lets people connect across various devices and platforms. The messaging is encrypted.



Cash App

Apps like cashapp are often used for completing transactions. Sellers may also open an online marketplace to accept forms of payment or use apps like this or Venmo

HASHTAGS TO LOOK OUT FOR

#420 #HIGH #HIGHLIFE #710 #HIGHSOCIETY #KUSH #STONER #CANNABIS #MARIJUANA #SHATTER #MARYJANE #WEEDSTAGRAM420 #INSTAWEED #THC #STAYHIGH #BLUNT #POT #STONERNATION #BLUNTS#WAKENBAKE #POTHEAD #SMOKEWEEDEVERYDAY #JUSTBLAZEIG #STAYGREEN #BONG #JOINT #DRUNK #ALC #BUZZED #M30 #PER30 #MOLLY #MOLLYTOKK #VAPE #VAPE #MOLLYTOK #MTOK #PINGTOK #PILLZ #PILLSPLUG #SUBSTANCE #DISPOSABLES #DISCREETSHIPPING #NICRUSH

THE LIST CONTINUES TO GROW AND EVOLVE AS SOCIAL MEDIA CRCKS DOWN ON CONTENT VIOLATIONS