

ICEC 75th Anniversary Celebration Series



Social Media is Here to Stay:
Here's what school leaders need to know

WITH DR. KAREN DUDEK-BRANNAN

HI, I'M KAREN

- **14 years** in the school systems
- **18+ years** supporting professionals
- **Doctorate** in *special ed*, assistive technology graduate training, and *school administrator's* license
- **De Facto Leaders** host
- ICEC Member



FIRST, THE LEGAL STUFF

Financial disclaimer:

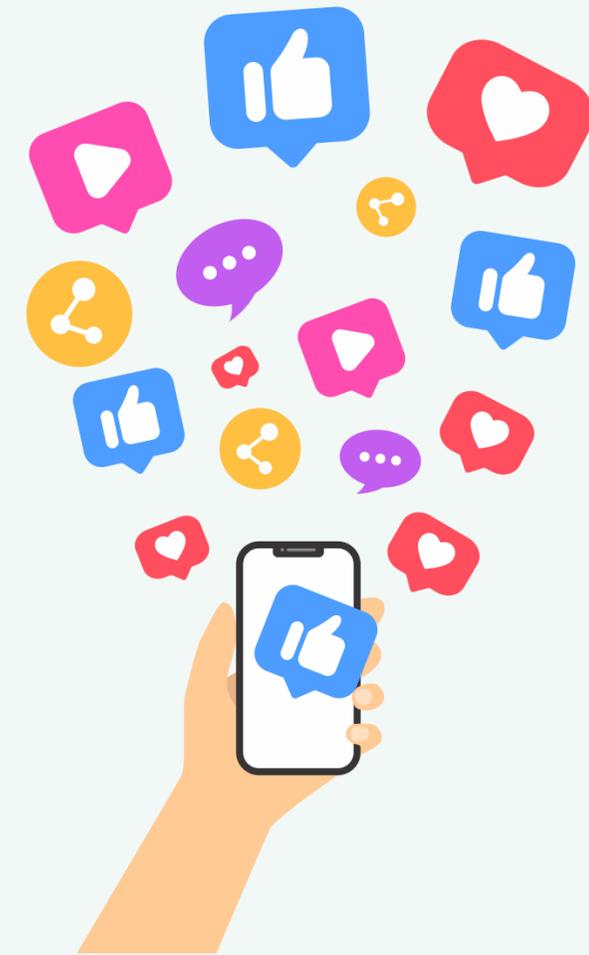
I own a company called **Dr. Karen, LLC**. I also offer paid trainings and resources for **clinicians, educators, and caregivers** from which I earn income on my website *drkarenspeech.com* and *drkarendudekbrannan.com*.

Nonfinancial disclaimer:

I work for the **Department of Children and Family Services**. The views shared in this presentation are my own, and are not shared on behalf of the agency.

SOCIAL MEDIA STATISTICS (AS OF JULY 2023)

- Facebook has **3.030 billion** monthly active users.
- Instagram has **2 billion** monthly active users.
- SnapChat has **750 billion** monthly active users.
- YouTube can potentially reach **2.491 billion** people via ads per month.



(Data Reportal, 2023).

SOCIAL MEDIA STATISTICS (AS OF JULY 2023)

TikTok had over **1 billion users** as of April 2023.

TikTok only publishes data for users over the **age of 18**.

Data published for this platform is **likely higher (and younger)** than what's available to the public.

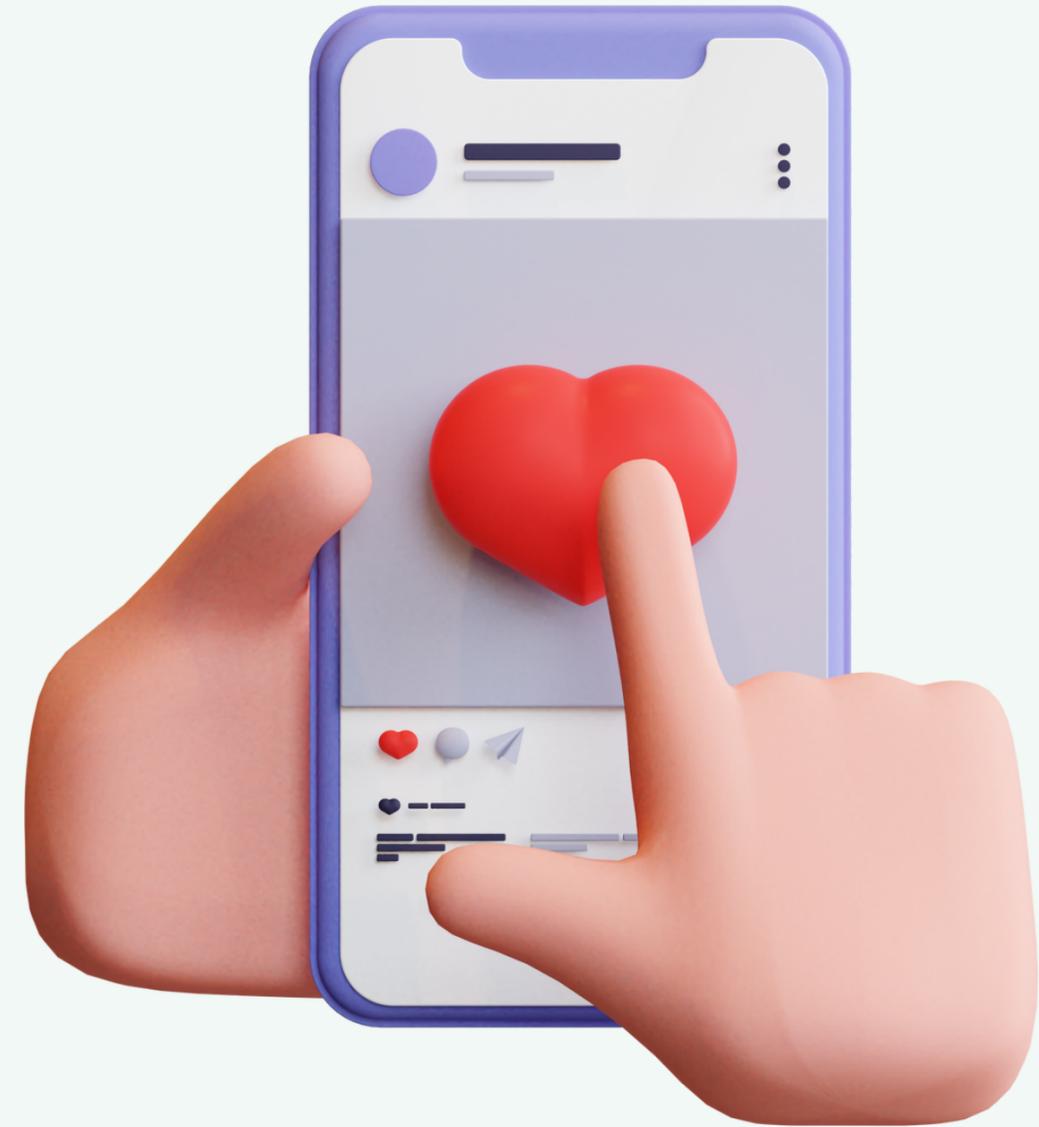


HISTORY OF FACEBOOK

Facebook was **created in 2004**, and acquired **Instagram** and **WhatsApp** in 2012.

On May 18, 2012 **Facebook, Inc.** became a *publicly traded company*.

As a result, **organic reach dropped** for people creating online content because more emphasis was placed on **advertising**.



HOW DOES THE ALGORITHM WORK?

The algorithm continues to evolve, requiring creators to create “*algorithm friendly*” content if they want lots of **engagement and views**.

Platforms reward people for having “*good*” content because they want people to spend **more time** on their platform.

This is because the *longer people spend on the platform*, the more ads they can see, incentivizing businesses to use their platform to advertise.

This is how many platforms **generate revenue**.



HOW DOES THE ALGORITHM WORK?

How is “good” content defined?

Engagement

How is engagement defined?

Likes, shares, comments, clicks



WHAT DETERMINES WHAT CONTENT I SEE?

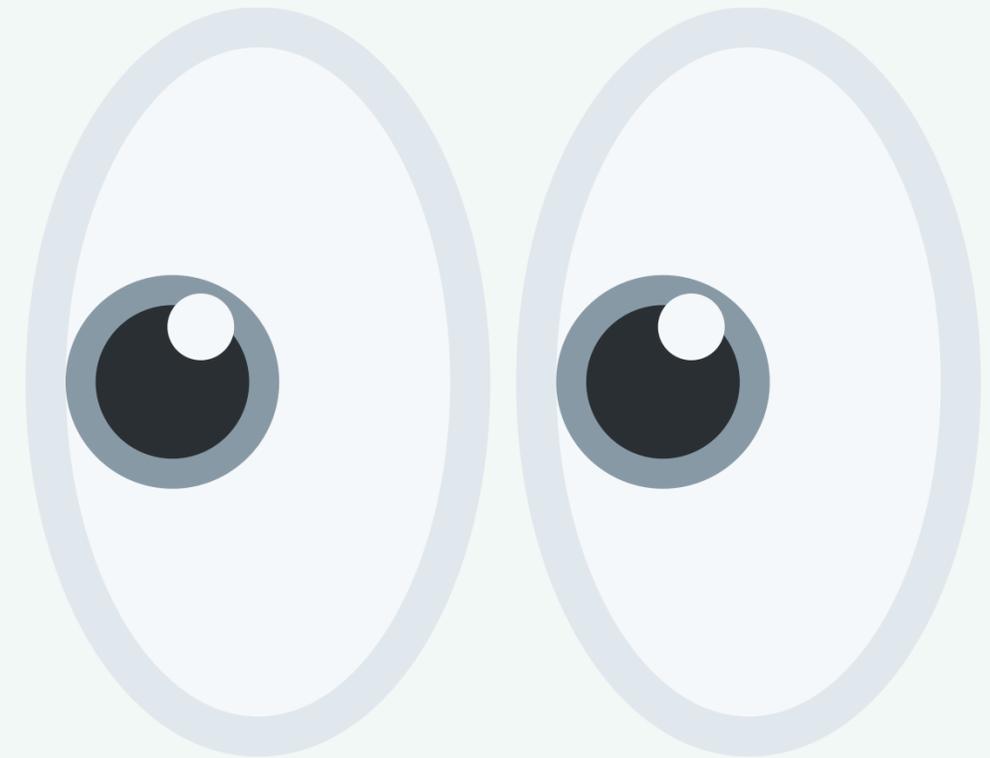
What have you been **liking, clicking, sharing, and commenting** on?

What **websites** have you visited?

What **accounts** do you follow?

What **social media** do you regularly visit?

What **online communities** are you in?



HOW ARE PEOPLE USING SOCIAL MEDIA?

Users are engaging with **social media platforms** and online content for **peer support**, **social interactions**, information, and advice.

Traditional models, such as telehealth or in-person therapy are regulated by **state licensure requirements**, but are less accessible to due to **costs and logistical constraints**.

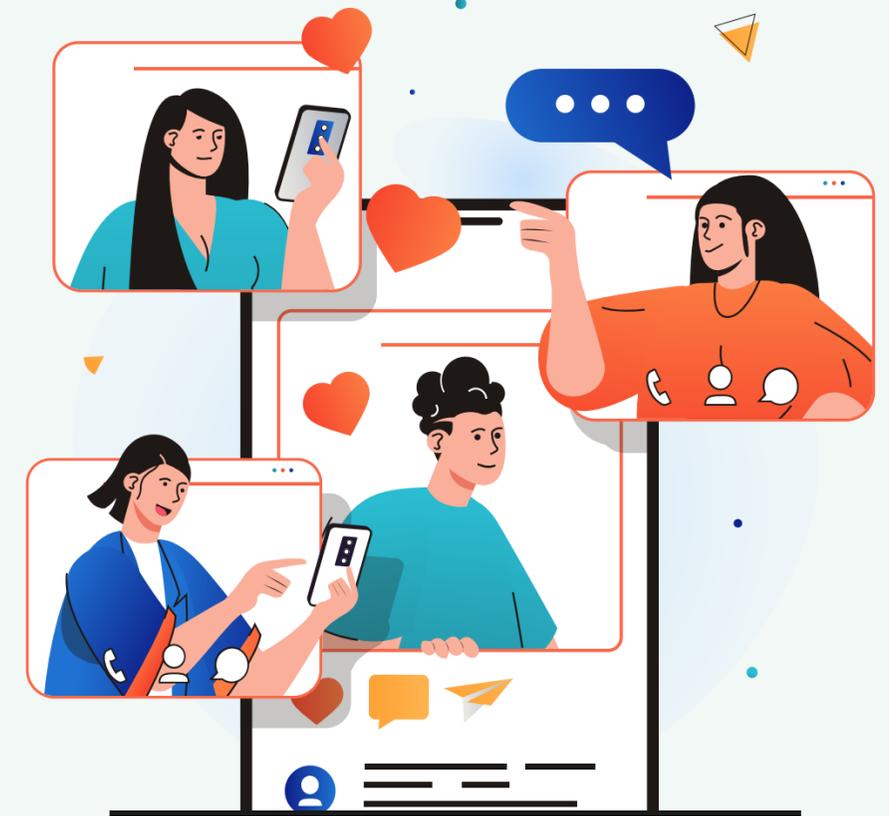
Social media communities focused on **mental health**, **education**, and *parenting advice* are low-cost and highly accessible, but not regulated.



TRENDS AND RISKS

The consumption of **mental health content** on **social media platforms** is likely to increase based on *past trends* that indicate platforms **continue to grow**.

Research also indicates that individuals with diagnosed **mental health conditions** are likely to prefer online interactions to in-person, and they continue to seek out **support** from online communities.



TRENDS AND RISKS

Social media content creators and **social media platforms** are likely to play a role in *supporting mental health* because they continue provide opportunities for **marketing** and **business growth**.

Qualified professionals are using these platforms to spread health information, and professional licensing agencies and boards have started publishing **ethical guidelines** for *social media use*.

However using social media as a component of **mental health services** remains highly unregulated; even among **licensed professionals**.



RISKS/NEGATIVE CONSEQUENCES

Social media and **online communities** pose significant risk to vulnerable populations due to **cognitive bias** among online influencers or online predators.

Lack of **ethical guidelines** increases the risk for negligence, confidentiality breaches, and **misleading information**.

Social media has been correlated with higher rates of **depression, anxiety**, and **compulsive** or **addictive use**.



BENEFITS

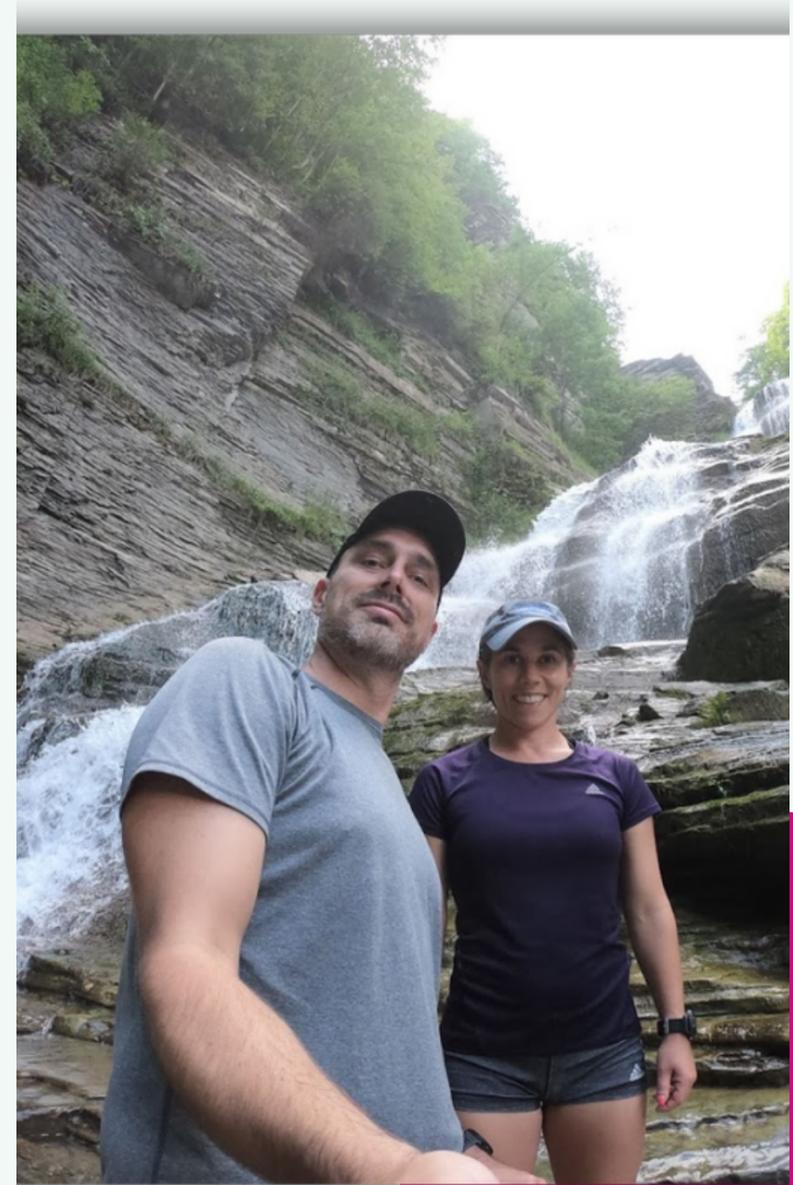
- Find **products** and **services** that would help you
- **Connect** you with others with similar interests
- Help you **stay in touch** with friends and family
- Offer flexible ways to **engage** with others
- **Networking** and connecting with others
- **Entertainment**



And...many people are using it ethically and changing lives!

MINDSET SHIFT

Social media can be useful when we mitigate the risks and *leverage* it appropriately to enhance our **in-person experiences**.



HOW CAN WE BE **BETTER CONSUMERS?**

Students?

Community?

Staff?



ADDITIONAL INFORMATION

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<https://drkarendudekbrannan.com/ep-139-cell-phones-11-device-initiatives-and-homework-policies-in-k-12-education-with-dr-john-burkey/>

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dr. karen

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