



Why Teenagers Love Video and Photo-Sharing Platforms

Since teens don't like using the social network whose icon is a rounded f very much, its use has dropped in recent years. If this trend continues, by 2022, teenage use of this social network will have dropped by another 2.2 million users. Since 2018, teenagers have enjoyed using video and photo-sharing platforms. Here's the breakdown of how teenagers use social media:

85% are on the video-sharing platform.

72% use the photo-sharing social network.

69% are on the multimedia messaging app.

51% still use the social network directed by Mark Zuckerberg.

Teenagers on the video-sharing platform

Teens like watching videos and movies on internet platforms more than TV. 34% watch the most popular video-sharing platform, 27% watch most popular streaming service platform, and 14% watch live TV. According to teenagers, the first of these three is like the new TV. There are videos for anyone, and everybody can contribute to the community by making their own videos. Today, teens' biggest aspiration is to be use it to turn themselves into a great celebrity.



Teenagers on the photo-sharing social network

Nowadays it is very common to see a teenager taking a selfie that will probably be posted on the social network with the colorful camera icon. 63% of teens use this social network every day. They love being creative and expressing themselves through photos and art. And of course, they want to be the biggest photo-sharing social network superstars.



Teenagers on the multimedia messaging app

Lastly, the app with the white ghost icon is where teenagers can share hilarious pictures in intimate groups rather than with the world. Teens feel more able to be themselves while sharing their day to day lives.





I. Lee el texto y completa los gráficos con las cifras presentes en él.



