

CHILDREN
& FAMILY

**SOCIAL MEDIA
HABITS SURVEY**

TREND
ANALYSIS

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—

2018



IDENTITY THEFT
RESOURCE CENTER

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THANKS TO OUR PARTNERS AT:


CYBERSCOUT®

THE STUDY

This study was conducted by CyberScout® and the Identity Theft Resource Center to show child and family social media habits. The following is a summary of the full report and key findings from this study.

DO YOU HAVE CHILDREN (0-17) ON SOCIAL MEDIA?

42.24% YES
54.22% NO
3.54% PREFER NOT TO ANSWER



WHAT ARE THE AGE RANGES OF YOUR CHILDREN WHO ARE ON SOCIAL MEDIA?



0-5

8%



6-9

15%



10-12

28%



13-17

66%

DO YOUR CHILDREN HAVE THEIR OWN SOCIAL MEDIA PROFILES?

68.58% YES, THEY HAVE THEIR OWN PROFILE THEY MANAGE.

5.55% NO, THEY USE MY PROFILE.

19.78% YES, I CREATED THEIR PROFILE AND MANAGE IT.

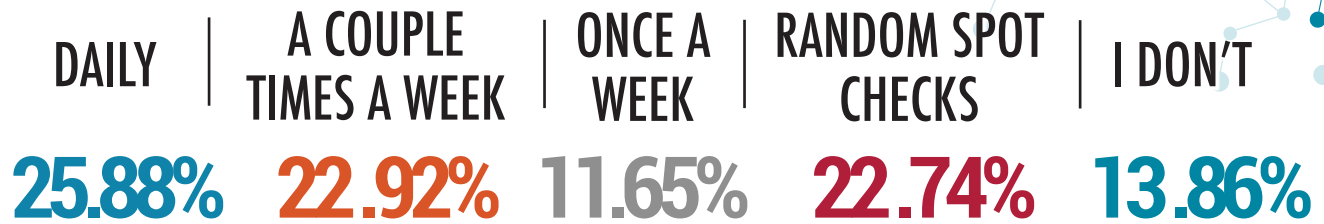
3.88% NO, THEY DO NOT HAVE THEIR OWN.

WHAT PLATFORMS DO YOUR

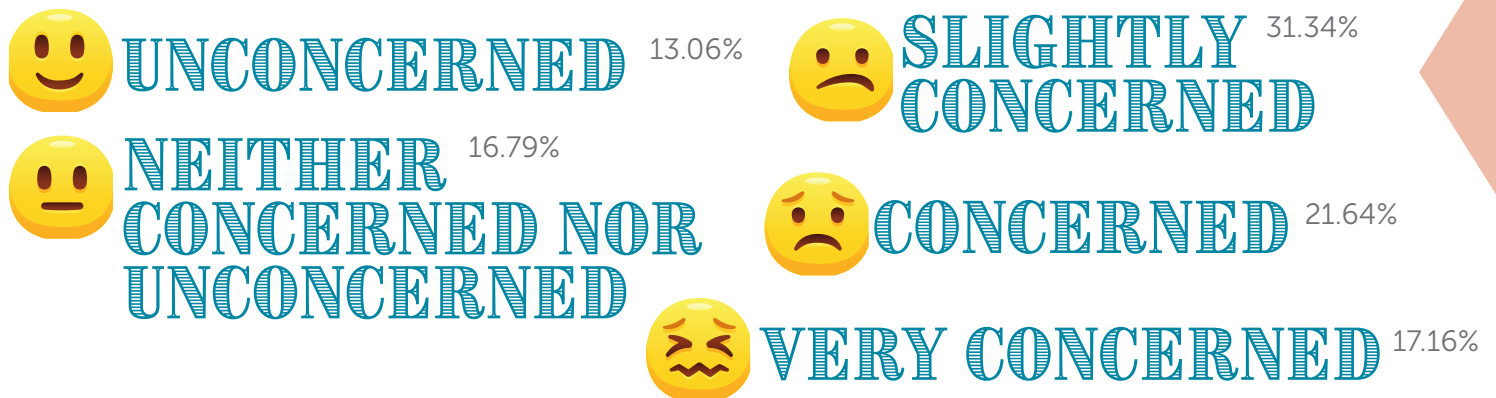
children USE ONLINE?

YouTube	65.63%
Facebook	60.69%
SnapChat	59.60%
Instagram	55.76%
Twitter	31.08%
Pinterest	20.48%
Google+	17.92%
YouTube Kids	17.00%
What's App	10.97%
Kik	10.42%
Tumblr	8.59%
GroupMe	4.94%
Monkey	4.20%
Omegle	2.56%
Ask.fm	2.19%
Whisper	2.19%
Yubo	2.19%
BurnBook	1.83%

HOW OFTEN DO YOU MONITOR YOUR CHILDREN'S SOCIAL MEDIA PROFILES/ACTIVITY?



ARE YOU CONCERNED ABOUT THE PRIVACY AND SAFETY OF YOUR CHILDREN WHO ARE ON SOCIAL MEDIA?

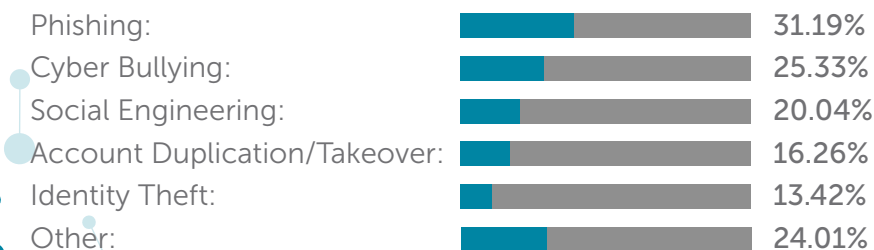


DO YOU IMPOSE ANY RULES ON YOUR CHILDREN'S SOCIAL MEDIA ACCOUNT USAGE?

Limit Time/ Usage	41.04%
Require Password	37.31%
Monitor Posting	37.31%
Ask Permission	28.17%
After Responsibilities	28.17%
Other	8.77%




HAVE YOUR CHILDREN REPORTED TO YOU EXPERIENCING ANY OF THESE?



HOW OFTEN ARE YOUR CHILDREN ON SOCIAL MEDIA - TO THE BEST OF YOUR KNOWLEDGE?

CONSTANTLY	25.14%
ON AND OFF	48.98%
ONCE A DAY	12.75%
A COUPLE TIMES A WEEK	9.43%




In an effort to gain better understanding of how parents are managing their children's social media use as well as the potential for child identity theft as a result, the Identity Theft Resource Center (ITRC) worked with CyberScout® to gauge their attitudes and behaviors and online. More specifically, we looked at how parents manage their children's behaviors and activities on social media channels, as well as their level of concern with how their children manage their own personal information online. In light of the growing concern of the use (and misuse) of an individual's personal information on social platforms and the impacts that it may have for minors, the ITRC and CyberScout® polled over 600 parents who have children on social media, to gain better insights on how they are working with their children to be safe and secure in their social media use.

"This generation of social media super users has grown up with a device in one hand, and one foot in the digital realm," said Eva Velasquez, CEO of the Identity Theft Resource Center. "There are some inherent challenges that come from this type of digital nativism in our children. Without some clear guidance and a healthy dose of education on the impacts of oversharing, young people open themselves up to damaging their futures in ways we haven't even fathomed yet. Identity thieves evolve as fast as the technology and [Moore's Law](#) could easily apply to how bad actors update their nefarious activities, too."

"Parents face an enormous challenge when their children have the world at their fingertips," said Matt Cullina, CEO, CyberScout®. "Parents can't be around their children all the time, so it's critical for them to use the right tools to keep them safe from digital threats."

EXECUTIVE SUMMARY

Today's youth have a unique perspective on living a digital life. There are a number of aspects of growing up in a time when technology has never been more innovative and prolific that create challenges that parents have never had to face in the past. Children are introduced to technology at an early age through devices and channels specifically



geared toward a particular age group in an effort to capture their attention. As parents waded into the unknown of how to be the most vigilant in protecting their children's privacy and keeping them safe online, understanding the boundaries necessary to ensure that important personal data isn't being inadvertently exposed poses new challenges not faced by their parents.

With those challenges in mind, the Identity Theft Resource Center and CyberScout® asked parents with children utilizing social media channels to share their experiences in guiding their children through the social media jungle. Sharing (or oversharing), monitoring account and usage, concerns over social media habits and negative impacts, were all discussed and the findings are shared in the following report.

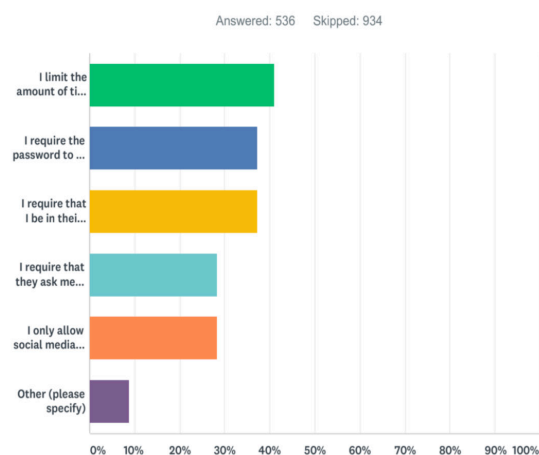
KEY FINDING 1:


PARENTS ARE ENGAGED IN THEIR CHILDREN'S SOCIAL MEDIA HABITS

One of the goals parents collectively have is to help their children to become their best selves as they grown into adults. Of the 621 parents that responded to our survey, most took an active role in managing their children's social media activities. Online reputation starts younger and younger in this decidedly more connected world and how a child behaves online can have long lasting negative impacts.

Most parents (83.19 percent) said they monitor their children's social media activities at some frequency with the largest percentage saying they check daily (25.88 percent). They also impose some sort of rules on their children's social media activities. One of the most reported rules is limiting their usage and the time of day it can be used (41.04 percent). Tied at 37.31 percent was requiring mom/dad to have the account log-in credentials, and adding mom/dad to their network so they can monitor their activities more closely.

Q7 Do you impose any rules on your child(ren)'s social media account usage? (select all that apply)





A large percentage of parents (66.04) felt confident that their children hadn't created accounts without their knowledge, while 13.43 percent said they didn't know if their children had done so. Of those that did create accounts without parents' permission, 16.98 percent addressed it with their kids but 3.45 percent didn't know how to address it with their kids. It's also worth noting that many participants responded that tools for helping them actively monitor their kid's social activities would be welcome – with "free tools" overwhelmingly leading the responses at 62 percent. Nearly a quarter of the participants said they'd pay for it and less than six percent said they'd pay \$20 or \$40 a month for it.

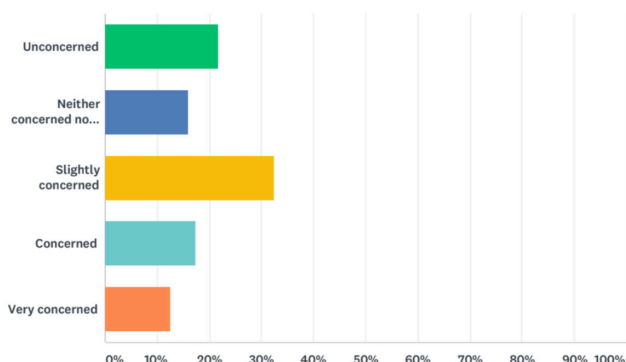
KEY FINDING 2

PARENTS ARE ALLOWING A LOT OF AUTONOMY ON SOCIAL MEDIA

While most parents participating said they allow their children to have their own profiles and manage them themselves, a third of the children were younger than 13, the age required by many social media services to access and use their services. And the platforms that had the most response were those you'd think – Facebook (60.69), YouTube (65.63), Snapchat (59.60), and Instagram (55.76). Some notable platforms we don't typically equate with kids also topped the list – Twitter (31.08), Pinterest (20.48) and Google+ (17.92). With the rise of kid-friendly alternatives, it is important to note that only 17 percent of parents reported that they used YouTube Kids.

Q10 Are you concerned about the types of content your child(ren) are sharing on social media (school, extra-curricular activities, schedule, personal information, etc.)

Answered: 529 Skipped: 941





While there may be rules behind the time allotted and the time of day, it appears that fewer rules exist for the frequency with which kids are on social platforms. Parents reported that they thought their kids were “on and off throughout the day” (48.98 percent) or on “constantly” (25.14 percent). Also of note, many parents commented that they felt their children were responsible enough to manage their activities on social media without parental input. And, while they allow their kids to use the channels, 62.38 percent of parents that responded had some level of concern about the type of information their children were sharing on the platforms, with 70.14 percent indicating that they had concerns about their child’s safety and privacy on the channels.

KEY FINDING 3

KIDS ARE NOT WITHOUT CHALLENGES IN THEIR SOCIAL MEDIA USE

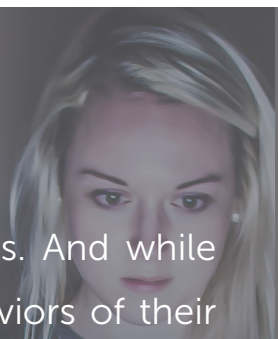
In asking about social media habits, parents were also asked if their children reported any negative impacts of social media use to them. While the numbers may seem to be small on the incidents, it has been [reported](#) that children don’t typically “share” all of the negative activities they experience. Of the types of attacks reported by parents that impacted their kids, phishing (31.19 percent) took the top spot over cyber bullying (25.33 percent). A few parents anecdotally said that their children were also impacted by “weird people” or “unknown” adults trying to friend them.

Social engineering also came in pretty high (20.04 percent), with individuals trying to exploit kids trusting natures to gain additional information from them. Furthermore, roughly 20 percent of parents said that their kids hadn’t reported any negative activity to them.





SUMMARY



Parenting digital native children is not without its challenges. And while parents think they have a firm grasp on the activity and behaviors of their kids online, it isn't always about what your child does as much as it is about what is happening around them and who is creating opportunities to take advantage of kids. Education and creating strong boundaries around social media are important as data thieves don't consider age a deterrent. In fact, a child's information has more value to an identity thief than an adult because they have clean credit files and typically a longer length of time before discovery. Helping kids to understand how their online behavior has long-lasting impacts is as important as ensuring that they go out into the world equipped with as much life experience as possible.



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