



# TEENS AND SOCIAL MEDIA: STATS AND STATUSES

**January 14, 2020** - The MTM JR releases a new report on the use of social media by Canadian teens.

Social media has become an increasingly common part of teenagers' day to day life. Widespread adoption of smartphones, coupled with social media platforms tailored to these devices, means that limitless amounts of curated content is a tap away. What does all of this mean for teenagers?

This report provides an overview of use of social media among Canadian teens aged 12 to 17, including a deeper dive into teens using Instagram, Facebook and Snapchat.

Highlights from this report include:

- 72% of Canadian teens use social media. Anglophones and females are more prone to use social media than the rest of their peers.
- Canadian teens rely on a wide variety of social networks. The three most popular platforms; Instagram, Facebook and Snapchat are used for similar activities such as liking content, sending messages and consuming video content.
- While both teens and adults use social media, their tastes in platforms can differ. However, Facebook remains very popular among both groups: 91% of Canadians aged 18+ who use social media use the platform as well as 65% of teens who use social media.

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## ABOUT THE MTM JR.

MTM Junior is the first annual youth media study in Canada and is a division of the Media Technology Monitor. Based on an online panel, the MTM JR. has spoken with over 1,660 households split equally among Anglophones and Francophones. Of the 1,660 households surveyed, data for 2,270 children was collected. For more information on MTM JR please check out our website here: [mtmjuniior.ca](http://mtmjuniior.ca). To find out more about a subscription to MTM JR please contact: Tiffany Li via email at [tli@nlogic.ca](mailto:tli@nlogic.ca) or via phone at 647.438.1258.