



Online & Digital Media News – New MTM Jr. release

Source:: Broadcast Dialogue

Date: 07/20/2023

MTM Jr. has released a report exploring the use of social media among Canadian children, aged seven to 17. Highlights from the report include the finding that seven in 10 children used social media in the past month. Results skew lower among seven-11 year olds (51%) and higher among 12-17 year olds (85%). Almost four in five kids on social media (78%) use platforms for watching video, which is the most popular activity on social media, followed by messaging (70%) and looking at content others have posted (55%). TikTok is the biggest social media platform for kids, with more than half of children using social media (53%) using TikTok in the past month. That puts the platform ahead of Snapchat (42%), Instagram (40%) and Facebook (37%). With the exception of Facebook, all platforms were far more popular with girls than boys.