



## What's New and What's Next? Kids and Social Media

The MTM Jr. released a report exploring the use of social media among Canadian children.

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Media has been shaped by the widespread adoption of mobile devices, especially children. Children are growing up in an increasingly connected, always online world and social media has played a significant role in this shift. Social media offers entertainment, communication and information doled out endlessly and often within a single unified platform, and many children even use more than one.

What defines how children are using and engaging with these platforms? This report provides an overview of social media usage among children aged 7 to 17.

Highlights from this report include:

- Seven in ten children aged 7 to 17 used social media in the past month. Results skew lower among 7 to 11 year olds (51%) and higher among 12 to 17 year olds (85%).
- Almost 4 in 5 of children on social media (78%) use these platforms for watching video. Watching video is the most popular activity on social media, followed by messaging (70%) and just looking at content others have posted (55%).
- TikTok is the biggest social media platform for kids. More than half of children using social media (53%) have used TikTok in the past month. This puts the platform ahead of Snapchat (42%), Instagram (40%) and Facebook (37%). Except for Facebook, all the platforms above are also far more popular with girls than boys.

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### About the MTM

The Media Technology Monitor (MTM®) is Canada's premier research product in the area of technology ownership and use. Based on 12,000 telephone interviews annually (including a cellphone-only sample), the MTM has spoken with over 200,000 Canadians (equally split between Anglophones and Francophones) over the past decade, making it the most accurate and comprehensive media technology tracking survey of its kind. For more information on the MTM please visit our Portal at [www.mtm-otm.ca](http://www.mtm-otm.ca) or call: 1-855-898-4999.