# Resources Guide

Funding for this project was provided by the Centers for Disease Control and Prevention's Office of the Associate Director for Communication and National Center for Immunization and Respiratory Diseases.

There's something different here.

# Resource Guide

**Substacks:**

- The Trend Report

- Embedded

- After School

- I <3 Mess

**Facebook Groups:**

- graphic design is my passion

- New Urbanist Memes for Transit-Oriented Teens

- MTA Memes for Perpetually-Swiping Teens

- Single-Tracking Memes for Congressionally Disenfranchised Teens

- subtle asian traits

**Public Social Accounts to Follow:**

- Oklahoma Dept. of Wildlife (Tik Tok)

- NJGov (TikTok)

- NJGov (Twitter)

- Milwaukee Public Library (TikTok)

- US Consumer Product Safety Commission (Twitter)

- NASA (Twitter)

**Free Digital Campaign Tools:**

- Hootsuite
- Buffer
- Tweetdeck
- Later

There's something different here.

# Resource Guide

## Free Design Tools:

- Canva
- UpSplash
- Pexels
- Nappy
- iStockPhoto by Getty Images

## How-To's & Resources:

- Currant: Connecting TikTok Creators & Non-profits
- Sierra Club's inclusive language guide

## Relevant Reading:

- Keep it Real or Lose Gen Z
- 2022 Social Media Video Stats for Under 18
- Best and Worst Media TikToks

## Social Media Algorithms (note: snapshot in time; expect it will change by platform):

- Social Media Algorithms; A 2023 Guide for Every Network

## Artificial Intelligence/Machine Learning:

What is AI? Learn About Artificial Intelligence (Oracle)
NYC Primer on Artificial Intelligence (in-depth resource on AI, uses, and ethics)

There's something different here.

# Resource Guide:
# Social Media Platforms

**73 Million monthly avg users**

Every day at a different time, users are notified simultaneously to capture and share a photo in 2 Minutes. A new and **unique way to discover who your friends really are** in their daily life.

**Opportunities:** "Having a moment", no ads, authentic, anti-Instagram, cross promotion to Twitter

**Challenges:** Very new, short captions, no video, **harder to gain large following**

**140 Million monthly avg users**

**Twitch** is an **interactive livestreaming service** for content spanning gaming, entertainment, sports, music, and more.

**Opportunities:** Highly interactive, long form, entertainment, **Twitch Charity**, partner with gamers

**Challenges:** Gaming centric, male dominated, need to produce a high amount of video content, competing against Twitch Affiliates

**430 Million monthly avg users**

**Reddit** is a **social news aggregation**, content rating, and discussion website.

**Opportunities:** Great place to gather insights from discussion and AMAs, resource for **social listening data**.

**Challenges:** Made for individuals not brands, male dominated, and not great for information dissemination or conversation except informally. While a very honest platform, **misinformation** is prevalent due to lax moderation.

**Source:** Business of Apps, "BeReal Revenue and Usage Statistics" Feb. 24, 2023.
**Source:** Demand Sage, "Twitch Users – How Many People Use Twitch" Jan. 7, 2023.
**Source:** Business of Apps, "Reddit Revenue and Usage Statistics" Jan. 9, 2023.

There's something different here.

# Resource Guide:
# Social Media Platforms

**140 Million monthly avg users**

**Discord** is the easiest way to talk over voice, video, and text. Talk, chat, hang out, and stay close with your friends and communities.

**Opportunities:** Growing user base, resource for **social listening**, direct communication with large groups

**Challenges:** Game-centric, linked to hate speech, easily "outmessaged"

**107 Million monthly avg users**

**Snapchat** lets you easily talk with friends, view Stories from around the world, and explore news in Discover.

**Opportunities:** Popular among gen-z, AI chat tool, and filters

**Challenges:** Content disappears, no resharing, cost of advertising is higher, large investment from brands needed to be successful on the platform
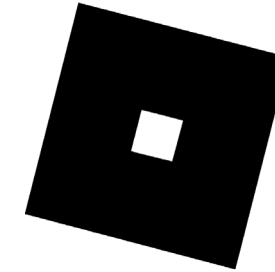
**202 Million monthly avg users**

**Roblox** is a global platform that brings people together through play.

**Opportunities:** Growing user base, skews younger, abundant creative opportunities, strong metaverse component

**Challenges:** Difficult to analyze user reactions, not intended as communication tool, primarily a Minecraft-type game

**Source:** Business of Apps, "Discord Revenue and Usage Statistics" Jan. 9, 2023.
**Source:** Business of Apps, "Snapchat Revenue and Usage Statistics" Feb. 3, 2023.
**Source:** Demand Sage, "Roblox Users – How Many People Use Roblox" Jan. 3, 2023.

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