

# From Networks to Communities: Shifting Social Media for College Students

Daniel Ypsilanti, MFA

University of Florida, Counseling  
& Wellness Center



# Presentation Overview

- Networks & Communities
- Comparing reports
- CWC's Social Media
- Discussion



# Three Things to Remember



**Communities are a great source of inspiration.**



**Every social media strategy will be different.**



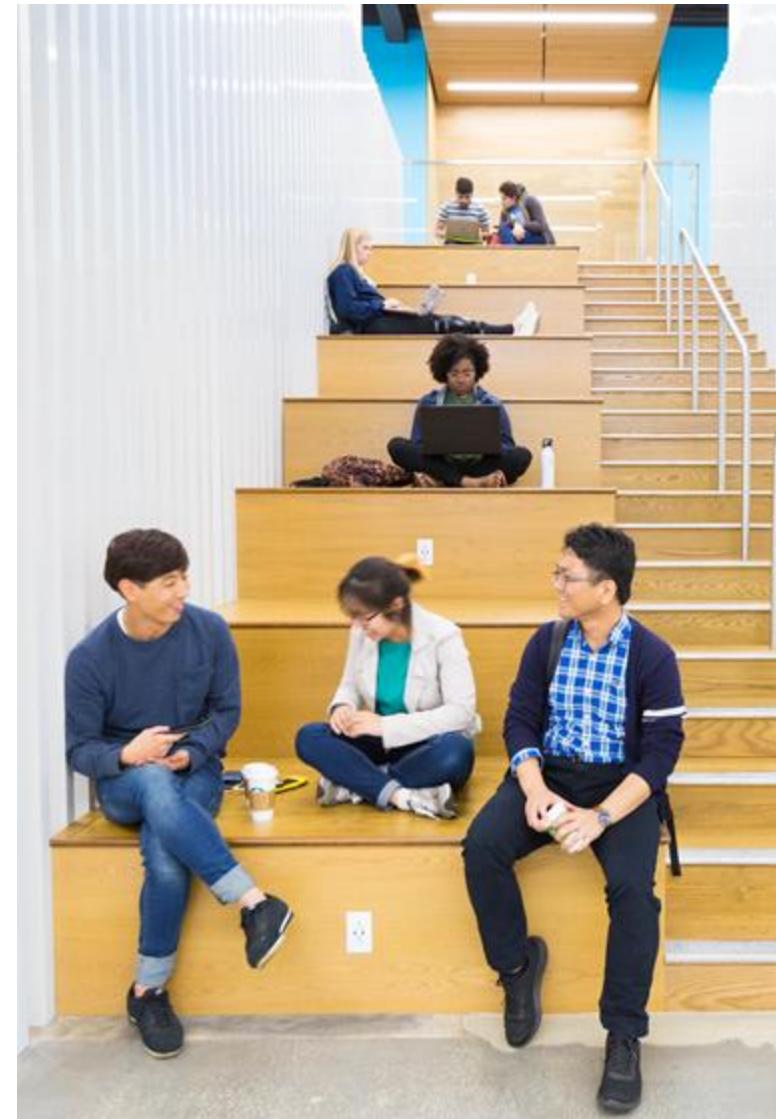
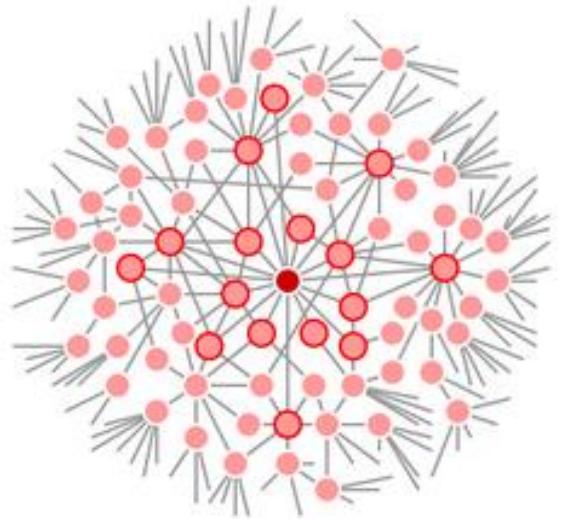
**You (yes you) can make the most difference.**



# Networks & Communities

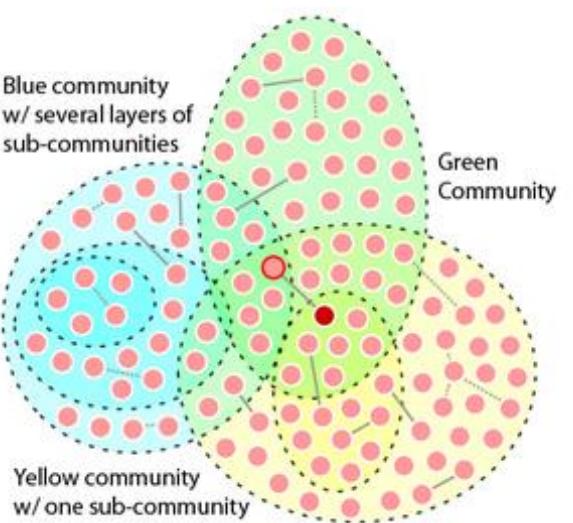
# Networks

- Interpersonal relationships
- Built one connection at a time
- Unique, only one network



# Communities

- Members need no relationship
- Common interest
- Maintained by the people who build it, for their own benefit
- Can be a member of multiple communities



# Four Basic Elements of Community

- **Membership**, or “the feeling of belonging”
- **Influence**, or the “sense of mattering, of making a difference to a group”
- **Reinforcement**, or “the feeling that members’ needs will be met”
- **Shared emotional connection**, or the “belief that members have shared and will share history, common places, time together and similar experiences.”

- McMillan and Chavis, “Sense of Community: A Definition and Theory.”, 1986

# Communities are a great source for inspiration.

How to leverage these similarities to create sense of community

- Peer-focused/Ground-up approach

- Social media guidelines

- Inclusive imagery

- Asking questions

# “Social Media Use in 2018”

Pew Research Center

Pew Research Center 

FOR RELEASE MARCH 1, 2018.

## Social Media Use in 2018

*A majority of Americans use Facebook and YouTube, but young adults are especially heavy users of Snapchat and Instagram*

BY Aaron Smith and Monica Anderson

**FOR MEDIA OR OTHER INQUIRIES:**

Aaron Smith, Associate Director, Research  
Monica Anderson, Research Associate  
Tom Caiazza, Communications Manager  
202.419.4372  
[www.pewresearch.org](http://www.pewresearch.org)

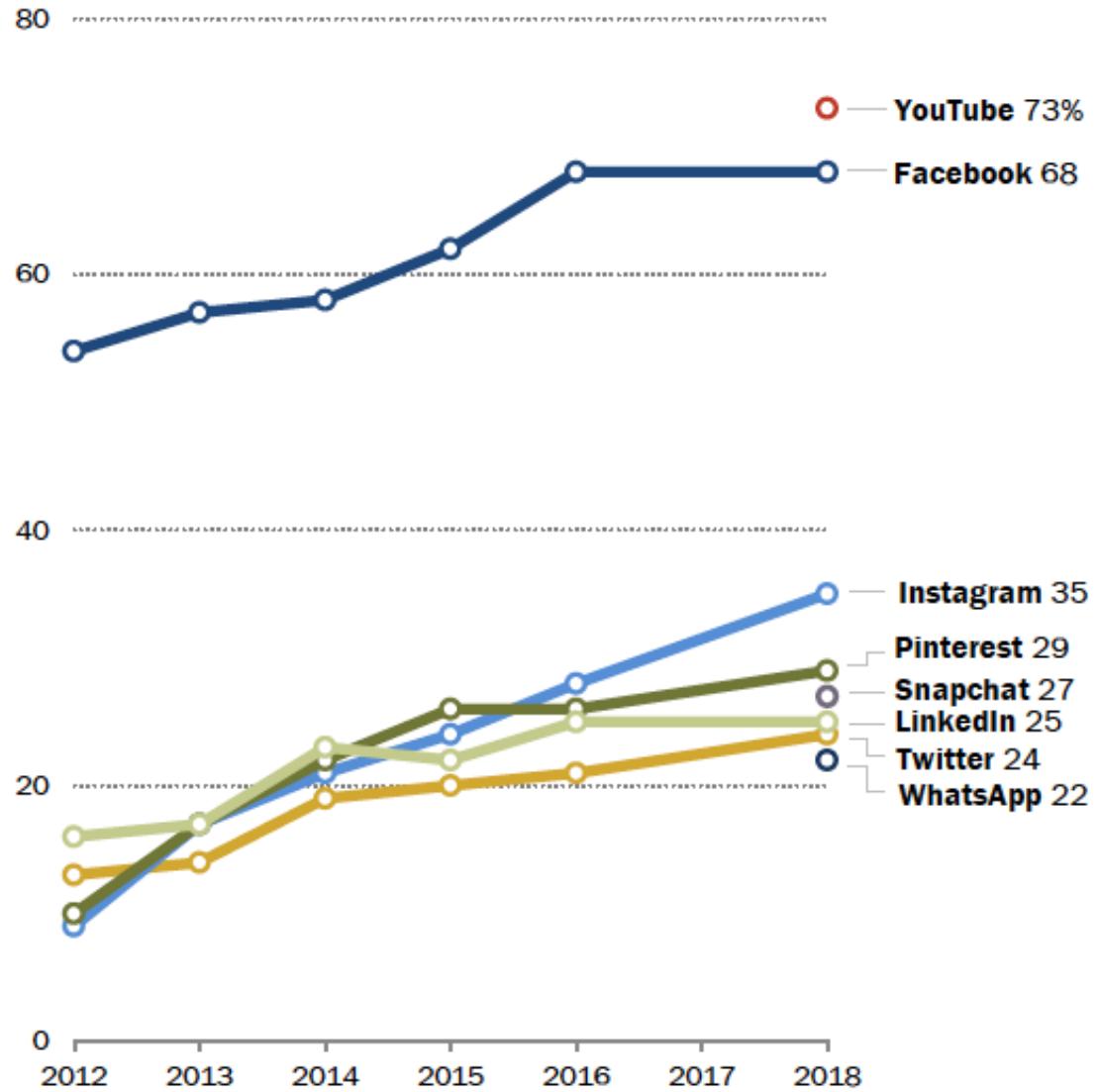
**RECOMMENDED CITATION**

Pew Research Center, March 2018, “Social Media Use in 2018”

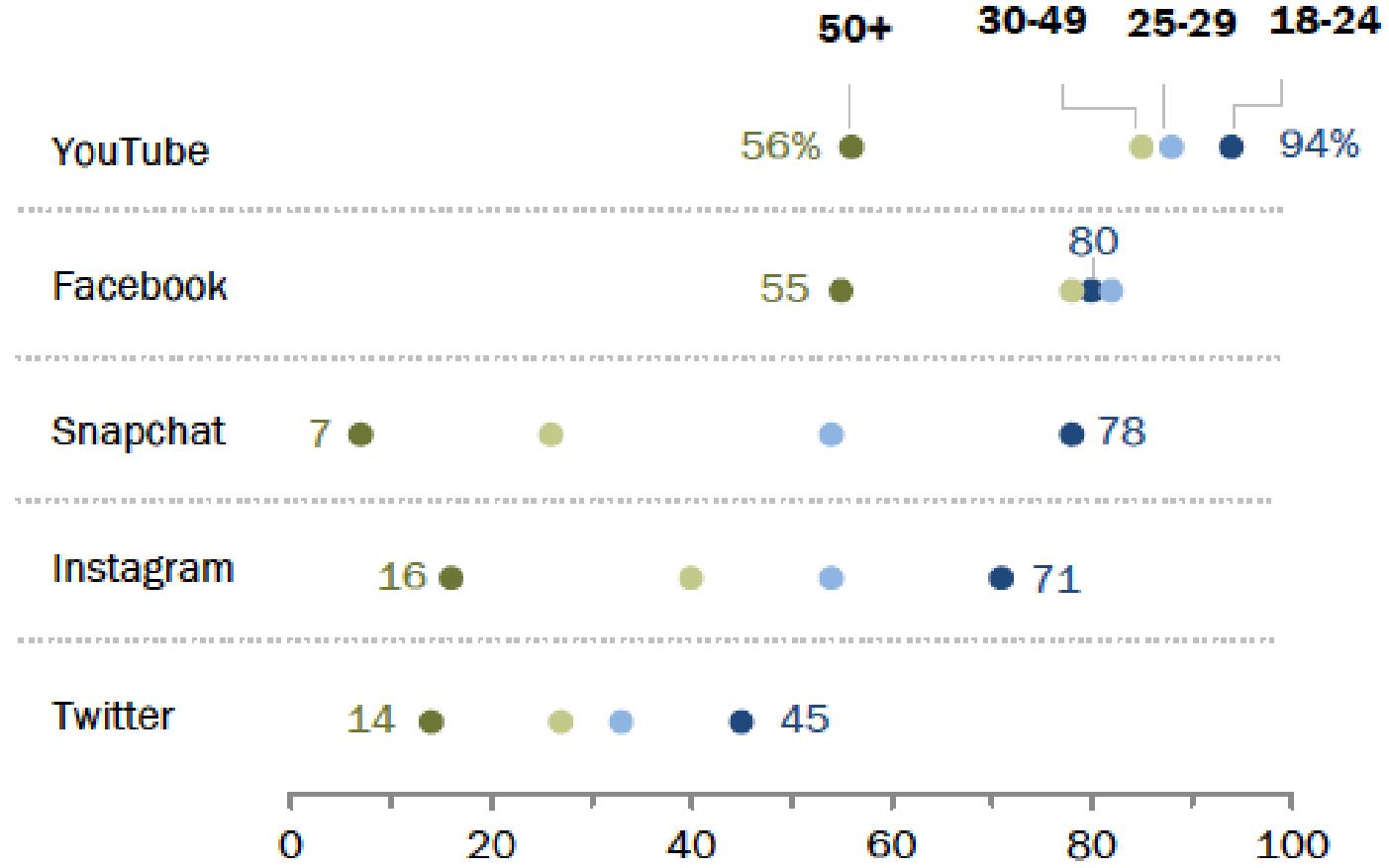
Pew Research  
Center, “Social  
Media Use in  
2018”

*“A majority of Americans use Facebook and  
Youtube, but young adults are especially heavy  
users of Snapchat and Instagram”*

% of US adults who  
say they use the  
following social  
media sites



% of US adults in  
each age group who  
say they use...



Source: Survey conducted Jan. 3-10, 2018.  
“Social Media Use in 2018”

PEW RESEARCH CENTER

# Pew Report Highlights

- Majority of 18-24 year-olds use Snapchat and Instagram
- Instagram users are growing, up 7% from last year
- 94%, 18-24 year-olds are YouTube users
- Very low trust in social media platforms, 3% of those surveyed

# #StatusOfMind Report

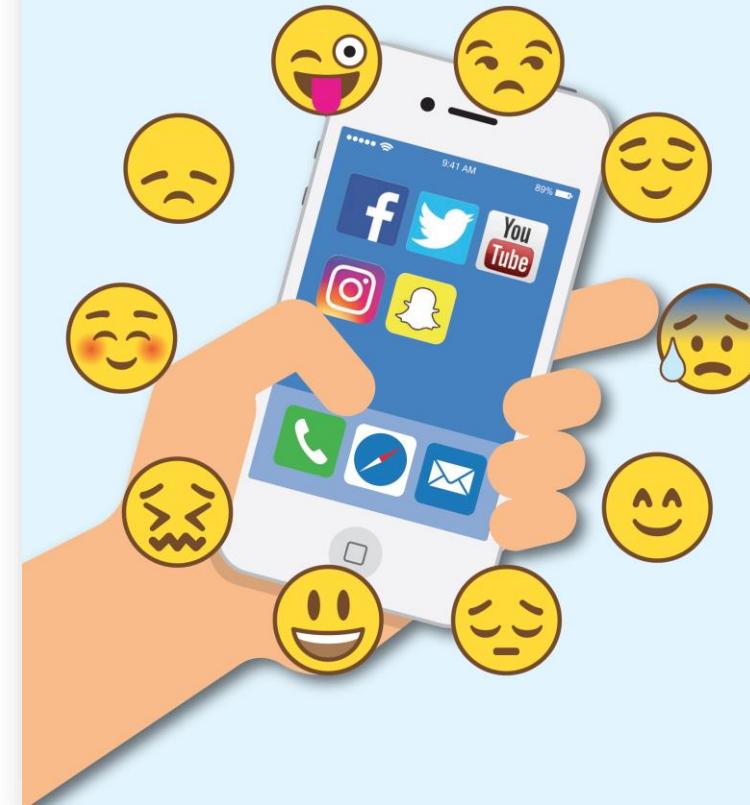
Young Health Movement,  
Royal Society for Public Health

YOUNG  
HEALTH  
MOVE-  
MENT

RSPH  
ROYAL SOCIETY FOR PUBLIC HEALTH  
VISION, VOICE AND PRACTICE

## #StatusOfMind

Social media and young people's mental health and wellbeing



## YHM Factors in Survey

1. Awareness and understanding of other people's health experiences
2. Access to expert health information you know you can trust
3. Emotional support (empathy and compassion from family and friends)
4. Anxiety (feelings of worry, nervousness or unease)
5. Depression (feeling extremely low and unhappy)
6. Loneliness (feelings of being all on your own)
7. Sleep (quality and amount of sleep)
8. Self-expression (the expression of your feelings, thoughts or ideas)
9. Self-identity (ability to define who you are)
10. Body image (how you feel about how you look)
11. Real world relationships (maintaining relationships with other people)
12. Community building (feeling part of a community of like-minded people)
13. Bullying (threatening or abusive behaviour towards you)
14. FoMO (Fear Of Missing Out – feeling you need to stay connected because you are worried things could be happening without you)



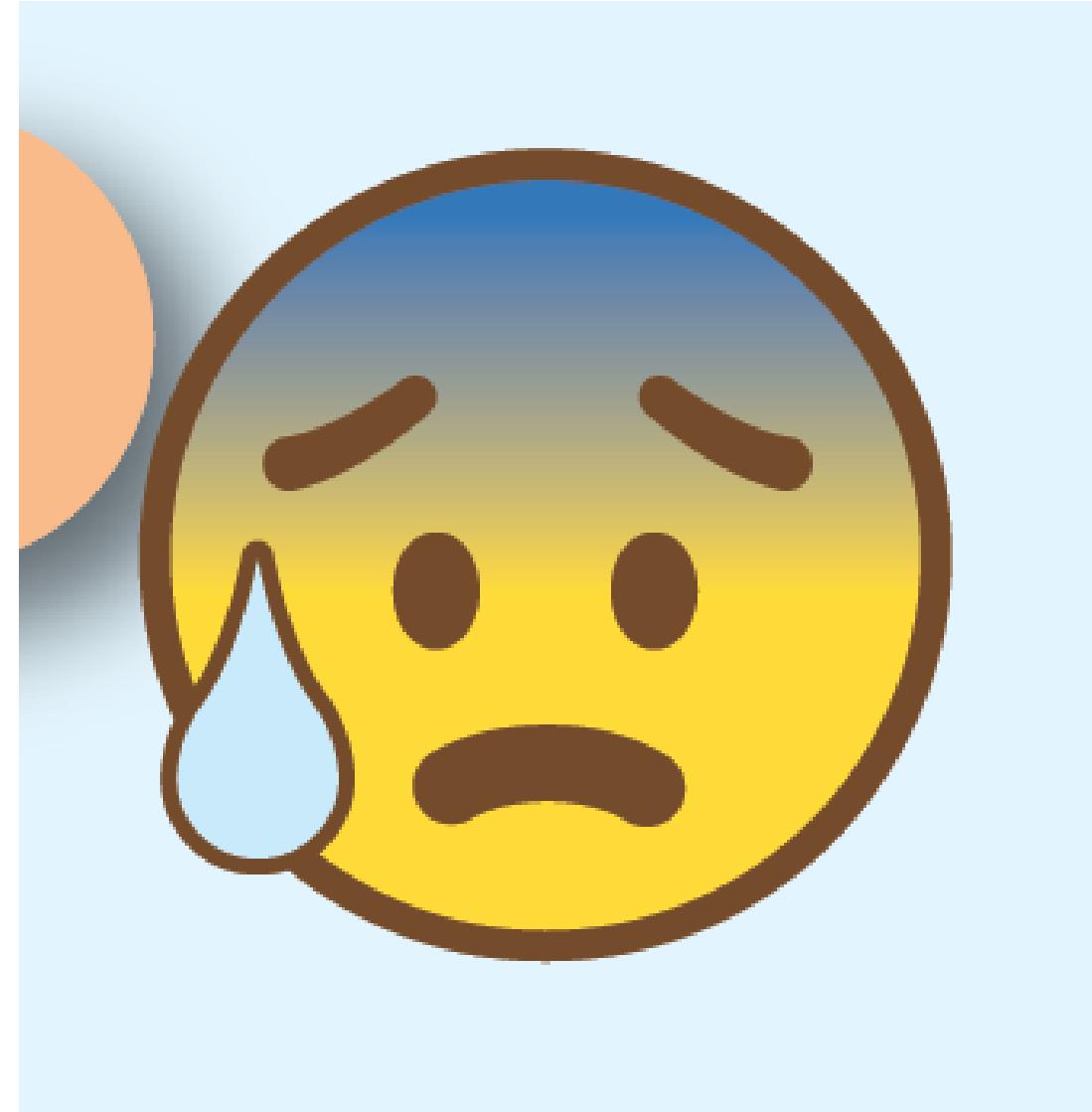
**“Social media has become a space in which we form and build relationships, shape self-identity, express ourselves, and learn about the world around us; it is intrinsically linked to mental health.”** - Shirley Cramer, CBE and Dr Becky Inkster from report introduction

## Negative effects of social media

Social media use linked with poor mental health outcomes

4 out of 5 networks make anxiety worse

Social media encourages a “compare and despair” attitude, aka FOMO



## Positive effects of social media

Higher emotional support

Better understanding of other's experiences

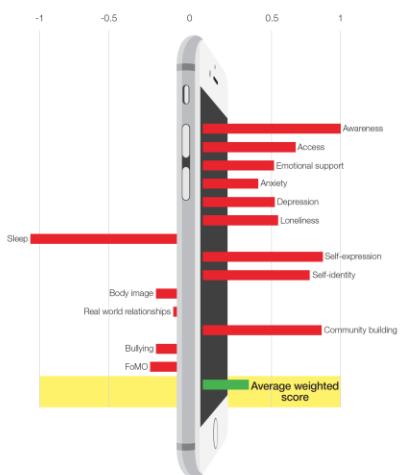
Improved health literacy

Online interaction – increased outcomes

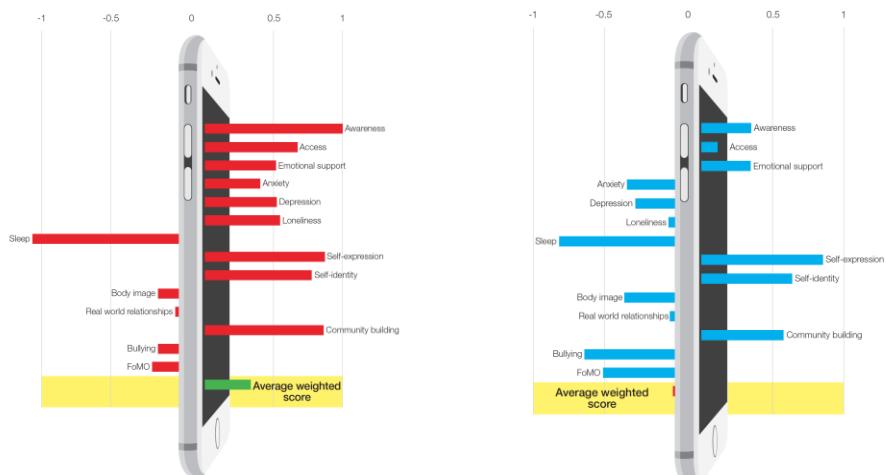
Online communities based on minority identities



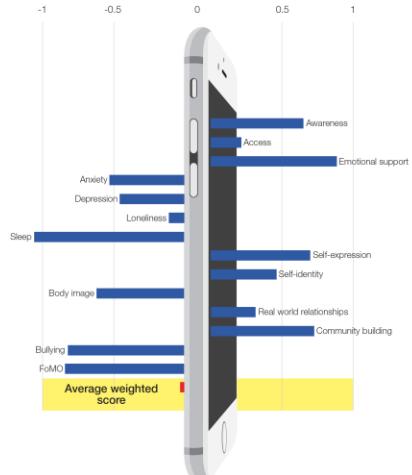
YouTube



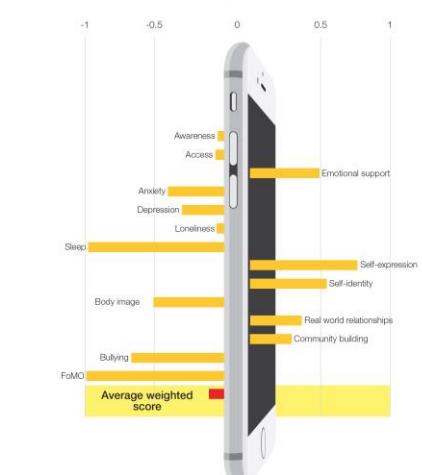
Twitter



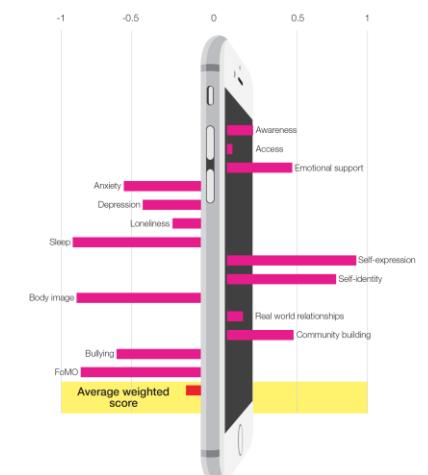
Facebook



Snapchat

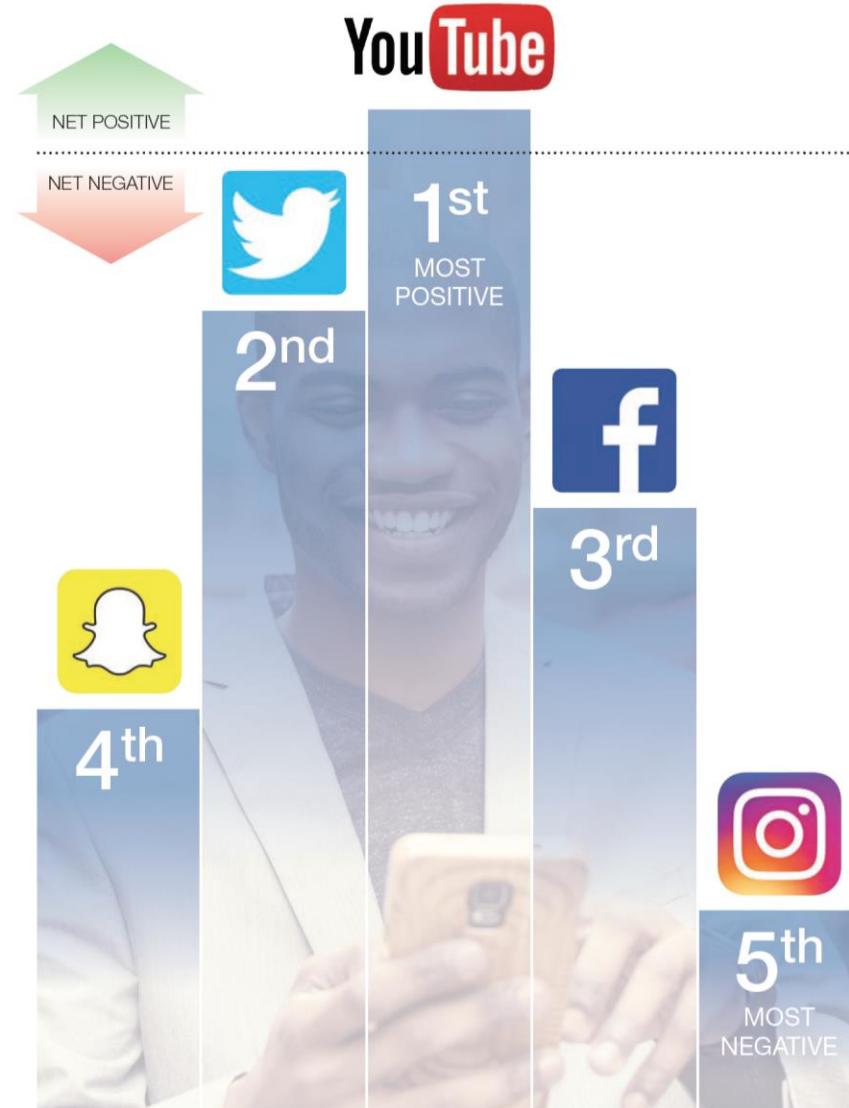


Instagram



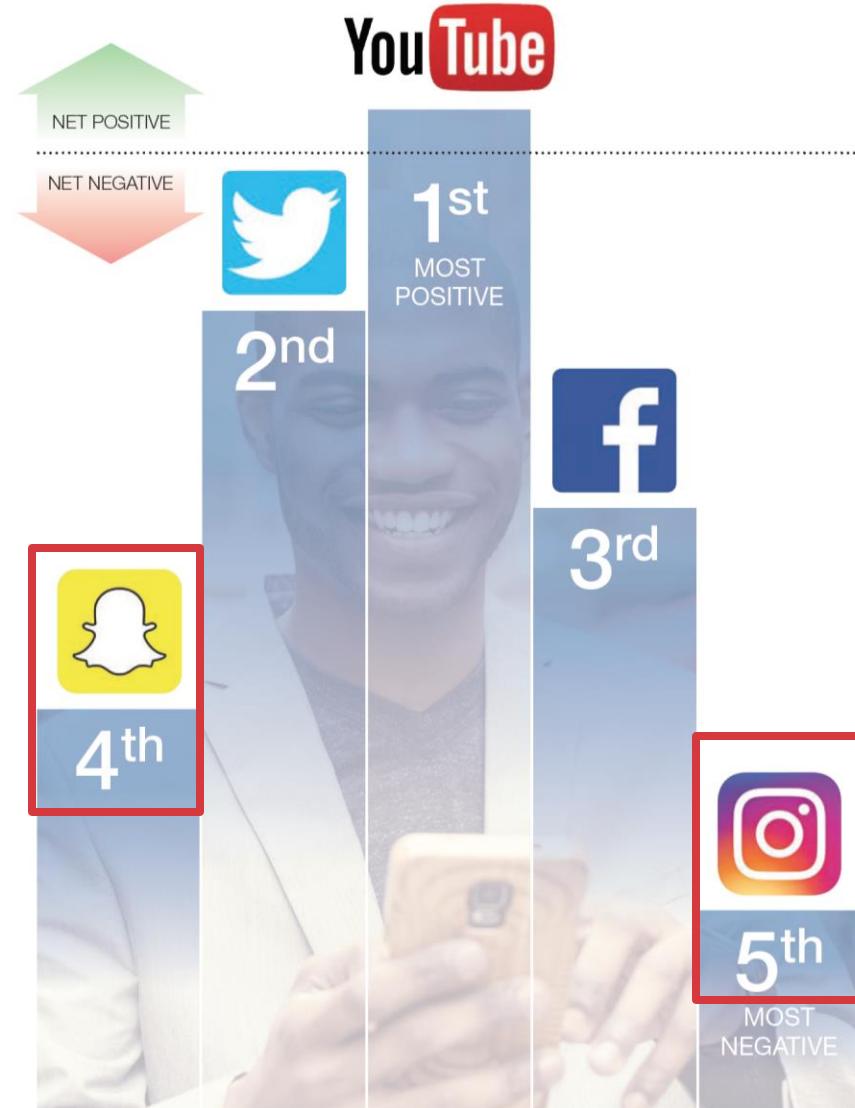
# Mental Health Ranking

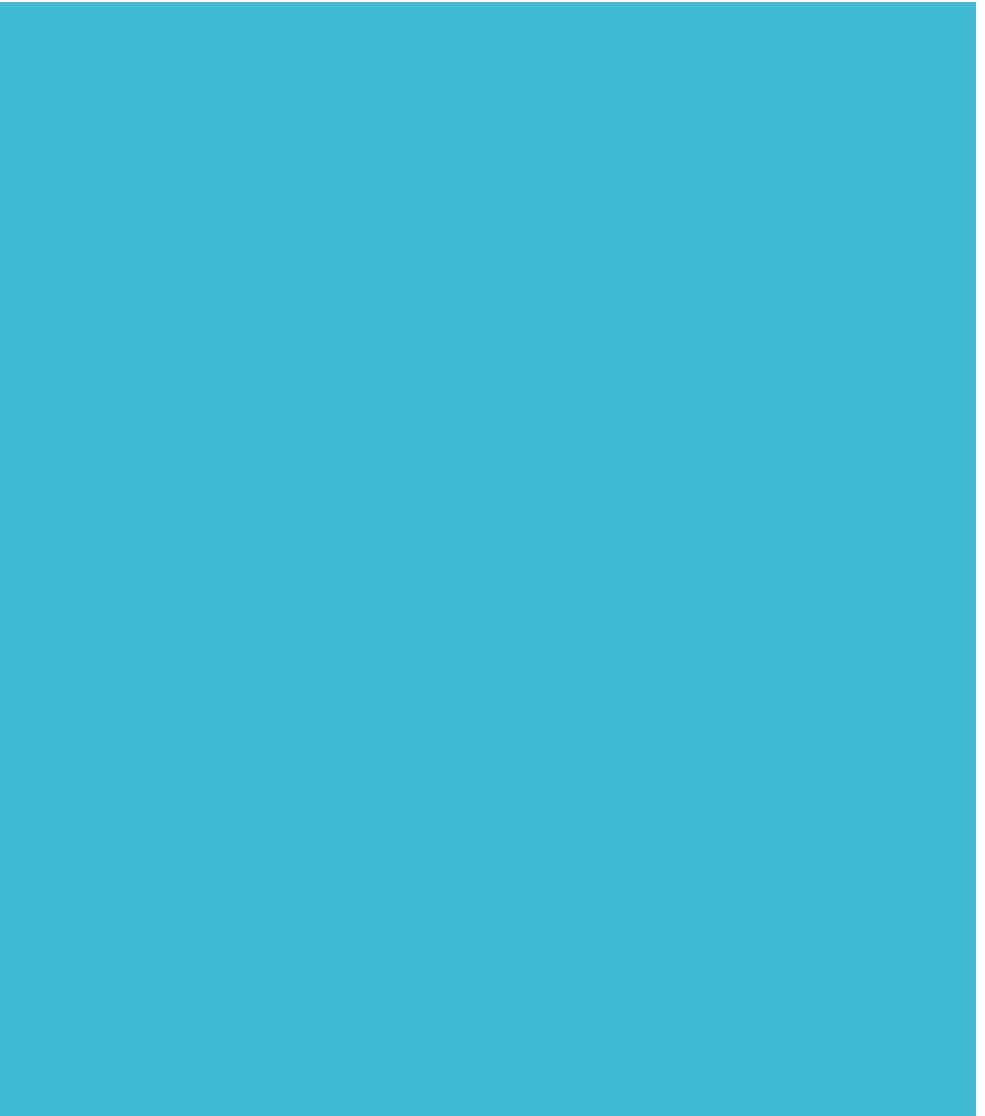
Based on ranking of mental health related issues from -2 (a lot worse), through 0 (no effect) to +2 (a lot better).



# Mental Health Ranking

Based on ranking of mental health related issues from -2 (a lot worse), through 0 (no effect) to +2 (a lot better).





**“Studies suggest that young people with mental health issues are heavier users of social media, presenting a golden opportunity to enhance the presence of health care services online to offer help and support to those young people who need it.” - #StatusOfMind report, p 13**

## YHM Factors in Survey

1. Awareness and understanding of other people's health experiences
2. Access to expert health information you know you can trust
3. Emotional support (empathy and compassion from family and friends)
4. Anxiety (feelings of worry, nervousness or unease)
5. Depression (feeling extremely low and unhappy)
6. Loneliness (feelings of being all on your own)
7. Sleep (quality and amount of sleep)
8. Self-expression (the expression of your feelings, thoughts or ideas)
9. Self-identity (ability to define who you are)
10. Body image (how you feel about how you look)
11. Real world relationships (maintaining relationships with other people)
12. **Community building (feeling part of a community of like-minded people)**
13. Bullying (threatening or abusive behaviour towards you)
14. FoMO (Fear Of Missing Out – feeling you need to stay connected because you are worried things could be happening without you)

## Community Based Factors

- Awareness and understanding of other people's health experiences.
- Access to expert health information you know you can trust.
- Community building (feeling part of a community of like-minded people).

## Basic Elements of Community

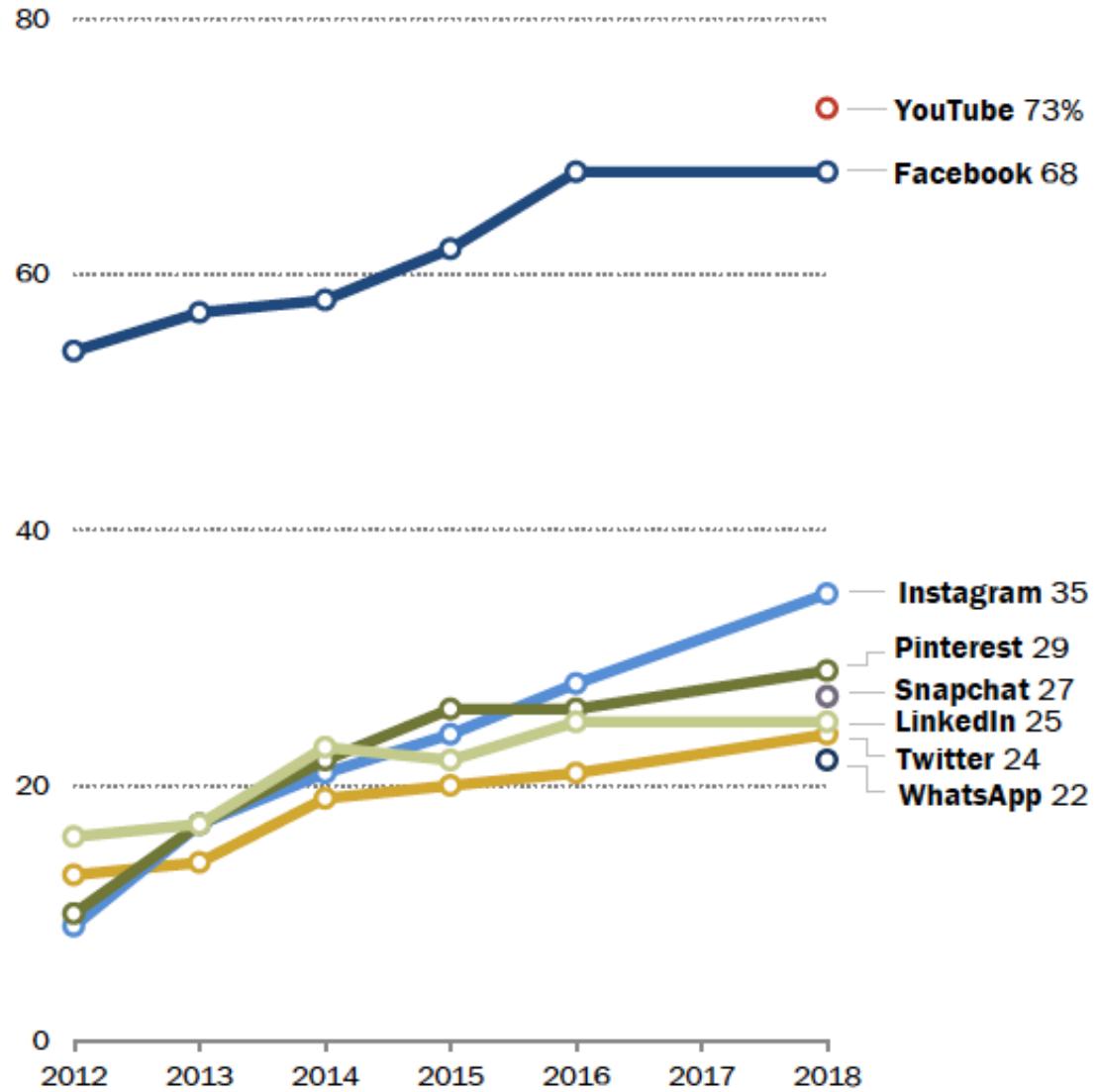
- Membership, or "the feeling of belonging"
- Influence, or the "sense of mattering, of making a difference to a group"
- Reinforcement, or "the feeling that members' needs will be met"
- Shared emotional connection, or the "belief that members have shared and will share history, common places, time together and similar experiences."

# YHM Report Highlights

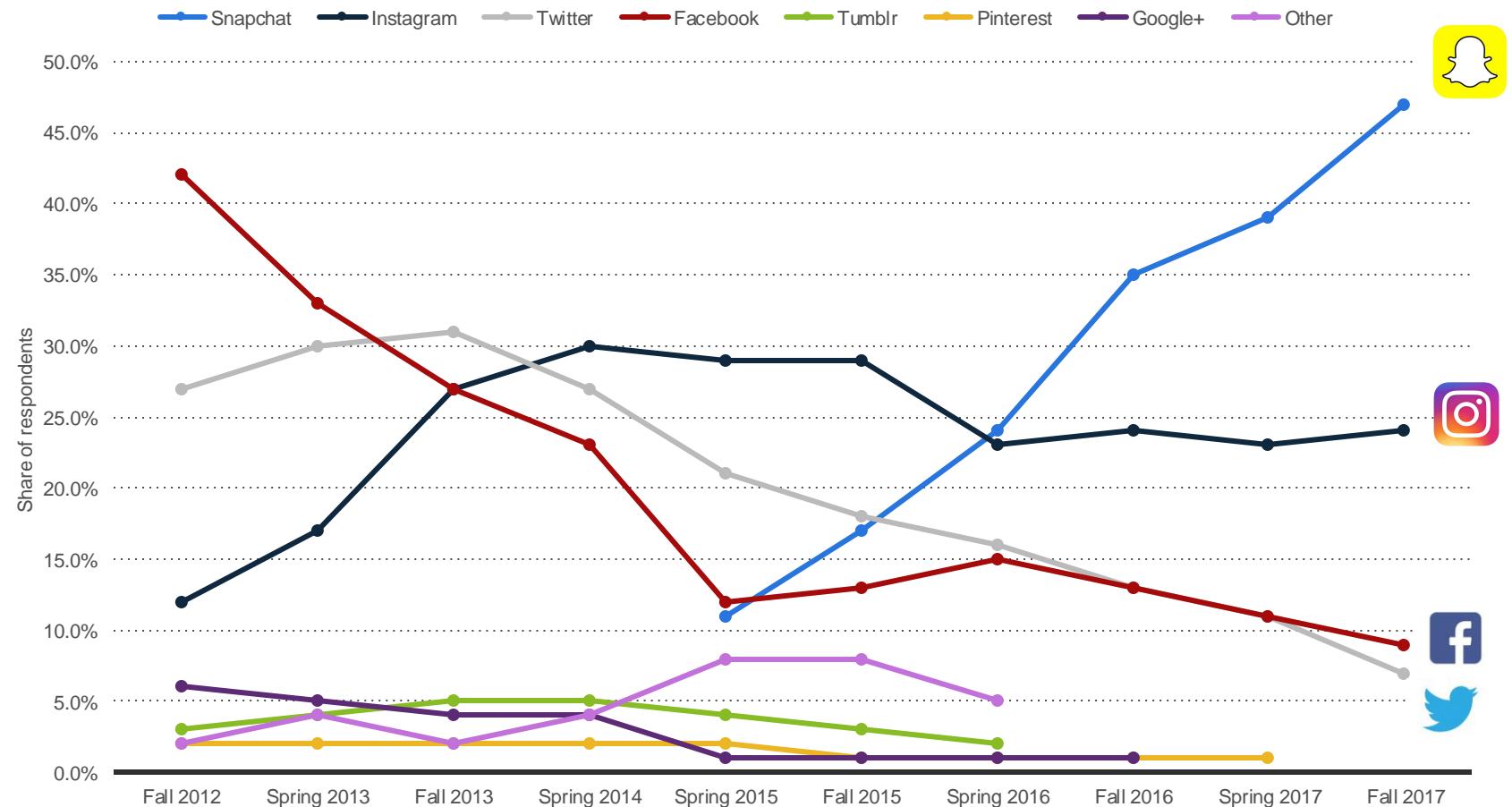
- Across the board, social media holds a great opportunity to reach college-aged students, especially ones who are already affected by poor mental health
- Platforms like Snapchat and Instagram, which had the highest use among 18-24 year-olds in the Pew Report have some of the worst ratings around mental health factors in the YHM report.
- Outreach campaigns should be considerate of the negative effects of social media use and be designed accordingly.

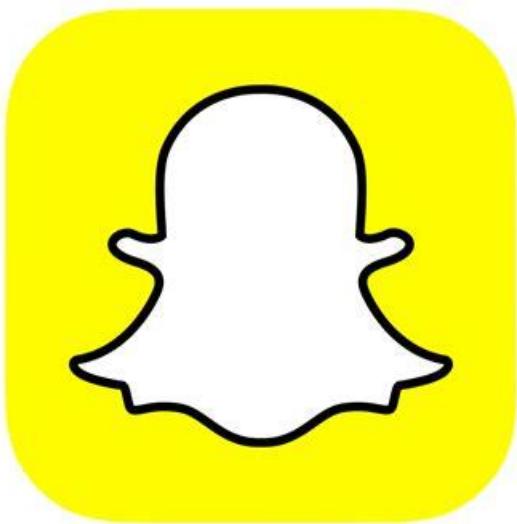
What do  
these  
numbers all  
mean?

% of US adults who  
say they use the  
following social  
media sites

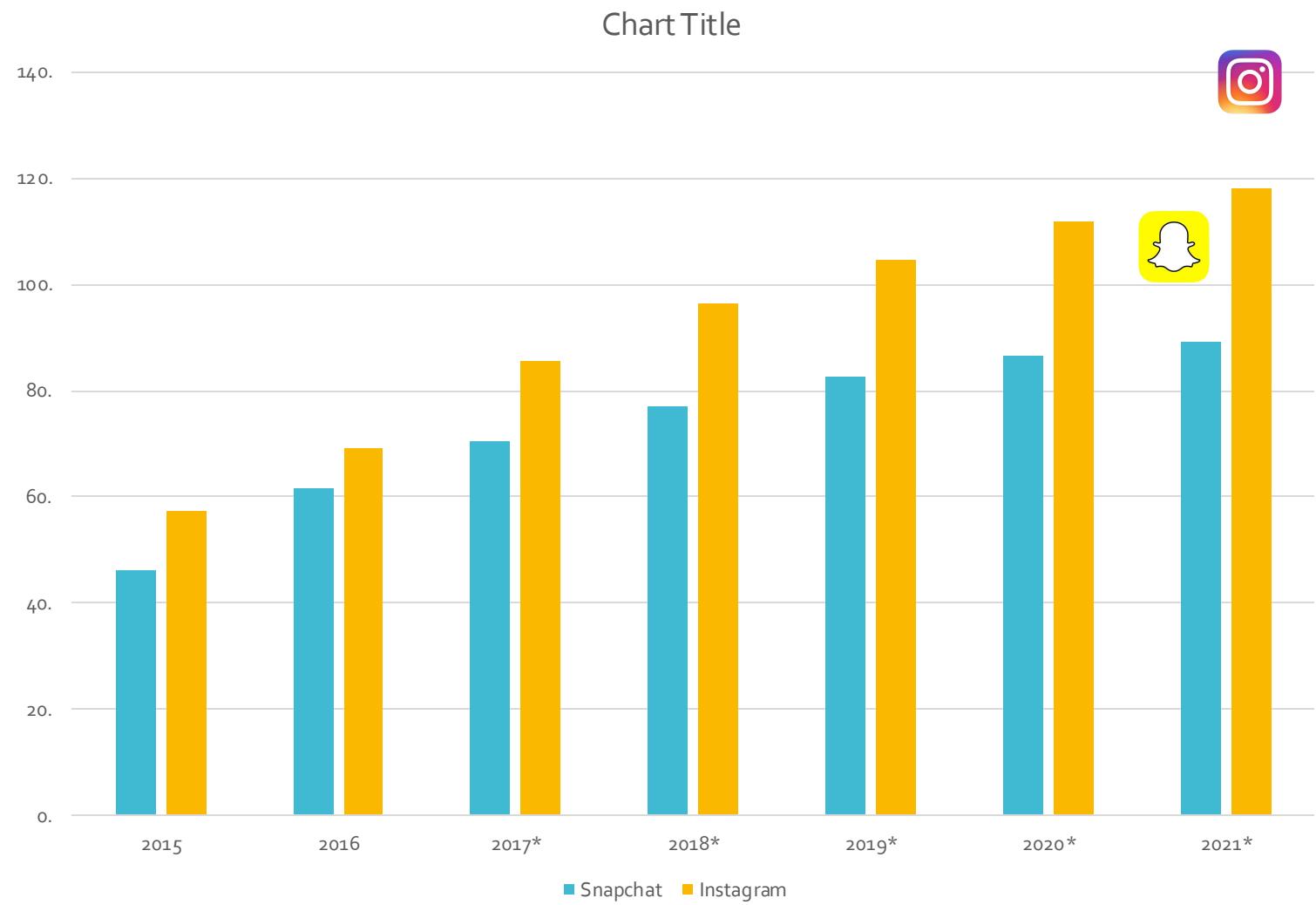


# Most popular social networks of teenagers in the US from 2012 to 2017

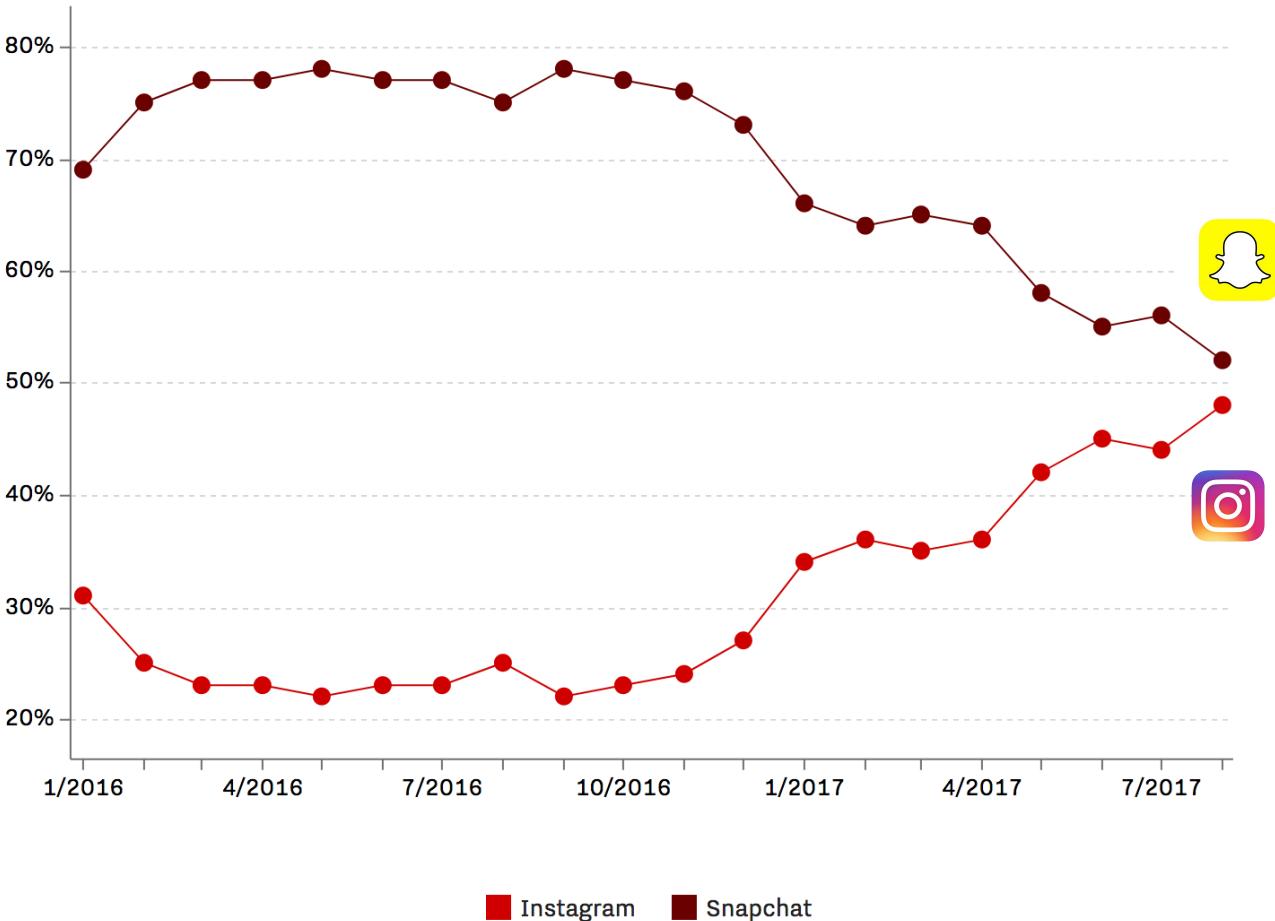




# US Snapchat vs Instagram Monthly Users, 2015-2021, in millions



# User Sign Up



Source: Jumpshot

recode

# You (yes you) can make the most difference.

You are in the best position to help counteract the negative effects of social media on a audience that uses it the most and feels its effects the most.

---

**Snapchat** is popular, but with slowing growth.

**Instagram**, not as popular but steadily growing.

If your **current strategy** works for you, stick with it.





# CWC Online

YouTube, Facebook, Instagram, Blog, BAM, Reddit

# CWC YouTube

[youtube.com/ufcwc](https://youtube.com/ufcwc)

YouTube

Search

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Uploads ▾ PLAY ALL SORT BY

UFisAWARE 2018, March 19th-23rd 0:50

I Will Listen 1:40

Anna Gernand 1:25

Positive bystander behavior 1:00

Cantonese Welcome to Students 0:25

Turkish Welcome 0:20

Auccco closing 0:51

International Students Welcome-Mandarin 0:53

Welcome International Students 0:22

Walk to Some Green Space 1:42

What Does Wellness Mean to You? 3:09

2013 AWARE 1:34

10 THINGS you should know about Today's Student Veterans 2:01

ASPIRE Counseling and Wellness Center University of 2:11

Are You? 2:03

AWARE Counseling and Wellness Center University of 2:27

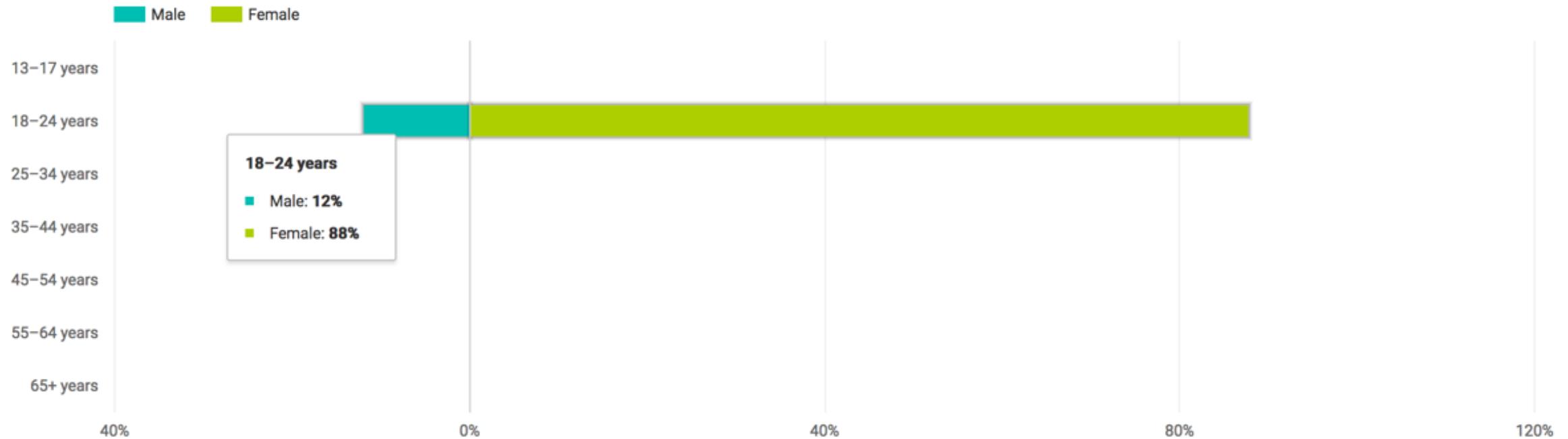
Dr. Geoffrey Lee, Licensed Psychologist 0:18

Dr. Natasha Maynard-Pemba 1:03

AWARE 2:13

Hug A Gator 1:43

UF CWC



## CWC YouTube Demographics

# CWC YouTube Challenges

- Social media > hosting
- Low-production, high-quality videos
- Peer involvement

# CWC Facebook

[fb.com/ufcwc](https://www.facebook.com/ufcwc)

Screenshot of the UF Counseling & Wellness Center (CWC) Facebook page.

The page header shows "UF Counseling & Wellness Center" and a profile picture of a building. The top navigation bar includes links for Page, Notifications, Insights, Publishing Tools, Settings, and Help.

The left sidebar menu lists the following options:

- Home
- About
- Photos
- Reviews
- Videos
- Notes
- Posts
- Events
- Services
- Shop
- Groups
- Offers
- Jobs
- Community

Below the sidebar are two buttons: "Promote" and "Manage Promotions".

The main content area features a large image of a modern building with orange and blue highlights. Below the image are social sharing buttons: Liked, Following, Share, and Call Now.

Below the image is a post creation section with options for Photo/Video, Feeling/Activ..., Write Note, and three dots.

A "This Week" summary shows 2,313 Post Reach, 0 Website Clicks, and 0 Call Now.

A "Get a Custom Advertising Plan" section includes a "Get Started" button.

The "Photos" section displays a photo of the CWC building with green foliage in the foreground.

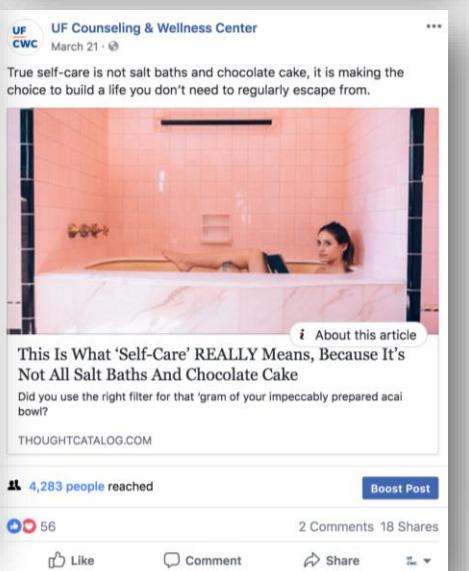
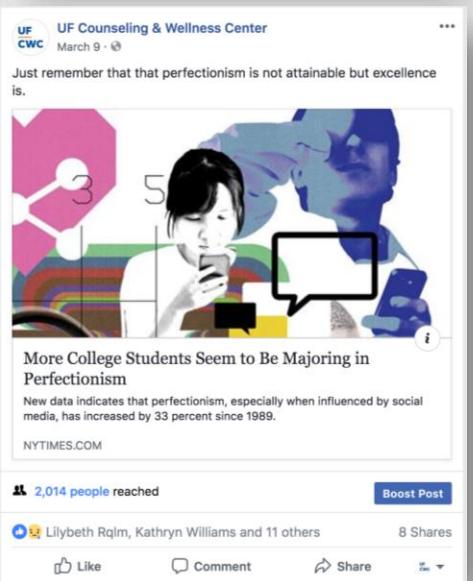
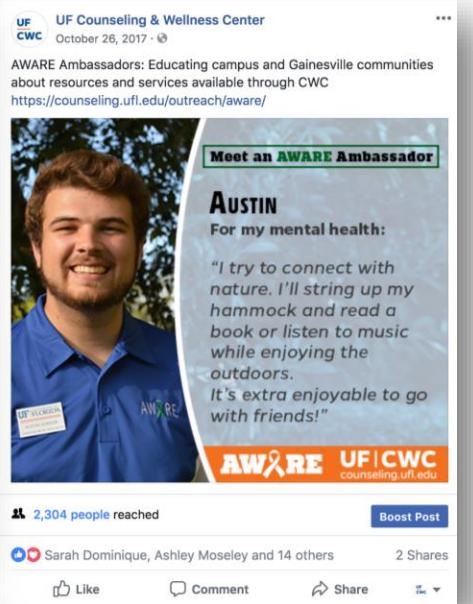
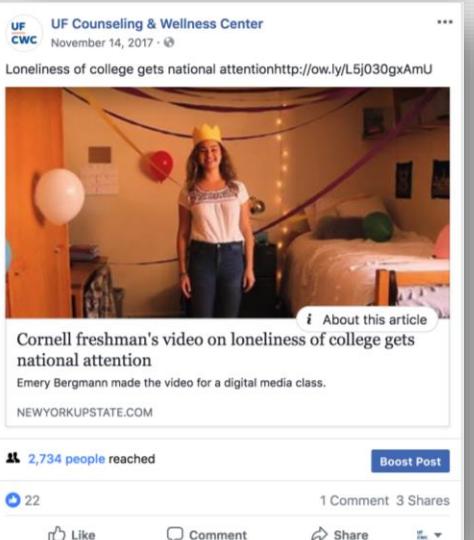
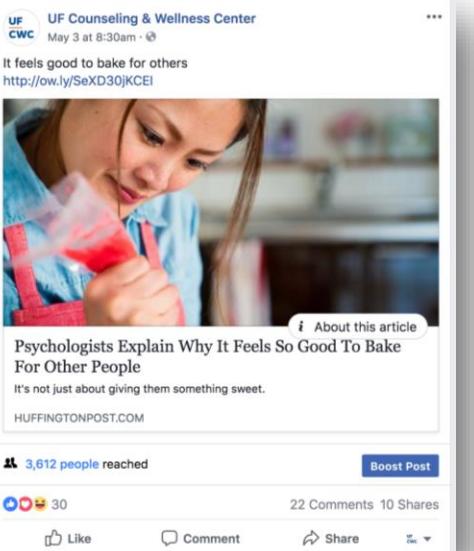
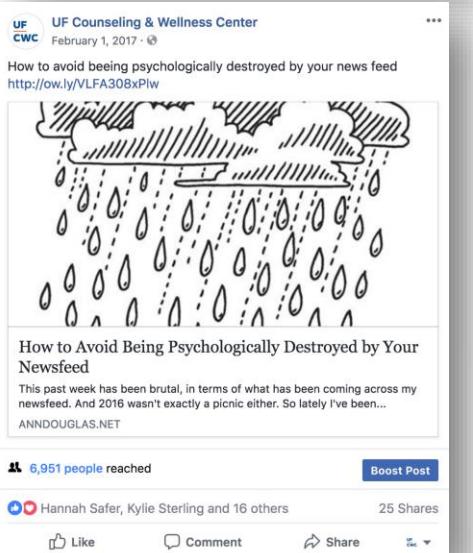
On the right side, there are three sections: "College & University in Gainesville, Florida" (4.6 stars, Open Now), "Our Story" (with a thumbnail image of people in a room), and "Page Tips" (with three items: Create a Group for Your Page, Try Posting a Short Video, and How to Create Effective Posts). A "See All" link is at the bottom of the Page Tips section.



UF College of Medicine, Department of Psychiatry

May 14 at 8:55am ·

May is Mental Health Awareness Month #MHAM



**UF Counseling & Wellness Center**  
January 16 · 

"I'm glad he asked, because I was ready to answer."  
<http://ow.ly/xAwk30hO3Ea>

To learn more about privilege, check out BAM! Best Allyship Movement!  
#bam #GatorGood #TogetherUF



About this article

**My White Friend Asked Me on Facebook to Explain White Privilege. I Decided to Be Honest**

He wanted to know how institutional racism has made an impact on my life. I'm glad he asked, because I was ready to answer.

YESMAGAZINE.ORG

2,135 people reached Boost Post

24 Like 2 Comments 5 Shares

[Like](#) [Comment](#) [Share](#)

**UF Counseling & Wellness Center**  
April 18 at 4:30pm · 

"You hear about cases of assault every so often in the media or friends, but to read all of those submissions and physically recreate them through clothing made me realize that this really can happen to anyone, anywhere, by anyone." GatorWell Health Promotion Services Strive UF



i About this article

**Sexual assault survivors are reclaiming the words used to discredit them: 'What were you wearing?'**

Survivors at the University of Florida powerfully lay out their answers -- pajamas, jeans, sweatshirts and overalls -- and in doing so, fight off the...

CNN.COM

5,231 people reached Boost Post

48 Like 1 Comment 32 Shares

[Like](#) [Comment](#) [Share](#)

**UF Counseling & Wellness Center**  
October 17, 2017 · 

When faced with injustice, controversy, or hate messages, it may be difficult to know what to do. **#TogetherUF** <http://ow.ly/fOqE30fWsEx>



**Strategies for Handling Hatred - UF Counseling and Wellness Center (CWC)**

"Darkness cannot drive out darkness: only light can do that. Hate cannot drive out hate: only love can do that." - Martin Luther King Jr. When...

COUNSELING.UFL.EDU

2,363 people reached Boost Post

10 Like 1 Comment 8 Shares

[Like](#) [Comment](#) [Share](#)

**UF Counseling & Wellness Center**  
October 2, 2017 · 

Those of us at the Counseling and Wellness Center (CWC) are deeply saddened by the tragedy in Las Vegas, Nevada on October 1, 2017. We recognize that this could be a very difficult time for many of our students. Please know that if you or other students are experiencing distress related to this event, or if this event triggered memories of other tragedies in your life, CWC can provide a safe and confidential environment to process your reactions with a counselor.

If support is needed, please contact us at 352-392-1575. We encourage you to reach out for support as well as extend support to others.

For additional resources, please see this link by The American Psychological Association: <http://www.apa.org/helpcenter/mass-shooting.aspx>

**Managing Your Distress in the Aftermath of a Shooting**

You may be struggling to understand how a mass shooting could take place in a community, even a workplace or military base, and why such a terrible thing would happen.

APA.ORG

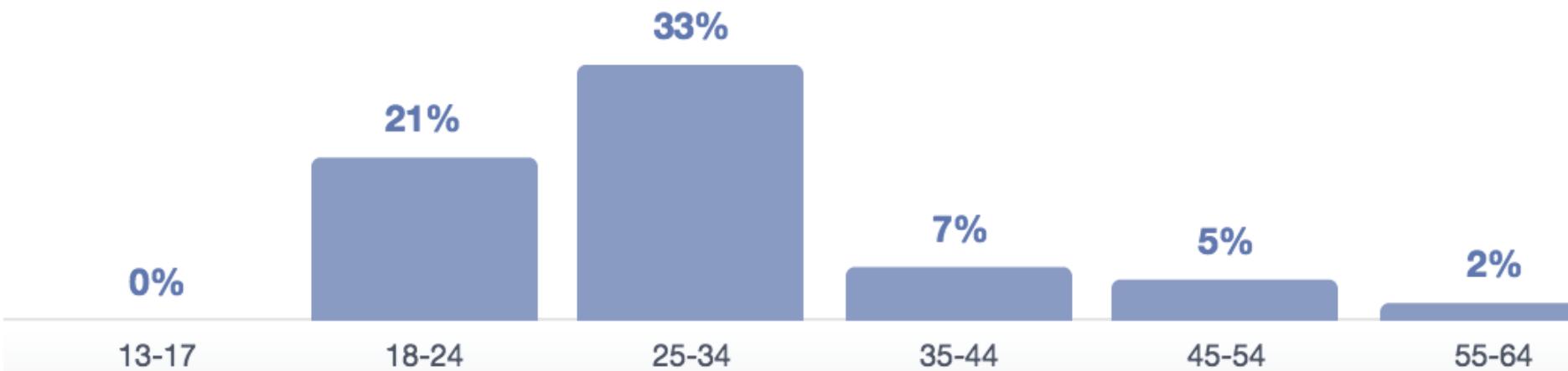
2,937 people reached Boost Post

Hope Schuermann, Stacey Michel and 19 others 9 Shares

[Like](#) [Comment](#) [Share](#)

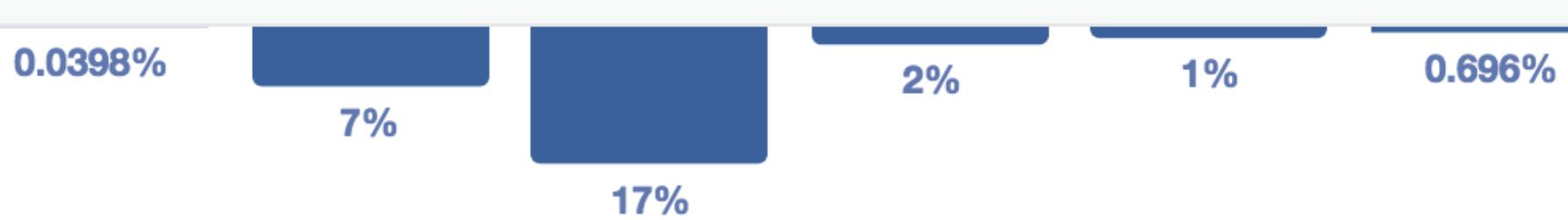
## Women

■ 70%  
Your Fans



## Men

■ 29%  
Your Fans



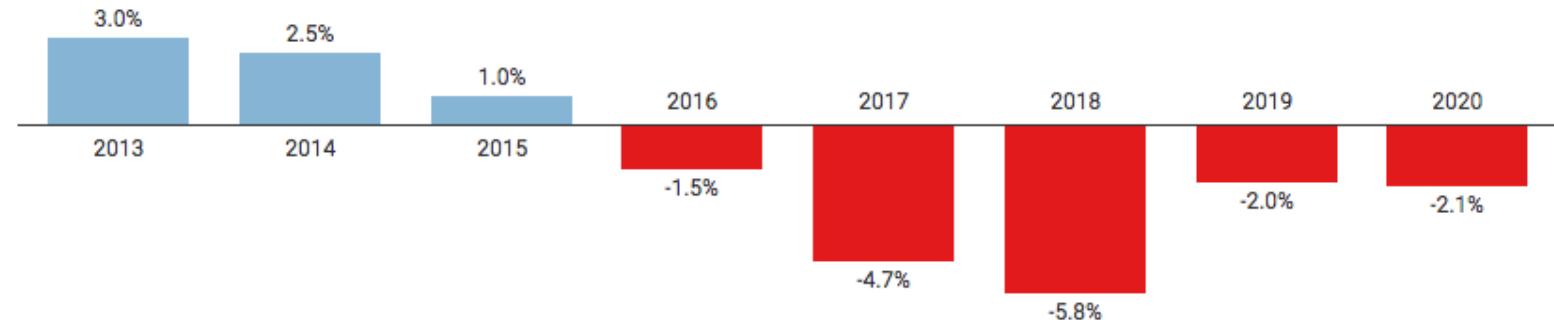
CWC Facebook Demographics

# Facebook Challenges

The research firm eMarketer expects that **Facebook will lose about 2.1 million users in the U.S. under the age of 25 this year.**

Change in Facebook U.S. monthly usage, by age group

Ages 0-11   Ages 12-17   **Ages 18-24**



Source: eMarketer estimates • [Get the data](#) • Created with Datawrapper

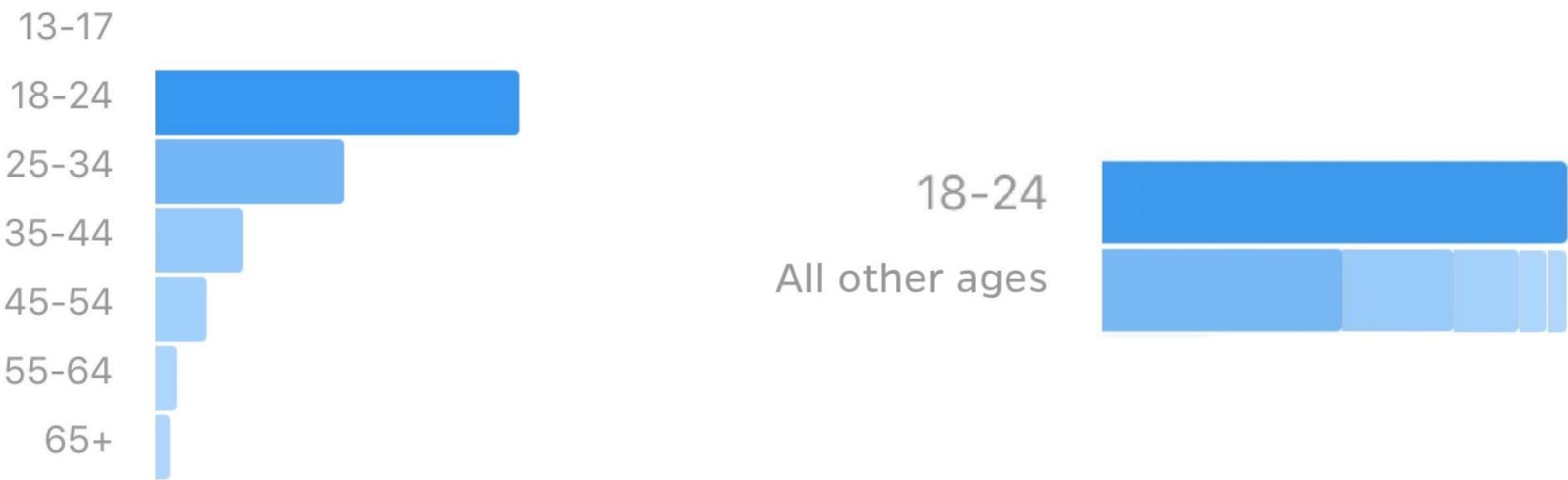


# CWC Instagram

*instagram.com/ufcwc*



**Age Range**      All      Men      Women



CWC Instagram Demographics

# Instagram Challenges

- Consistency
- Instagram's negative impact

# CWC Blog

## “Centered”

*counseling.ufl.edu/blog*

UF COUNSELING & WELLNESS CENTER

**UF|CWC** ABOUT SERVICES OUTREACH RESOURCES TRAINING

## CENTERED

Mental health news, resources, and information from the Counseling & Wellness Center



**WRAP: TRANSFORMING PATTERNS OF DISTRESS INTO RECOVERY AND WELLNESS**

MARCH 26, 2018

Huffington Post recently posted an article, “22 ‘Red Flags’ That Might Mean You’re Slipping Back into Depression.” To support this increase in awareness, the article ...

**Read More**

Search

**RECENT POSTS**

WRAP:  
Transforming  
Patterns of Distress  
into Recovery and  
Wellness

Photos from the UF  
Social Justice  
Summit 2018

A Human Rights  
Approach to Mental  
Health

Holiday Loneliness?  
Here's Four Ways  
to Cope

PEER SUPPORT SERVICES WRAP

# CWC Blog “Centered”

UF COUNSELING & WELLNESS CENTER

UF | CWC

ABOUT SERVICES OUTREACH RESOURCES TRAINING



A HUMAN RIGHTS APPROACH TO MENTAL HEALTH

JANUARY 29, 2018

In 2017 a [UN Human Rights Council Report](#) called for a “revolution” in mental health care—to “enable a long overdue shift to a rights-based approach.” As the Special Rapporteur explains:

“Mental health policies and services are in crisis—not a crisis of chemical imbalances, but of power imbalances. We need bold political commitments, urgent policy responses and immediate remedial action.” [\[source\]](#)

While this human-rights based approach has been [embraced in Europe](#), it appears beyond the grasp of policymakers within the United States where these issues are widely under-recognized. For example, NPR acknowledged [Judi Chamberlin](#)—an early US social justice organizer among individuals identified with mental health challenges—as a “civil rights hero from a civil rights movement you may have never heard of.”

While we see opportunities in 2018 for more progress, at the University of Florida Counseling and Wellness Center we have been working for years toward goals consistent with this recent UN human rights mandate. This includes providing workshops for trainees and staff in mental health recovery and trauma-informed, rights-based approaches to suicide prevention ([Part 1](#), [Part 2](#), [“Toward a More Trauma-Informed and Recovery-Oriented Practice...”](#)). We also offer several forms of [peer support](#) (also see [About Experiential Peer Support](#)) which have been developed through open

WRAP:  
Transforming  
Patterns of Distress  
into Recovery and  
Wellness

Photos from the UF  
Social Justice  
Summit 2018

A Human Rights  
Approach to  
Mental Health

Holiday Loneliness?  
Here's Four Ways  
to Cope

Finishing the  
Semester Strong:  
the Principles of  
Resilience and  
Positive Psychology

Search

RECENT POSTS

TAGS

# CWC Blog “Centered”

UF COUNSELING & WELLNESS CENTER

UF CWC

ABOUT SERVICES OUTREACH RESOURCES TRAINING

## TAG ARCHIVE

Below you'll find a list of all posts that have been tagged as "Skills"



**FINISHING THE SEMESTER STRONG: THE PRINCIPLES OF RESILIENCE AND POSITIVE PSYCHOLOGY**  
NOVEMBER 20, 2017

Tired. Overwhelmed. Burnt out. These are common phrases you might use to describe how you're feeling at this point in the semester. These feelings can ...

[Read More](#)

ACADEMICS SKILLS STRESS



**STRATEGIES FOR HANDLING HATRED**  
OCTOBER 17, 2017

"Darkness cannot drive out darkness: only light can do that. Hate cannot drive out hate: only love can do that." – Martin Luther King Jr. When ...

[Read More](#)

COPING FACULTY AND STAFF FRIENDS AND FAMILY



**CHRONICALLY STRESSED? HELP YOURSELF IN 4 STEPS**  
SEPTEMBER 19, 2017

[Read More](#)

SKILLS



**COPING WITH STRESS, TRAUMA, OR CRISIS**  
OCTOBER 11, 2017

Search

RECENT POSTS

WRAP: Transforming Patterns of Distress into Recovery and Wellness

Photos from the UF Social Justice Summit 2018

A Human Rights Approach to Mental Health

Holiday Loneliness? Here's Four Ways to Cope

# Blog Challenges

- Coordination
- Tone

# CWC BAM!

## Best Allyship Movement

*counseling.ufl.edu/bam*

UF COUNSELING & WELLNESS CENTER

UF | CWC

ABOUT SERVICES OUTREACH RESOURCES TRAINING

HOME PAGE • RESOURCES • ONLINE RESOURCES • BAM! BEST ALLYSHIP MOVEMENT

## BAM! BEST ALLYSHIP MOVEMENT

PART 1 — AWARENESS OF MULTICULTURAL IDENTITIES

PART 2 — PRIVILEGE VS. OPPRESSION

PART 3 — HOW OPPRESSION HURTS EVERYONE

PART 4 — WHAT IS ALLYSHIP AND SKILLS FOR ALLYSHIP?

BAM! REFERENCES

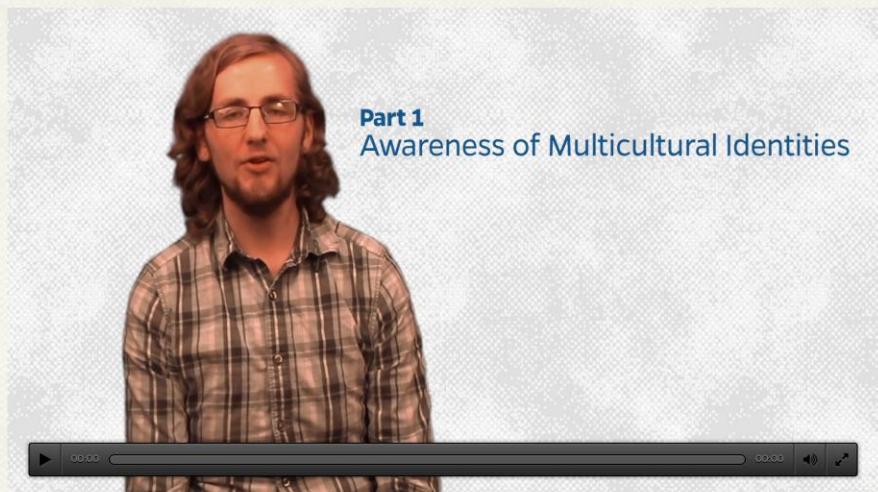


### INTRODUCTION

BAM! is about helping you grow and expand your multicultural understanding. You'll learn about diversity and how to be an active advocate and leader for social change. Please make a splash in this project with us at the CWC! During this course you will watch video clips about each topic, answer challenge questions to test your understanding, complete activities for expanding your multicultural understanding, and have opportunities for self-reflection.

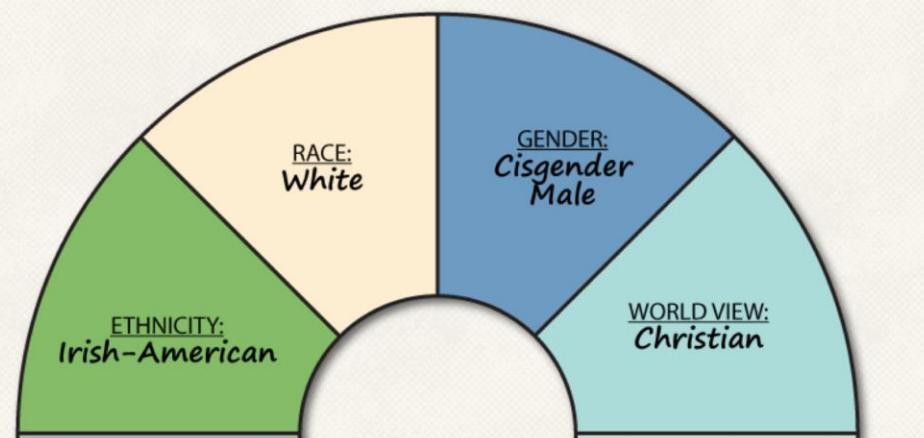
So... get ready for BAM!

## PART 1 VIDEO



### SOCIAL IDENTITY WHEEL

As shown in the previous video, here is an example of a completed Social Identity Wheel. [Please download and complete a Social Identity Wheel of your own](#) with how you identify your current group memberships for each category.



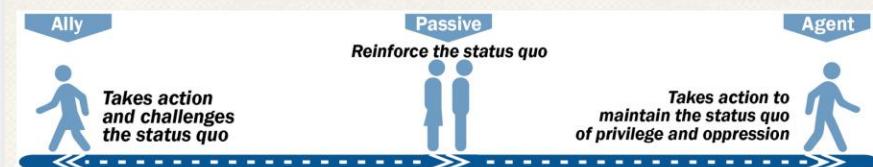
## PART 4 VIDEO



### BEING AN ACTIVE ALLY

As the video described, allyship benefits everyone. Let's consider some more reasons why active allyship is so important:

One way to think about what it means to be an ally is through the Ally-Agent Continuum developed by Jocelyn Landrum-Brown. An ally is a person who belongs to a dominant group and takes action to challenge the status quo and promote inclusiveness and social justice. The agent, on the other extreme, represents someone who belongs to a dominant group and takes action to maintain and support the status quo of privilege and oppression. In the middle, there are people who are passive and by not actively doing something to challenge or support the status quo, they still reinforce it.



Beverly Tatum uses the example of a moving walkway to explain this dynamic. The walkway moves in a set direction (status quo) and the agents are the people walking or running in the direction of the walkway. The passive is the person who stands in the moving walkway and moves along with it, and by not taking action, the system operates as expected (status quo). An ally is someone that you would see on the walkway.

# BAM Challenges

- Growing our audience
- Building upon current modules
- Including student voices

# CWC Reddit



## COMMUNITY DETAILS



r/ufl

5.9k

Subscribers

90

Online

This is the unofficial subreddit for the University of Florida, a public university located in Gainesville, Florida.

[SUBSCRIBE](#)

[CREATE POST](#)

# Reddit posts that mention CWC

- “*CWC Appointment Wait*”
- “*Confidentiality of the CWC?*”
- “*Resources for those experiencing difficulties*”
- “*Looking for a good therapist*”
- “*Any experience petitioning academic probation?*”
- “*Medical withdrawal petition stories??*”
- “*I can't go on. Considering doing something drastic*”
- “*In light of recent posts hinting at suicidal ideation, here's my story*”

# CWC Reddit

## Academic probation/Medical Withdrawal/Medical Petition

We are sorry to hear that your health this semester has been a challenge for you. DSO Care Area provides services to guide you through the medical withdrawal process, if that's a route you wish to pursue. For more information about medical withdrawals please visit <https://care.dso.ufl.edu/submit-medical-petition/medical-withdrawal>.

Established CWC clients may request a letter of support for a medical withdrawal. It is at your counselor's discretion whether they will provide one. It is unlikely for us to provide letters of support based initial appointments (triges) or on-call consultations. Please contact us at 352-392-1575 for further information.

## Therapy Dogs

Hi \_\_\_\_\_, the CWC holds a workshop called Yappy Hour every week. Pet, play, and relax with our therapy dogs, Siggi and Gabe. They love the attention and this can boost your wellness too! Please visit our website at <https://counseling.ufl.edu/services/gw/workshops/> for the most up to date schedule.

Siggi and Gabe look forward to having fun with you!

# CWC Reddit

## CWC services/measure of severity/when to approach CWC

The CWC has several services for UF students that support mental health and healthy living as a whole. We approach every student with equal precedence and we do not view any request as unimportant. Please do not hesitate to reach out to us to discuss your concerns.

Please visit our website at <https://counseling.ufl.edu/services> to learn more about our services. If you are unsure of what service is best suited for you (or whether you need services at all), please give us a call at 352-392-1575.

We look forward to hearing back from you!

## Immediate resources/Appt Waitlist

Hello \_\_\_\_\_, we're sorry to hear that you have yet to meet with a counselor. Due to the high volume of requests, students who try to make appointments later in the semester may experience delay. While waiting please consider using our No Wait services. Our most popular of these services is workshops, which require no appointment and are focused on starting positive daily habits and building your emotional skills.

For more information about workshops and our other No Wait services please visit our website at  
<https://counseling.ufl.edu/no-wait> <https://counseling.ufl.edu/no-wait>

We look forward to hearing back from you!

# Reddit Challenges

- Monitoring/responding
- Transparency
- Tone

# Every social media strategy will be different.

Do what is right for you.

Move forward with intention.



# Three Things to Remember



Communities are a great source of inspiration.



Every social media strategy will be different.



You (yes you) can make the most difference.

# Thank you!

From Networks to Communities:  
Shifting Social Media for College  
Students

Daniel Ypsilanti, MFA

University of Florida, Counseling  
& Wellness Center

