Resources Guide

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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 (TikTok)
- NJ Gov (TikTok)
- NJ Gov (Twitter)
- Milwaukee Public Library (TikTok)
- US Consumer Product Safety Commission (Twitter)
- NASA (Twitter)

Free Digital Campaign Tools:
- Hootsuite
- Buffer
- Tweetdeck
- Later
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

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)

Relevant Reading:

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

BeReal.
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


Twitch
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

Reddit
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.
Resource Guide: Social Media Platforms

**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"

**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, filters

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

**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