

Speak Up 2015 Findings

Social Media Use

In and Out of School

Students, Parents and Educators Speak Up!

Social Media Use Out Of School

Students (grades 6-12) are more likely to learn about future careers from social media than from summer camps.



37%

LEARN FROM SOCIAL MEDIA

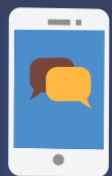


29%

LEARN AT SUMMER CAMPS

How often do high school students use social media?

	Often or Always	Sometimes	Rarely or Never
Facebook	35%	17%	48%
Instagram	60%	12%	28%
Snapchat	61%	11%	28%
Twitter	35%	12%	53%
Social Messaging Apps	49%	17%	35%
YouTube	76%	16%	8%



43%

of students (grades 6-12) say not being able to access social media tools at school is a problem.



46%

of all teachers (and 57% of first year teachers) have pinned a lesson plan idea on Pinterest.



77%

of administrators say they use social media tools to communicate with parents and students; 23% say Twitter can be an effective tool for those communications.

Social Media Use In School



55%

of parents want to receive text messages from their child's teacher or school -

a 10x increase from 2010 when only 5% of parents had this preference!



Tech Tools in a Dream School

51%

of students (grades 6-12) said social media tools are included in their definition of the ultimate school so they can connect and collaborate with others.

Only 1 in 5 parents and teachers agree.