

Teens Continue to Shun Facebook

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Has the time come for teens to bury Facebook?

We've written on this subject [before](#): Facebook is losing its teen population to newer, shinier forms of social media. But new reports suggest a steeper decline than we originally thought.

A [new study](#) on social media reports that, at least in the UK, Facebook is as good as dead to teens. Most 16-18 year olds went so far as to say they "feel embarrassed even to be associated with it."

Who's to blame for the rapid decline of the biggest social network? Parents. Teens say that the presence of adults on the site has cast an overbearing shadow on what they post and how they connect.

Additionally, the study backs up earlier claims that today's teens want to claim a new, next-big-thing network as their own. Facebook is nearly a decade old, and has been accessible to high schoolers since 2006. Millennials rejected MySpace when Facebook took off – back when today's teens were still learning to read – so it makes sense that a migration to a new platform would occur again. Teens want the social network of tomorrow, not yesterday.

So what are teens taking to instead? Four competitors are gaining ground in the sphere: Twitter, Instagram, Snapchat, and WhatsApp. Teens surveyed have admitted that none are as technically good as Facebook – they've cited it as "better for photo albums, organizing parties, and more effective for observing people's relationships." (In other words, adults aren't the only ones guilty of Facebook stalking.)

But each has its perks. WhatsApp is now [reportedly](#) the leading app for free mobile messaging. Twitter is a replacement for incessant status updates. And Instagram (ironically, now owned by Facebook) is the top app for photo sharing. These are just the top contenders – apps like Snapchat and Vine are also lurking in the background.

Although teens may be signing off, it doesn't mean brands should. Here are our tips to maintain social engagement

with both the young and old folk:

Court older audiences

If teens really are a lost cause, focus more on your adult fanbase. Target older audiences on Facebook, while focusing on younger fans on the platforms they are using.

Fish where the Fish are

Facebook may still be the biggest social network, but that doesn't mean all attention should be spent on it. More and more brands are making game-changing moves on platforms like Instagram and Snapchat to reach these younger audiences and offer more creative and unique ways to speak to their targets.

Be strategic, and keep your eye out for the next big thing

More isn't always better – think quality over quantity. The top networks to focus on, whether you intend to reach teens or not, are Facebook, Twitter, Instagram, and Tumblr. While Google+, Snapchat, and Pinterest are gaining marketing popularity, they aren't the top platforms – at least, not yet.