

How Do Teen Girls Really Feel About Snapchat?



Our new report, “Teens and Mental Health: How Girls Really Feel About Social Media,” asked teen girls all about how they use social media: the platforms they’re on, the content they find, and how it all makes them feel. Here’s what they had to say about Snapchat.

How often are teen girls on Snapchat?

- Girls who report using Snapchat say they spend **two hours and 1 minute** per day on the platform.

How does Snapchat impact their lives?

- **28%** said their lives would be “worse” without it.
- Nearly one in three (**30%**) reported feeling pressure to stay connected and available for their friends daily.
- **57%** say they’ve ever had unwanted contact with a stranger on that platform.

Note: Among adolescent girls who use Snapchat.

What kind of content do they see on Snapchat?

- **22%** said they come across helpful mental health information or resources on Snapchat daily.
- **20%** said they come across things related to suicide that upset them on Snapchat at least weekly.

Note: Among adolescent girls who use Snapchat.

How does Snapchat make them feel?

- **37%** cited concerns about bullying or mean comments, “bad” people, and privacy on Snapchat.
- **54%** reported positive experiences like connecting with friends, meeting new people, or getting support on Snapchat.
- **50%** reported feeling pressure to present the “best version” of themselves at least monthly.
- **28%** said they feel bad about their body at least weekly.

Note: Among adolescent girls who use Snapchat.

“Kids at my school were sending a lot of inappropriate photos and messages to each other.”

—14-year-old Snapchat user

“People kept trying to message me, and it made me uncomfortable.”

—14-year-old Snapchat user

“I felt the app wasted my time, and it just made me more predisposed to get sucked into my phone (Snap, TikTok, etc.) for prolonged periods of time.”

—15-year-old Snapchat user