

Kids view social media through the lens of their own lives. Many of them spend much of their time observing the lives and images of their peers, leading to constant comparisons, which can damage self-esteem, confidence and body image, while raising doubts about their self-worth.

Dove conducted a research project and found that **85% of girls were retouching apps and image “filters” by the age of 13.** The same research found that the longer girls spend editing their photos, the more they reported low body image.

Body image is one primary area in which social comparison leads to negative emotions—not only for girls, but for all genders, and can lead to a higher risk of eating disorders, anxiety and depression. When kids compare themselves to curated and filtered photographs of their peers and of celebrities, they often feel inferior. **Studies show the age group most affected are girls between the ages of 10-14.**

Adults can play a major role in building self-esteem and helping kids feel more comfortable and confident in who they are.

Social Media Contributing to Low Self-Esteem & What You Can Do About It



5 Ways to Help Build Self-Esteem in Your Kids

1. Encourage them to avoid comparisons:

Remind them that social media does not paint an accurate picture of a person’s life and doesn’t determine a person’s self-worth.

2. Guide them in their use of social media:

Talk to them about the correlation between their feelings and their screen usage, encouraging them to evaluate their choices and how those choices impact how they feel, especially about themselves.

3. Detox from social media:

Just as you wouldn’t want them to continue to pursue a relationship or friendship that makes them feel bad, encourage them to sign offline for a bit if social media is making them feel the same way.

4. Show unconditional love:

Loving unconditionally will help them to love themselves - especially through adolescence when their hormones are changing and they may feel confused, self-conscious, and worry about what others think about them.

5. Encourage them to help others:

Volunteering can be one of the best confidence-building exercises. Doing things for others takes the focus off them and puts it on those they are helping.