chase happy not PERFECT

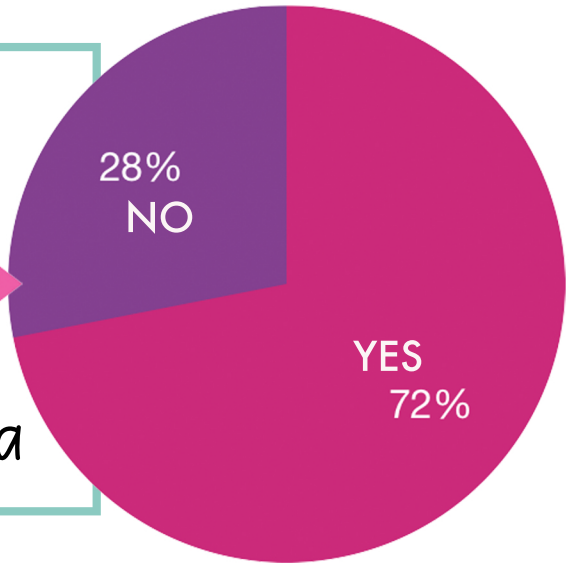
CAMP AMERICA

SOCIAL MEDIA RESEARCH

Research from 534 participants, aged 18-25 from the UK.

63.6% of young people feel pressure to update their social media in a certain way.

Feel Pressure to live up to a certain expectation on social media

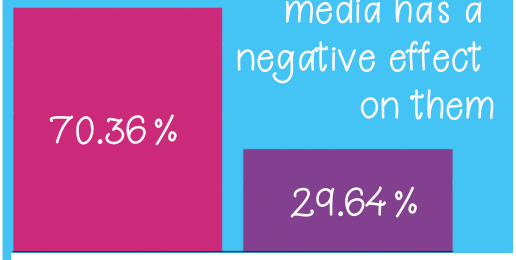


83.52%

Feel they spend too much time on social media.

70.36%

Feel social media has a negative effect on them



81.20%

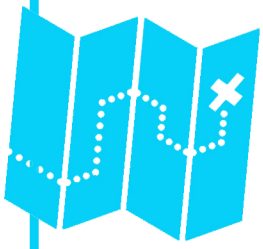
Said they didn't feel the same pressure to upload social media at camp

95.87%

Felt that they were living more in the moment at camp

94%

Said using less social media while being at camp has a positive effect on themselves and the relationships they made.



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