

# Constantly On: Teens and Social Media

**ARTICLE** | **JUNE 22, 2018**

**eMarketer Editors**

*Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), or [Stitcher](#).*

In the latest episode of eMarketer's "Behind the Numbers" podcast, we dig into data about teens' use of social media. How much time are they spending online? What platforms are they using? How do these young people differ from first-generation social users?

Joining host Marcus Johnson are analysts Debra Aho Williamson and Mark Dolliver.

## **More on Teens**

**Article:** [Teens Love Nike, but They Spend at Starbucks](#)

**Article:** [For Some Parents, Snapchat Usage Is a Concern](#)

**From eMarketer Retail:** [What Makes Teen Shoppers Brand-Loyal](#)

## **Related eMarketer Reports**

*(PRO subscription required)*

[US Social Network Users: eMarketer's Estimates for 2018–2022](#)

# Influencer Marketing 2018: Why Disclosure Is a Must—and How Branded Content Tools Fit In