

Would your teen be lost without social media?



According to a recent study by [AWeber](#), a top-rated email marketing software provider, 93 percent of U.S. high school and college students use mobile phones.

That's not shocker.

What did surprise me was an astounding 90 percent are on Facebook—their parent's network.

Also, 47 percent use Skype to communicate with friends, and 74 percent are leveraging the number two search engine, YouTube.

I'm still not totally shocked yet.

But, when asked how they would communicate if social media bit the dust, an astonishing 18 percent said they wouldn't be able to communicate and about 6 percent said they would write letters.

Write letters! I wonder if they might look something like this.

Dear Mry,  
Can u blve what hpnd in schl 2day? JM got in trbl & ST lafd so hrd soda shot frm hr nose.  
C U 2morrow

Plus, 43 percent said they'd change to another social network if Facebook went down. Head's up to Mark Z., better start thinking of the alternative, more flexible social platform.

Other key takeaways:

As a marketer, you need to be aligned with not only what today's professionals are doing, but also what the next generation of professionals are expecting.

Below are a few key take-aways from this survey that may have you pondering your next R&D project.

- Teens are hyper-connected to social media
- Timing doesn't matter, day or night, but night time is best to reach them via social
- Facebook and Email are equally popular—for now
- Innovation is an expectation, not a wish

Your Turn

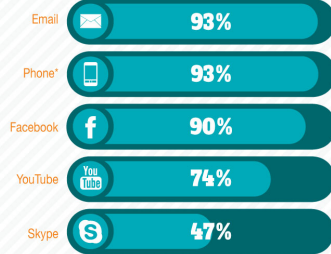
**How would you cope if your favorite social media channel disappeared?** Take our poll on the right sidebar.

Below are more details from the AWeber recent survey.

## HOW AMERICAN TEENS COMMUNICATE

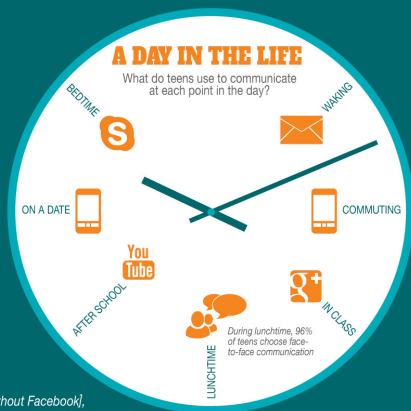
We already know that today's teens are growing up in a world where nearly everything is online and available through mobile means. Here's a detailed breakdown of how that affects US high school and college students' approach to communication.

### WHAT TOOLS DO THEY USE?



\*Phone includes both talking and texting

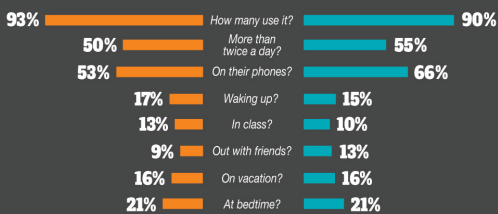
Since teens spend so much time connected by the Internet or phones, let's take a look at what that plugged-in time looks like on a daily basis.



“ [Without Facebook], the world and I would become disconnected. ”

### EMAIL VS. FACEBOOK

These two top channels are neck-and-neck in terms of claiming teens' attention.



### HOW TEENS WOULD COPE

If their favorite technological channel of communication disappeared...

“ [Not having a cell phone], would surely cripple some of my relationships. ”



AWeber helps businesses increase sales and profits through its web-based email marketing tools.

All findings based on an April 2012 study of 984 high school seniors and college students.

Data and infographic by AWeber [Email Marketing](#)