

Snapchat

...defined and dethroned.

THE STATISTICS:

What is Snapchat?

Snapchat is a **PHOTOSHARING** application where users can send photos to friends, acquaintances or even **PERFECT STRANGERS**. The user can choose how many seconds the photo will be visible until it

SELF DESTRUCTS

(from one to ten seconds, maximum)



30 times Snapchat is used every single day
MILLION

So, what's the big deal?!

Because of the self-destruction design of the app, users think it is a safe medium to send **nude and semi-nude pictures**. And with the majority of the users of Snapchat being teens and tweens, this creates a **huge problem**, exposing young people to the **dangers of sexting**.

The CEO Evan Spiegel has said that this app was not created with the intention of sexting, but teens will be teens...

20%



of teenagers that have sent **nude or semi-nude images** via cellphone or online.

4th Snapchat is the most popular free iPhone app!



ONE in **SIX** teens have received nude or semi-nude photos via text message.

photos sent **EVERY** second on Thanksgiving day alone

1,000

THINK before you snap.

HEY!

There are many ways users can prolong the life of a picture that is sent via Snapchat. Users can take a screenshot of the image that you are sending (you will be notified) or they can take a picture with a camera or another phone.

Short Term Consequences



Unintended people seeing your photos
Humiliation at school
Suspension or expulsion from school
A bad reputation

Long Term Consequences

The image going viral
Denial of college admission or job prospects
Conviction and jail time
Possibly registering as a sex offender for life
Restrictions on living situations



The **BOTTOM** Line

Sending **ANYONE** inappropriate pictures is a **RISK** teens should **NOT** take. Even with the built in safeguards that Snapchat has, there are still ways for people to spread and keep a permanent copy of pictures that could **RUIN** a reputation.