

# Average child posts 26 times a day on social media - but only 6 out of 10 followers are 'real friends'

4 out of 10

children remove privacy settings to attract more friends or followers

62%

of 11 year olds and 69% of 12 year olds have a Facebook profile, despite a minimum age of 13

## Postmasters

Glasgow children post on average 47 times a day, making it the social media capital of Britain.

The average is 26 nationwide.

## Always on call

Edinburgh is the Skype central of Britain with

44%

of children on the video messaging platform.



## Protective Parents

Liverpudlian parents are the most watchful in the country –

72%

have access to all or some of their children's social media accounts.

## WhatsApp Wizards

If you're a child in Leeds you'll have more WhatsApp friends than anywhere else in the country (88).



## Most at ease

57% of children in Manchester say they never feel under pressure to be on social media by their friends, compared to the national average of 49%.

57%



## Family Friendly

Sheffield families are the most linked on social media – 90% of children are connected with their families. In Leeds the figure is only 73%.

## Bully beaters

Nearly half (48.9%) of children in Birmingham wouldn't block someone who said something unkind.

The nationwide average is 4 in 10 (41.7%)



## Savviest

Children from Brighton are the most social media aware in the country –

69%

of them always set their profiles to private.



## Selfie Central

Cardiff kids are most likely to own a Snapchat account (56%). Children from Liverpool are taking the least amount of selfies – 33%.



## Facebook Kings

More children in Bristol own a Facebook account than any other city in the UK – 94%.

## Friend Zone

London children have on average 51 friends in real-life away from social media – the most in the UK. The UK average is 43.