



Michael Saul, Partner

Social Media and Body Image

The Facts

Social media is an integral part of many people's daily lives. It can often be the first thing you check in the morning and the last thing you look at in the evening. And while it has many benefits, there is a darker side to social media when it comes to body image and wellbeing. [Cosmetic Surgery Solicitors](#) has compiled some tips and facts about social media and body image to help you use it more mindfully.



22% **40%**

22% of adults and 40% of teenagers said images on social media caused them to worry about their body image

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21%

23% of people think that adverts, paid promotional posts or other posts featuring cosmetic enhancements have a negative influence on how they feel about their own appearance

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#AD 52%

52% of people think that an equivalent of #ad should be used by celebrities and influencers to declare if they have had cosmetic (surgical or non-surgical) work if they are promoting any kind of health, wellbeing or beauty treatments and products on social media

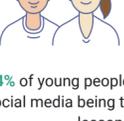
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92%

Women underwent 92% of all cosmetic procedures recorded in 2018

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84%

84% of young people support safe social media being taught in PSHE lessons

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68%

68% of young people support social media highlighting when a photo has been manipulated

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13 years old - the minimum age requirement for Instagram, Facebook, Twitter and Snapchat

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1.56 billion

1.56 billion daily active users on Facebook on average

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In **February 2019**, Instagram pledged to remove all graphic self-harm images from its website

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70%

70% of 12-15 year-olds and 20% of 8-11 year-olds who go online have a social media profile

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78%

78% of people aged 12-15 years old feel there is pressure to look popular

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90%

90% of people aged 12-15 years old say that people are mean to each other on social media, at least 'sometimes'

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HM Government

The government published a white paper in **April 2019** to explore online paper and opened this up for public consultation

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In **February 2019**, Cosmetic Surgery Solicitors and Save Face launched a **petition** asking Instagram to introduce an age restriction of 21 on content from verified 'blue tick' celebrities and influencers who advertise, feature or demonstrate the effects of cosmetic surgery and procedures

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64%

64% of patients who found their cosmetic surgery practitioner on social media chose them based on price

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Top body positivity Instagram accounts

We've chosen some of the top body positivity accounts out there for you to follow, let us know your favourites on Instagram.

#CosmeticFilter



@bodyposipanda With more than 1 million followers on Instagram, Megan promotes body positivity and feminism and shares inspirational messages and imagery from her colourful account.



@l_weigh The brainchild of Jameela Jamil, l Weigh advocates inclusivity and asks followers to share information about themselves that reflects their personality and passions, rather than their physical attributes.



@bbcbodypositive This BBC initiative champions self-acceptance and offers wisdom on everything from mental health to cartoons about bras.



@harnaamkaur Activist and motivational speaker Harnaam is a body confidence advocate and regularly talks about her frustrations with gender stereotypes and pressure to look a certain way.



@scarrednotscared Michelle launched her Scared Not Scared campaign to open up conversation about living with scars and to encourage people to share the remarkable stories behind their scars. She promotes body confidence and uses her account to discuss hard-hitting issues.



@notoriouslydapper Kelvin is a model, blogger and activist who champions body positivity. As well as sharing his own images, he offers tips to help others find their own body confidence.



@queer The hit Netflix show Queer Eye is all about living your best life and embracing what makes you unique, and the show's Instagram account is no different. With words of wisdom from the stars of the show, the account is uplifting and inspiring.

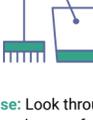


@actionhappiness Action for Happiness is a charity that aims to build a happier and more caring society. The Instagram account shares daily tips on how to bring this ethos into your daily life and make positive changes.



@munrobergdorf Munroe is a British model and activist, and is an influential transgender campaigner. Her Instagram account includes Munroe's opinion on topical news, campaigning issues and lifestyle images.

How to use social media more mindfully



Cleanse: Look through the accounts you follow and determine whether you feel positive or negative about the content. Do not be afraid to perform monthly 'culls' where you unfollow any accounts that have a detrimental effect on your mood

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Block: Use the block function and report any unsuitable content, either from people who you suspect to be spam, or who you do not want contact with

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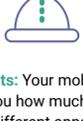
Mute: Most social media platforms have a mute or hide function, that allows you to stop seeing content from an account on your homepage or newsfeed, without the need to officially unfollow or delete them

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Hashtag: Following inspiring hashtags can help you to curate a feed of content that boosts your mood and reflects your interests. Instagram will suggest hashtags based on content that you frequently engage with

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Time Limits: Your mobile device can tell you how much time you spend on different apps and some handsets allow you to limit this to a certain number of minutes per day. There are plenty of apps that can do this too, putting you in control of how much content you see each day

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Stop: If social media is making you feel bad and it is becoming a chore rather than a pleasure, do not be afraid to come off it completely. It is your account and your choice.

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Sources

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Facebook user data correct as of March 2019

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