



PRESENTED BY
BUTTERFLY FOUNDATION AND INSTAGRAM

ALMOST 1000 PEOPLE RESPONDED TO OUR BODY KIND ONLINE SURVEY & THESE ARE THE RESULTS

34%



REPORTED THEY COMPARE THEMSELVES TO INFLUENCERS

42%



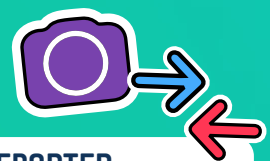
REPORTED USING FILTERS TO IMPROVE THE WAY THEY LOOK ON SOCIAL MEDIA

62%



AGREED THEY FELT PRESSURE TO LOOK A CERTAIN WAY ON SOCIAL MEDIA

40%



OF RESPONDENTS REPORTED COMPARING THEIR POSTS/PHOTOS TO THE POSTS OF OTHERS/FRIENDS

86%

REPORTED THEY HAD TO UNFOLLOW OR MUTE A PERSON'S ACCOUNT AS IT WAS HAVING A NEGATIVE IMPACT ON THEIR MENTAL HEALTH

