



DANIEL
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Foundation



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**DM for Details: drugs for sale on social media and the impact
on young people**



DM for Details: drugs for sale on social media and the impact on young people

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Head of Strategy - Volteface

www.volteface.me

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Volteface is an advocacy organisation seeking to reduce the harm drugs pose to individuals and society, through evidence-based policy and reform.

We cultivate fresh thinking and new ideas through our policy reports, online magazine and an ongoing programme of private and public events. We work with an arrange of partners across civil society, business, media and government to foster public engagement and formulate new evidence-based policy ideas. We are UK-based and focused whilst engaging with ideas and practice from across the world.

THE CHILDREN'S INQUIRY

by **volteface**



DM for Details 🤗

Selling Drugs in the Age of Social Media

September 2019

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Liz McCulloch & Scarlett Furlong



Survation.

Key stats from DM for Details 🤔

📈 1 in 4 (24%) young people have seen illegal drugs advertised on social media

📈 22% knew **friends** who had **bought drugs on social media**



Key stats from those who saw drugs advertised on social media

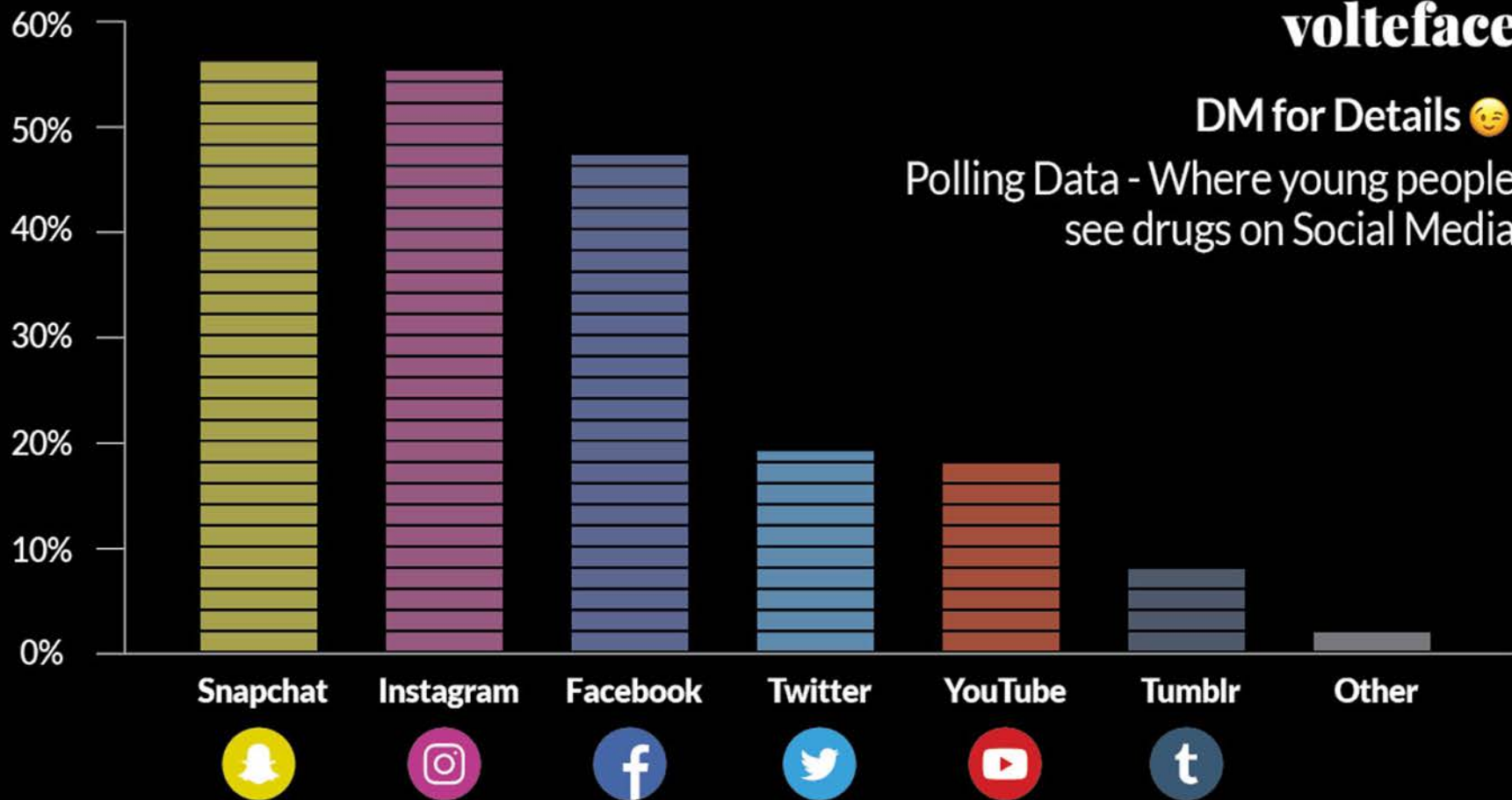
- ✓ **Cannabis** was the most commonly (**63%**) seen drug advertised on social media
- ✓ **56%** saw drugs advertised on **Snapchat**, **55%** on **Instagram** and **47%** on **Facebook**
- ✓ **72%** said that they **see illegal drugs advertised** on social media **once a month or more**
- ✓ **48%** of **under-18s** were **not concerned** by seeing drugs advertised on social media



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DM for Details 🤔

Polling Data - Where young people
see drugs on Social Media



Top 5 drugs advertised on social media



Cannabis



Cocaine



MDMA/Ecstasy

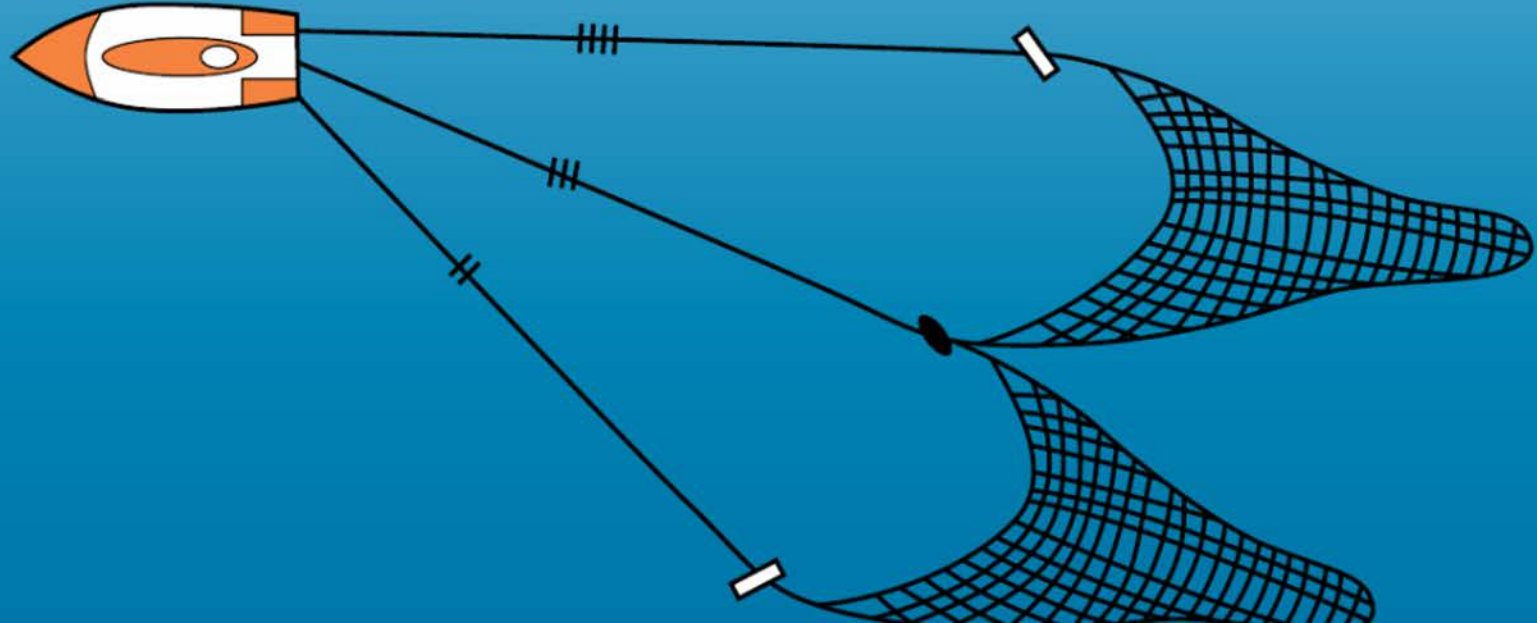
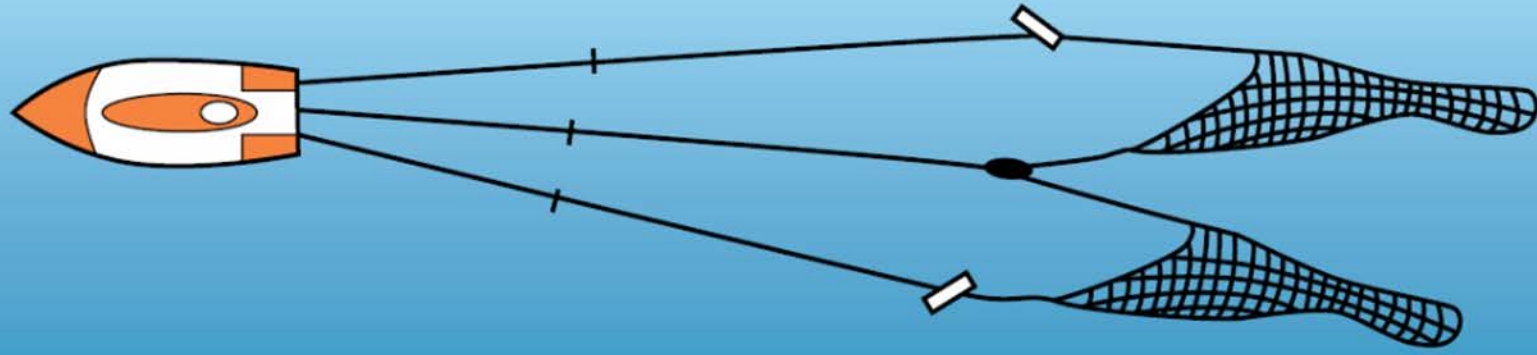


Xanax



Nitrous Oxide





We found...

- Different varieties and strains of cannabis, such as 'Stardawg' and 'Lemon Haze'
- Cannabis oils
- Cannabis vape pens
- Cannabis edibles
- Shatter (high cannabis concentrate)
- Cocaine
- Ecstasy/MDMA pill and powder form
- Magic mushrooms
- LSD/acid
- Ketamine
- Nitrous oxide
- Mephedrone

Valium, liquid valium, white roche, diazepam, zopiclone, benzodiazepines, pregabalin, xanax, codeine/lean, oxycontin, pregabalin, tramadol, rohyphol, zimovane, temazepam, lyrical, viagra, subutex, lorazepam, nitrazepam, bensedin, caffeine anhydrous powder, fluoxetine, sertraline, simvastatin, loratadine, levodopa and baclofen.

How do dealers use social media?

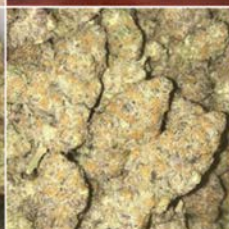




420



Followed by
2 more





posted an item for sale.



tubs

Contact seller



Msjs tubs are back In. .£220 All in



Message Seller



2

3 comments



Like



Comment



Share



£225 all in

Like · Reply · 7w



No time wasters!!

Like · Reply · 7w



Answer my messages pls

Like · Reply · 2w



Write a comment...



Press Enter to post.

Menu

PROP

.5 - £40

1g - £80.

3.5 £260.

KET

1g - £40

2g - £70

3g - £100

MDMA

1g - £40

2g - £70

3g -£100

Pills

5 - £40

10 - £70

15 - £100

20 - £120

Weed

3.5g - £40

7g - £70

Half Oz - £120

Active
Now
Drops/
Postal

👍 5

6 comments

➦ Share



5w



Price

5w



Pm

5w



Price per tub please!

4w



pm mate

4w



Pm a price pleasee

4w



posts



followers



following


Follow



love the plant 🌱 DM
for advice 😊 Wickr

Followed by



 wants to
follow you

Confirm

Delete




posts


followers


following

Follow



No Sales 😏😓

Dm For Wickr 📧

Cali Flavours 🇺🇸

UK Flavours 🇬🇧

Top shelf buds 🔥



[Redacted]



posts



followers



following

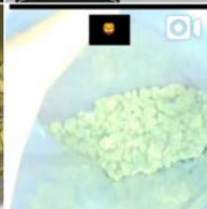
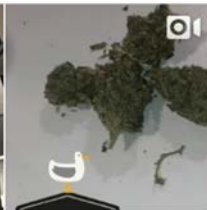
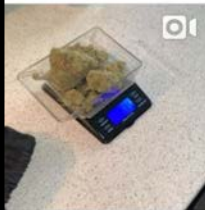
Follow



[Redacted]

Wikr us 🍷 Cali appreciation, nothing is for sale.

Followed by [Redacted] [Redacted] [Redacted] + 2 more



How does social media help dealers?

GIVEAWAY

3 of 5 spots taken

First 5 people to swipe
up get any Cali tin
valued at £60-£75 for
£35

Or a Q of uk weed for
£35

SWIPE
UP



Send message



Send message



Q Search

Cancel

Top

Accounts

Tags

Places

Suggested



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×



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×



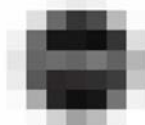
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×

UK Social Media Users:

- 42 million Facebook users
- 21 million Instagram users
- 14.5 million Snapchat users









posts

followers

following

Requested



 nothing for Sale 

Personal use 🙌 If Yano Yano ;) Keep Er green dm //

Followed by  and 

Top 5 ways drug dealing on social media impacts young people

- ✳ Normalises drugs
- ✳ Easier to buy and sell drugs
- ✳ Dealers become 'friends'
- ✳ Personal lives exposed
- ✳ Advertises the dealer lifestyle





Send message





Key recommendations from DM for Details 🤔



- ➔ Introduce a legally regulated cannabis market
- ➔ Educate young people on how they can stay safe online
- ➔ National guidance for police
- ➔ Social media platforms to invest in drug support services
- ➔ Social media companies to regularly monitor dealer's use of language and emojis

<https://volteface.me/publications/>

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