



BODY IMAGE, APPEARANCE, AND DIGITAL MEDIA



Body image is how you see and feel about your body and physical appearance.



Negative body image is feeling bad, unhappy, or dissatisfied with how you look.



Healthy body image means accepting and valuing your body for what it is and what it can do, and feeling good about yourself!



SIGNS TO WATCH FOR

FEELING WORSE about your body after scrolling social media. Comparing yourself to images that are digitally altered, filtered, or even changed with plastic surgery.

APPEARANCE OBSESSION, or feeling like you constantly need to check how you look.

FEELING "OFF" like having low self-esteem, anxiety, or feeling like you "need" plastic surgery or supplements to be okay.



WHAT YOU CAN DO...

Reflect: Think about how you and your friends talk about looks. Do you judge or compare yourselves or others? If so, it may be time to change the way you think.

Talk it out: Talk to friends and trusted adults about how media images make you feel and how you'd like to feel instead.

Remember what's real: Ads and influencers often use filters and edits to sell products. You don't have to look like them to be confident or enough.

Curate your feed: What you click on and how long you spend on it changes what shows up next. Follow people who help you feel good about yourself and unfollow those who don't. Try searching up fun hobby videos to bring new content into your feed.





IF IT'S ALREADY HAPPENING

Report hazardous content

like pro-eating-disorder content or appearance-based cyberbullying.

If it can't be removed, talk to a trusted adult at home or bring it to a teacher. Ask if it can become a class discussion on digital wellness and reporting.

Choose not to support companies, influencers, or platforms that make you feel bad about yourself.



REMEMBER

**You can change at least some of what you see,
how you react, and what you support.**

**Everyone has a right to feel good about
themselves, no matter what!**



National Alliance for Eating Disorders Call 1-866-662-1235

1. National Eating Disorders Association (NEDA): eating disorders prevention and treatment. <https://www.nationaleatingdisorders.org/find-treatment/>

2. The Beautywell Project: education materials with focus on media, appearance, racism, skin colorism. <https://thebeautywell.org/education-materials/>

3. American Academy of Pediatrics: Social Media, Body Image & Self Esteem: What's the Connection? (2025). <https://tinyurl.com/3z5ten8s>

4. Children and Screens: Social Media and Youth Body Image: What to Know and What to Do (2026). <https://www.childrenandscreens.org/learn-explore/research/why-some-social-media-use-affects-body-image/>

5. NEDA: Media and Your Body Image: What You Need to Know. <https://www.nationaleatingdisorders.org/media-body-image-what-you-need-to-know/>

6. Children and Screens: Digital Media and Youth Body Image (2025). <https://www.childrenandscreens.org/learn-explore/research/digital-media-and-youth-body-image/>



Online Harms
Prevention Work Group
fairplayforkids.org

