

Coping mechanism: Audience management

To meet this challenge, some participants carefully **evaluate friend requests** to ensure they come from genuine contacts. They also **allocate** specific social media platforms to **specific purposes** (for example, only for work), or only to communicate with **specific people**.

"When someone comes and says: 'I want to be your friend', I'll **have a quick look at the profile**, I'll see who their friends are, and I sort of work out which group they belong to."

