# Concerns grow over the impact of #SkinnyTok on body image among social media users



As social media users continue to seek health and fitness inspiration online, a recent trend known as #SkinnyTok on the video-sharing platform TikTok has sparked concern among experts and commentators regarding its impact on body image, particularly among vulnerable individuals.

Édaein O’Connell, writing for The Belfast Telegraph, recounts her experience of encountering the #SkinnyTok trend while attempting to adopt healthier habits. She describes how her social media feeds quickly became saturated with content promoting what are portrayed as ‘skinny girl habits’. These videos often feature young women who are slim and toned sharing routines or dietary tips aimed at achieving a certain body aesthetic.

In one instance, O’Connell describes being interrupted mid-indulgence by a video of a young woman in her mid-20s showcasing her fit physique, a scene emblematic of the type of content populating #SkinnyTok feeds. This trend typically involves users demonstrating disciplined health routines, but it can also convey implicit and explicit messages about body size and shape ideals.

Health experts have noted that social comparison dynamics have intensified with the rise of social media, shifting from a traditional celebrity-to-layperson model to peer-to-peer interactions. This peer-driven nature of platforms like TikTok means that body image pressures can be more immediate and pervasive. The content shared in these spaces might contribute to an environment where individuals feel compelled to meet an often narrow standard of physical appearance.

The #SkinnyTok content has raised fears over body image, particularly among young and impressionable audiences who may interpret these posts as benchmarks for normal or desirable behaviour. O’Connell’s observations highlight how social media trends, while frequently offering motivation and community, can also carry risks related to self-esteem and mental health.

The Belfast Telegraph is reporting on this growing discourse surrounding social media body image trends and the complex effects they have on users navigating their health journeys in the digital age.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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6. <https://www.forbes.com/sites/forbestechcouncil/2022/06/14/the-dark-side-of-social-media-impact-on-mental-health/?sh=25c07b5a41f0> - Although not specifically about #SkinnyTok, this article discusses the broader impact of social media on mental health and self-esteem, providing context for how trends like #SkinnyTok can exacerbate these issues.
7. <https://m.belfasttelegraph.co.uk/life/features/stop-rewarding-yourself-with-food-youre-not-a-dog-the-skinnytok-trend-raising-fears-over-body-image/a1766451642.html> - Please view link - unable to able to access data