

Social Media Shutdown

Workshop

Check in

What's your name?

How are you feeling right now? Tired? Hungry? Motivated?

About us



Social Media Addict



Olivia



- Check Social Media at least once every hour
- Follow friends, reality TV stars and inspo accounts
- Checking social media feels like an obligation



Instagram is my most used platform - here is my favourite fitness influencer!!

Jodie



- I tend to check my social media accounts every hour or so, during the day.
- Follow friends, reality TV stars and fitness accounts
- Social media feels like an everyday aspect of my life!!





Alexandra

- 21 years without a smartphone
- Read lots of blogs
- Follow online influencers on YouTube



Alexandra McLeod

Head of Station Sound at XpressionFM at University of Exeter



THE
D E B R I E F

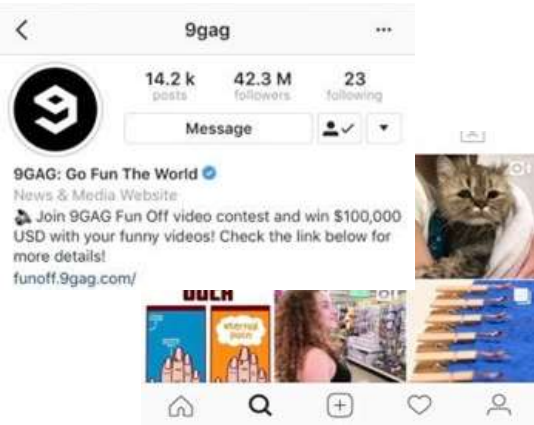


Just wanna have fun!

Ardita



- Check Social Media on average once every two hours
- I follow friends, family, bloggers, inspo accounts... Everything I like!!
- Checking social media feels like a distraction



This workshop is dedicated to..

Social Media Usage

Teens now spend up to 9 hours a day on social platforms

AVERAGE DAILY TIME SPENT ON SOCIAL



YOUTUBE

40 MINUTES



FACEBOOK

35 MINUTES



SNAPCHAT

25 MINUTES



INSTAGRAM

15 MINUTES



TWITTER

1 MINUTE

SOCIAL MEDIA ADDICTION



1.23 billion users log into facebook for an average of 17 minutes each day

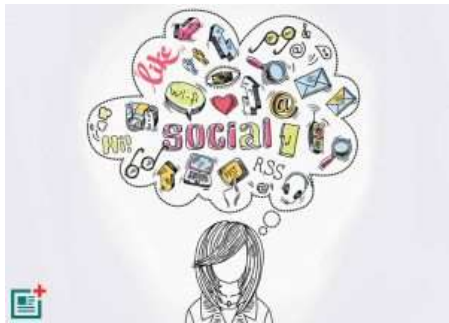


85% people rely on Twitter and Facebook for their morning news

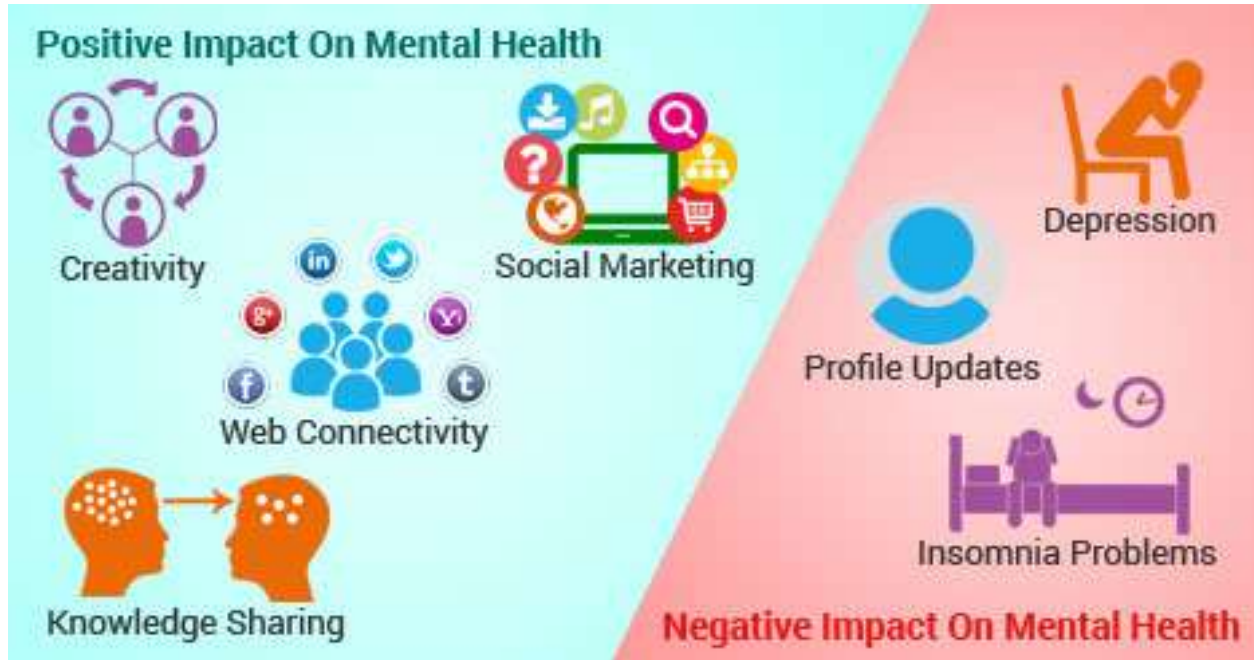


28% of iPhone users check their Twitter feed before getting up in the morning

Impacts of social media



There are negatives of social media, not just positives!!



- Observations suggest that on average 50-75% of the teens around the world have online connectivity via computers or phones and 73% of them use social networking on regular basis.

- 21% teens with social media addiction has been reported to have depression and insomnia problems.

The Negatives

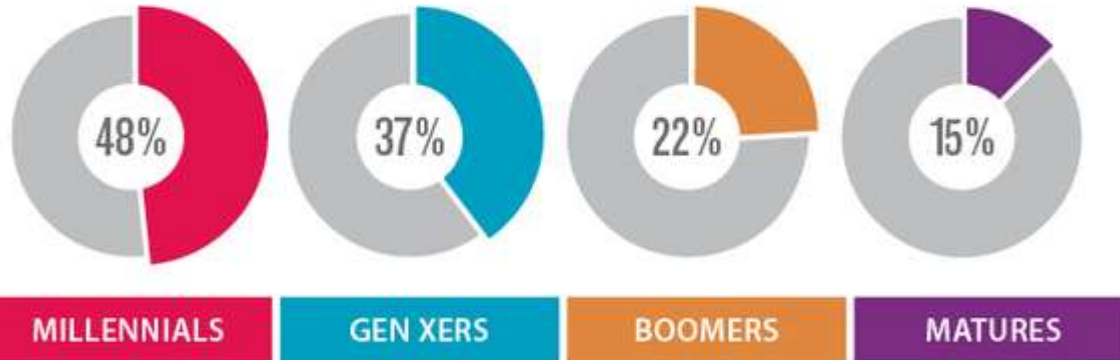
- A five yearlong study in the United States of America found that the heaviest social media users feel less content, often feel bored and sad, and usually report of online problems like cyberbullying, sexting, relationship abuse, and infringement of privacy.

- Girls experience more negativity from social media as they as constantly compelled to look good and stylish in their profile pictures and updates.

Generational differences - You're not alone

SOCIAL MEDIA WORRIES

I worry about negative effects of social media on my physical and mental health
(% that strongly/somewhat agree)



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essenaoneill NOT REAL LIFE - took over 100 in similar poses trying to make my stomach look good. Would have hardly eaten that day. Would have yelled at my little sister to keep taking them until I was somewhat proud of this. Yep so totally #goals



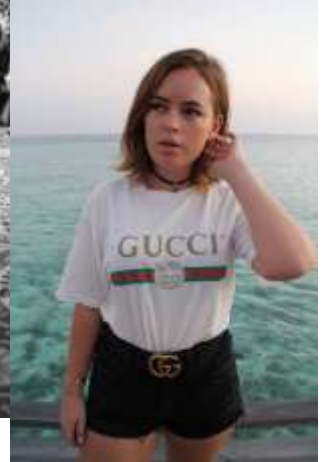
ESSENA O'NEILL

- What happened?
- Hypocritical?

#UNFOLLOW

How do Instagram “models” make you feel?

- Body positivity
- Who I follow?



- Your turn!



My recommendation..



Sophia and Cinzia





Gemma Styles

-

The Debrief

-

The Science of
Snapchat



My recommendation..

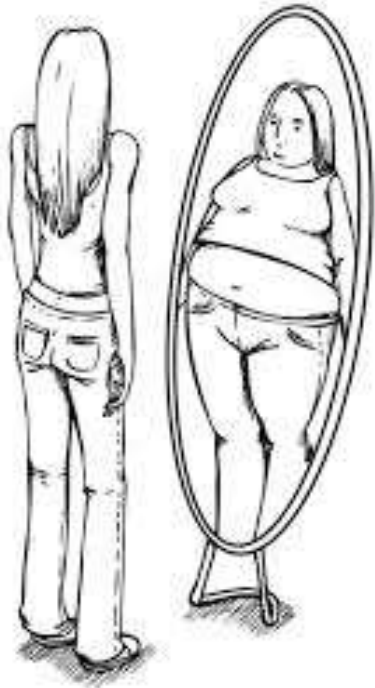


THE
DEBRIEF

Are you living an Insta Lie?



How do you see yourself?



GUEST SPEAKER

Top Tips

- Meals out with friends - first to break the 'no phone' rule pays!!
- No phone in the toilet/shower
- Turn off all social media an hour before bed (plug your phone in somewhere else?)
- Try a social media detox
- Spread out hands and fingers at night as always in poised position over keyboard



Check out

How do you feel now? Different? Inspired?

Thank you!