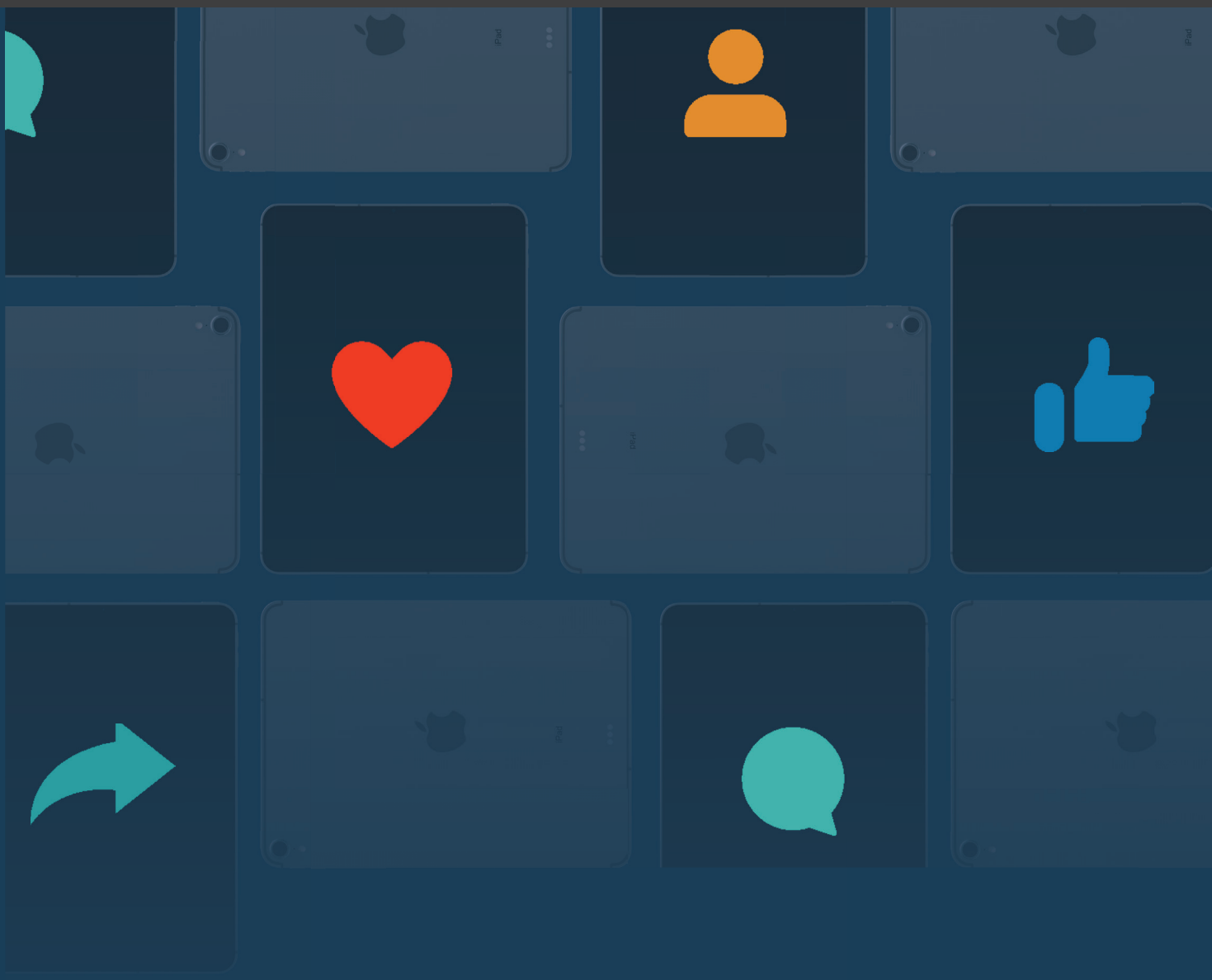
GUIDED WORKBOOK



SOCIAL MEDIA PLAYBOOK

BROUGHT TO YOU BY SCREEN SANITY

NAVIGATING THE WORLD OF SOCIAL MEDIA

MY SOCIAL MEDIA PLAYBOOK

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LET'S GET

PREPPED

This playbook is a space for setting intentions, drawing boundaries and sparking conversations to help you stay healthy on your journey through social media.

Whether you are new to social media or you've been using it for a while, you're likely aware of its exciting promise: a space to connect with others, express yourself and **explore the digital world.**

You might also be aware of its **pitfalls:** isolation, comparison, online conversations where you feel wounded, ignored, judged and numb. And even on your best days in social media, you might be missing out on more **meaningful and fulfilling** interactions.

This little book is here to get you ready.

GRAB A PEN AND LET'S DIG IN!

(Unless you've been around the block a time or two.
If so, think of this like a pause + reset.)
Here's how to use it...

1

Don't do it alone.
This is the perfect excuse to sit down with a loved one, mentor or friend who can share the good, the bad and the ugly of what they've experienced in the social media world.

2

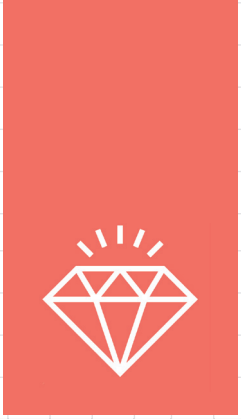
Get curious.
These questions are tough, and you might not know all of the answers. You might end up with even more questions. That's okay! Talk it out. When you get stuck, ask a trusted friend or loved one.

3

Slow and steady.
This book is short, but it's meaty. Do not rush through it in one sitting – some families find one page per week is a good pace. When you finish one page, put a date on your calendar to unpack the next one.

4

Have fun!
With a little reflection – and maybe a little ice cream to fuel your thinking – you will be better equipped to think critically and engage courageously in the digital world.



KNOW YOUR

VALUES

If you don't stand for something, you'll fall for anything. The more you stay focused on your values, the better you'll reflect them in the social media world.

WHAT ARE THE CORE VALUES

that I want to embody in life?

These are the 3-5 values that matter most to me:

- [ ] Achievement
- [ ] Balance
- [ ] Commitment
- [ ] Community
- [ ] Connection
- [ ] Creativity
- [ ] Determination
- [ ] Empathy
- [ ] Encouragement
- [ ] Exploration
- [ ] Faith
- [ ] Friendship
- [ ] Giving
- [ ] Grace
- [ ] Gratitude
- [ ] Hard Work
- [ ] Honesty
- [ ] Honor
- [ ] Kindness
- [ ] Love
- [ ] Productivity
- [ ] Recreation
- [ ] Respect
- [ ] Self-Improvement
- [ ] Service
- [ ] Sustainability
- [ ] Teamwork
- [ ] Tolerance
- [ ] Trust
- [ ] _____
- [ ] _____
- [ ] _____

How could social media help me support and live these values?

_____

_____

_____

_____

_____

_____

_____

How can social media get in the way of living these values?

_____

_____

_____

_____

_____

_____

_____

SET YOUR

PURPOSE

If you don't know where you are going, the social media world can be a race to nowhere. Begin with the end in mind. Imagine the impact you want to have on the world, and use social media as a tool to support your mission.

WHAT DO I HOPE TO ACHIEVE

with this account?

What are some example accounts that **I like?** What do I like about these accounts? How would I describe their purpose?

What is an example account that I **do NOT like?** What do I not like about this account? How would I describe its purpose?

Purpose of this account:

- [ ] Connect with a small group of friends deeply
- [ ] Connect with a larger group of friends lightly
- [ ] Lift others up
- [ ] Express gratitude
- [ ] Be authentic to my true self
- [ ] Express my creativity or talent *(Baking, pets, fashion, etc.)*
- [ ] Speak up for a cause I care about
- [ ] Promote my ideas or product

CHOOSING YOUR

FRIENDS

Lean in to the relationships that matter.
Kindly set boundaries around the
relationships that don't.

WHO DO I WANT TO CONNECT

with over social media?

Boundaries around who I let follow me:

Just choose a few. Keep your boundaries easy to remember.

- [ ] I have met this person face to face
- [ ] I could call this person if I need to talk
- [ ] This person encourages me
- [ ] I trust this person to not harm me
- [ ] I have heard good things about this person from someone I trust
- [ ] This person shares my passion for _____
- [ ] This person shares my values of _____
- [ ] _____

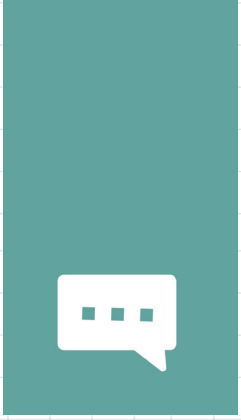
Boundaries around who I follow:

Just choose a few. Keep your boundaries easy to remember.

- [ ] This account is upbeat + positive
- [ ] This account inspires me to be healthier, stronger + kinder
- [ ] This account consistently supports my values
- [ ] This account does not make me feel small or forgotten
- [ ] This account does not share fake news
- [ ] This account broadens my perspective
- [ ] This account has earned the right to be heard because _____
_____

People/accounts I want to connect with most:

1. _____
2. _____
3. _____



AUTHENTICALLY

ENGAGE

Social media feeds us with false standards of perfection. Don't let these shape your feed. Show up boldly, bravely and creatively in your social world.

HOW DO I WANT PEOPLE TO FEEL

when they visit my account?

Here are three adjectives I hope people use to describe my account:

These are some posts or comments that have made me feel insecure or down when I see them:

Questions I can ask before I post or comment:

- Why am I posting this?
- Am I being honest about my reason?
- Could this be more meaningful if I said this in person? Or by DM/text?
- How could this post affect other people?
- Could it make others feel left out?
- Does this post reflect and honor who I truly am?

WELL SPENT

TIME

The social media industry wants you to keep scrolling, but at the end of your life, all you have is your time and attention. What will you say was “time well spent”?

WHAT ACTIVITIES

would you count as "time well spent?"

Three **online** activities I would count as time well spent:

1. _____
2. _____
3. _____

Three **offline** activities I would count as time well spent:

1. _____
2. _____
3. _____

Times + spaces I will protect:

- ☐ **Mornings**
  I will start my day caring for myself and setting my goals for the day.
- ☐ **Bedtimes**
  Just like our devices need to recharge, so do we.
- ☐ **Meals**
- ☐ **Car rides**
- ☐ **Family outings**
- ☐ **Sports practice**
- ☐ **School**
- ☐ _____

I will strive to limit my social media consumption to:

_____ minutes/day

If you had a day to relax and recharge, how would you spend it in your dream world?

_____

_____

_____

_____

_____

_____

_____

BE KIND TO YOUR

MIND

Just a friendly reminder: it's easy to get caught in the trap of comparing your daily slog to everyone else's highlight reel. Check in with yourself regularly and don't neglect activities that give you life and boost your mental health.

WHAT EMOTIONAL STRESS

signals will I pay attention to?

- [ ] I realize my account does not reflect my values
- [ ] I regularly feel angry, resentful or negative thoughts towards others
- [ ] I feel depressed, inadequate and empty comparing my life to others
- [ ] I feel FOMO *(fear of missing out)* that causes me to track other people's activities or post at a pace that feels exhausting
- [ ] I mindlessly reach for my social media when I am bored or stressed out
- [ ] I am constantly checking the number of likes and followers or comments
- [ ] I spend more time following people on social media than connecting in real life

A role-model I look up to as an example of healthy screen-life balance is:

_____

On the days I feel down after I scroll, here are things I can do to boost my mental health:

- [ ] Exercise/go for a walk
- [ ] Drink water
- [ ] Read a book
- [ ] Get a full night of sleep
- [ ] 8 second hug
- [ ] Create music/art/dance
- [ ] Call a friend or therapist and talk
- [ ] _____

People who I feel safe to call on the days when I feel alone, scared, lost or unvaluable:

_____

_____

If you are considering self-harm, text or call the National Suicide and Crisis Lifeline: 988

GO DEEPER

OFFLINE

Sometimes you have to disconnect so you can reconnect.
When you set aside your screen to hold a door,
make eye contact, give a hug, smile at a stranger
or call a loved one, you are healing a
world plagued with loneliness.

HOW WILL I CONNECT

with people in real life?

Here are five people I simply want to express gratitude to and how I will do it:
(phone call, handwritten note, taking a walk, gift, etc.)

1. _____
2. _____
3. _____
4. _____
5. _____

Here are 2-3 people I will regularly connect with to hear about what is going on beyond our social media worlds:

_____

_____

_____

Here's a good time in my week to make it work:

_____

_____

_____

WEAR YOUR

SEATBELT

Social media is an exciting journey – but on this digital highway, hazards abound. Predators, bullies and porn bots are sure to cross your path, and there are few safety measures built in to protect you from harm. Think of these precautions like a seatbelt – offering you as much protection as possible from accidents in the online world.

WHAT DO I WANT TO AVOID

experiencing online?

Here's a "horror story" (or two) I've heard about – and want to avoid – in the social media world:

If someone asks me to DM them a nude, here is what I can say:

Here's a code word I can use when I've seen something inappropriate and need to talk privately:

I will keep these safety nets in place:

- [ ] Setting accounts to private
- [ ] Turning off location
- [ ] Blocking messages from strangers
- [ ] _____

If inappropriate content comes across my screen, I will:

- [ ] Look away
- [ ] Toggle to homescreen
- [ ] Let parents know
  we promise to not overreact

When I update a password, I will let my parents know by:

- [ ] Text
- [ ] Email
- [ ] Post-it
- [ ] Updating family password list
- [ ] _____

THAT WAS SOME

GREAT WORK

(And we mean work!)

Hopefully, you've gained clarity about the place of social media in your daily life. You might have new goals and boundaries for your digital habits – and while these things are worth celebrating, make sure you **give yourself grace** if your new plans don't play out the way you imagined.

The best thing you can do if you slip up is take a step back, revisit this book, check in with your mentor and try again!

On that note, here is one final challenge before you log off: Go ahead and put a date on the calendar with a mentor to check in about how social media is going for you. **You were never meant to do life alone** – and it never hurts to ask a loved one to remind you that no matter what happens in the digital world, **you are worthy of love and belonging.**

For more resources to support your digital health, visit screensanity.org or follow us:

@screensanity @screensanity

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Founded in 2018, Screen Sanity is a 501(c)(3) nonprofit that offers tips, tools and trainings to help families raise happy, healthy kids in an increasingly digital world.

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