

Executive Summary

Unpluggerz

Headline: An Interactive Virtual Social Media Campaign

Concept type: Social Media Campaign

Team: Lauren Moghimi, Nelly Rouzroch, Julia Trudeau, Jasmyn Alviter, Kaitlyn Kaplan

School: Chapman University

Descriptor: A fun, interactive virtual challenge that will push you to re-evaluate your digital habits and become more present in your everyday life. Through these challenges in your teams, you will learn how to use social media and other digital technologies to improve your life rather than becoming dependent on it.

Problem: Increased and unhealthy dependence on social media and technologies is becoming a huge issue in our society. This is affecting Gen-Z's social lives as well as mental health and well-being. We are trying to take active steps in order to improve this generation's relationship with their digital technologies.

Solution: Unpluggerz focuses on community and team based challenges to build healthy habits through teams and competition. Unlike other social media campaigns that are designed to merely reduce usage, Unpluggerz provides a variety of challenges that are doable and tangible for participants. These challenges will take you out of your comfort zone, help you grow, and most importantly improve your everyday life and mental health. They are a fun and engaging opportunity to connect with and be motivated by your team! The various challenges led by each of our team leaders are backed by scientific research about social media and how it affects people's mental health and well-being.

Unique Value Proposition: Collaboration! We came to this project as a group of communication scholars wanting to understand the best way to encourage people to get offline. We want to introduce a team oriented approach that will support and challenge young people. We know that the process of unplugging is a difficult one and we want to support young people by providing them with fortitude and the camaraderie of group membership.