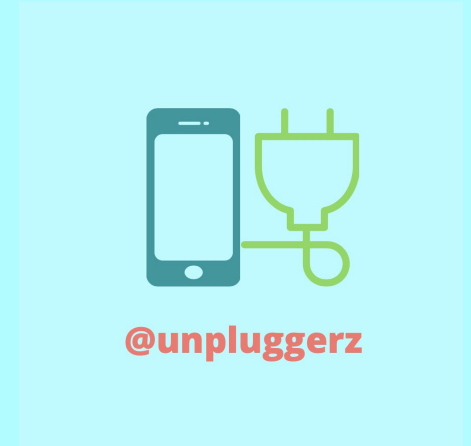


Think Outside the Screen Unpluggerz



COM 445 – Social Media & Society
Jasmyn, Kaitlyn, Lauren, Nelly & Julia

Hello!

Meet The Team

Find out more about us by visiting our website or finding us on Instagram [@unpluggerz](#)

Lauren



Nelly



Jasmyn



Kaitlyn



Julia





Our Mission

Initiate Unplugging

- We understand the importance of interpersonal relationships.
- All members of our team are members of Gen-Z. We know how hard it can be to balance time off-line.
- Challenges which will provide support during the unplugging journey.

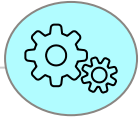
Build a Community

- We know how hard it is to try to unplug on your own.
- Join a team and feel part of the movement.
- Check out our website to get to know the team.
- Follow on Instagram for regular unplug reminders
- Win Merchandise when you win a challenge!



The Challenges

Check out the challenges!
Is there one you could do for 10 weeks?



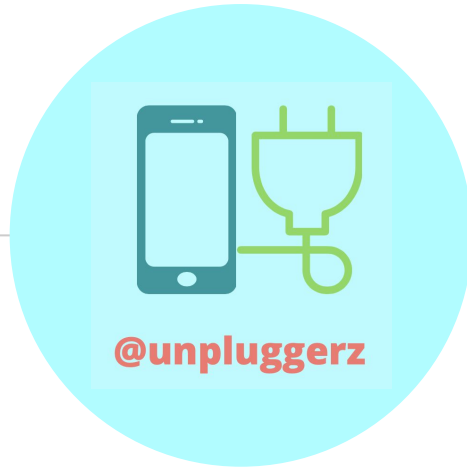
Join a Team

- **Team Lauren**
 - Social Media Timer (4 Hours a DAY)
- **Team Nelly**
 - Social Media Free Saturdays
- **Team Jasmyn**
 - Unfollow negative influences
- **Team Kaitlyn**
 - Be active on 50% of posts you view
- **Team Julia**
 - Delete one of your social media apps



Won A Challenge?

Get some Merch!



The Sticker

Use this sticker to flaunt your part in the unplugged movement.



More Designs





The Website

Check out our website to read more about the challenges and preview up and coming merchandise!



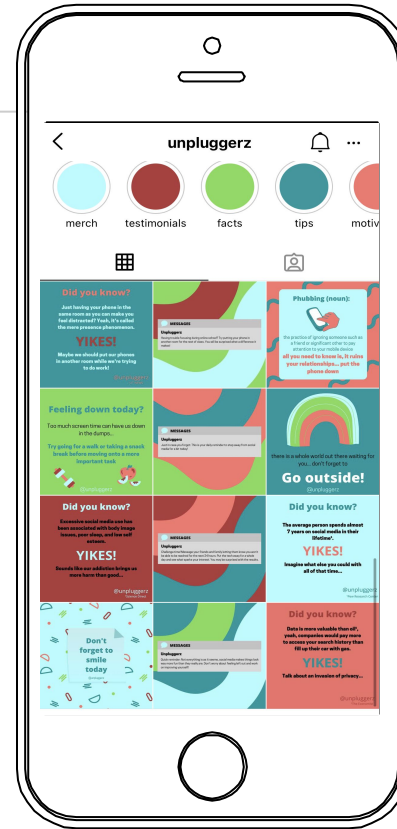
The Instagram

Follow us on Instagram to add Unplugger Influence to your feed



The Feed

Our Team has carefully curated an instagram feed that will allow followers to break up their scrolling with social media addiction facts.





Here is an example of one of our favorite posts!

Phubbing (noun):



the practice of ignoring someone such as a friend or significant other to pay attention to your mobile device

all you need to know is, it ruins your relationships... put the phone down

MESSAGES

Unpluggerz

Having trouble focusing during online school? Try putting your phone in another room for the rest of class. You will be surprised what a difference it makes!

Did you know?

The average person spends almost 7 years on social media in their lifetime¹.

YIKES!

Imagine what else you could with all of that time...

@unpluggerz

¹Pew Research Center



The Survey

We sent a survey to our peers to make sure our movement was working!



Survey Questions

Being apart of a team would help motivate me to complete the tasks above. *

0 1 2 3 4 5 6 7

Strongly disagree Strongly agree

I would be willing to take at least one day off from social media a week. *

0 1 2 3 4 5 6 7

Strongly disagree Strongly agree

I would be willing to go through my followers and following lists and deliberate whether or not it is a "good" account for me to follow. *

0 1 2 3 4 5 6 7

Strongly disagree Strongly agree

I would be willing to increase my engagement on social media by commenting, sharing, and/or posting more often. *

0 1 2 3 4 5 6 7

Strongly disagree Strongly agree

I would be willing to monitor my social media usage in order to decrease the amount of time spent on social media. *

0 1 2 3 4 5 6 7

Strongly disagree Strongly agree

I think I have healthy social media use habits. *

1 2 3 4 5 6 7

Strongly disagree Strongly agree

I enjoy using social media. *

1 2 3 4 5 6 7

Strongly disagree Strongly agree

I would use this sticker (whether it'd be putting it on your laptop, water bottle, etc.). *



1 2 3 4 5 6 7

Strongly disagree Strongly agree



Review the Feedback

- 50+ responses
- 44% spend 2-4 hours on social media
- 56% would be willing to unfollow accounts that don't serve them well
- 72% rated between 5-7 in response to "I enjoy using social media"
- Healthy social media habits = split
- People seemed excited about being part of a team!

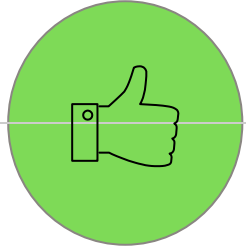


Are You Ready to Unplug?

We are so excited to welcome new unpluggers!

We hope to see you join a challenge, follow us on instagram, or visit our website.

We are happy with the feedback we have received so far and are excited to accommodate new ideas!

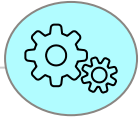


Thanks!

Any Questions?

You can us here:

- ◉ @unpluggerz on Instagram
- ◉ Click here to access the [Website](#)



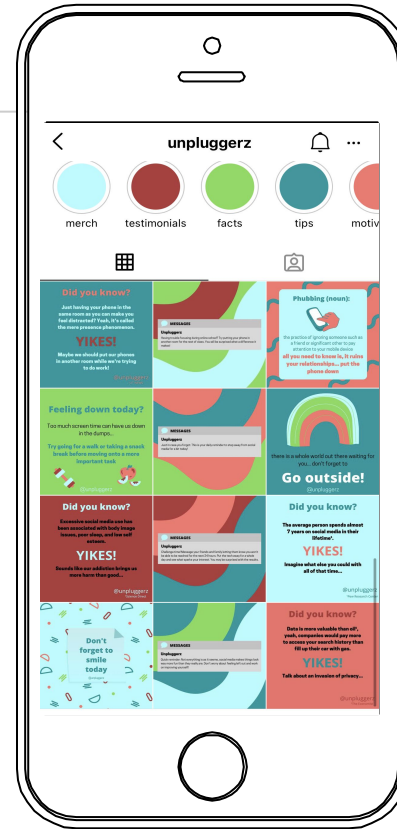
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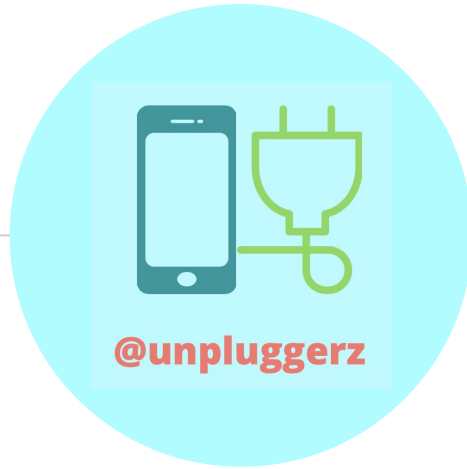
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