

# Social Media Detox

## Impact of one month without social media.

Lessons confirmed that the positives of such a break, outweighed the negatives across the board.

## STATS OF INTEREST

46

Hours gained from re-allocation

10%

Decrease in Smartphone screen time

<1%

Net follower loss

3x

Twitter loss vs. other channels

### ADDITIONAL INFO

- Six social media channels: Facebook, Instagram, Twitter, LinkedIn, Pinterest & Snapchat
- Pre-detox and Post-detox figures are the source of analysis
- 2 hours per work day (46 hours total) were re-allocated for creative and new business ideas
- Screen time decreased only slightly because smartphone was used for news and research
- Minimal loss of followers across all six platforms at 0.3%, with Twitter losing the most (1.13%)

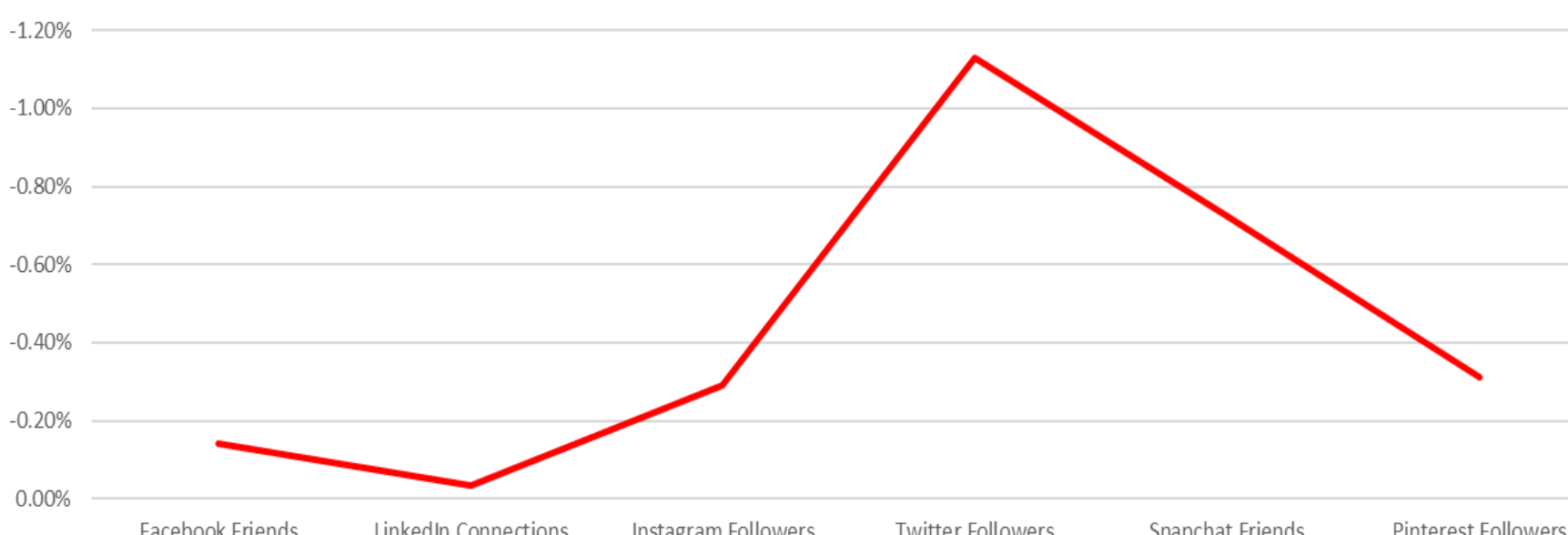
## THE GOOD NEWS

- The actual percentage of loss in total followers, after a month of inactivity, is very low (negligible to normal usage)
- Outside factors such as deletion of account, etc. may account for some of the overall (albeit tiny) loss of 0.56%
- FOMO (Fear Of Missing Out) was high at the start but dissipated quickly over week one
- Re-allocation of normal Social Media time towards creative new business ideas yielded inspirational results
- Accomplished many items on to-do lists

## THE BAD NEWS

- As Twitter is our most volatile platform in followers, it's also the platform with the greatest loss (1.13%) during the detox
- Fewer new follower requests received and fewer LinkedIn profile views than the previous month, delivering less visibility
- Loss of professional opportunities were unseen, and new opportunities rolled in, however neither could not be directly (or indirectly) attributed to the detox
- Although Social Media Apps were deleted, the amount of screen time decreased was small due to an ongoing search for news and information

Social Media % Change Chart



Study conducted from 1-31 October 2018, by Rana Walker of GR&AT Management. Calculations in Friends, Connections and Followers were made from across six social media platforms, by analyzing pre-detox and post-detox figures.

3

Hours to set aside in preparation for your social media detox

31

Number of detox days: October 1 – 31, 2018

## Quick Pre-Detox Tips

- Inform connections on chosen means of communication and how to best reach you during the detox period (email, messenger)
- Delete/Hide Smartphone Apps and Computer shortcuts to help avoid cheating
- Communicate your detox by replacing your profile photos with a detox announcement (will remain longer than just a single post)
- Prepare a to-do list, in advance of the detox, to keep you active and busy
- Write down pre-detox numbers for analysis, as well as log-in details/passwords for quick reference on your return
- Journal / take notes during detox
- Ask your partner, colleague or friend to join in your detox – it is helpful to have an ally

No matter if it's a day, a week or a month, a social media detox is never a bad idea. We've tried it first-hand and have developed a **SOCIAL MEDIA DETOX TOOLKIT**, filled with helpful tips for PRE – DURING – POST Detox. Download it for free today!

For more information, press enquiries or to download the **FREE TOOLKIT**, please click below:

DETOX TOOLKIT

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