

GUIDED WORKBOOK



# SOCIAL MEDIA PLAYBOOK

*Mini*

BROUGHT TO YOU BY



NAVIGATING THE WORLD OF 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.**

(And if you enjoy this mini version, download our original from **[screensanity.org.au](https://screensanity.org.au)**).

**Nick Hudson**  
Founder  
The Push Up Challenge

**Mackenzie Forrester**  
Co-Founder  
Screen Sanity Australia



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:

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|--|---|
| <input type="checkbox"/> Achievement   | <input type="checkbox"/> Productivity     |
| <input type="checkbox"/> Balance       | <input type="checkbox"/> Recreation       |
| <input type="checkbox"/> Commitment    | <input type="checkbox"/> Respect          |
| <input type="checkbox"/> Community     | <input type="checkbox"/> Self-Improvement |
| <input type="checkbox"/> Connection    | <input type="checkbox"/> Service          |
| <input type="checkbox"/> Creativity    | <input type="checkbox"/> Sustainability   |
| <input type="checkbox"/> Determination | <input type="checkbox"/> Teamwork         |
| <input type="checkbox"/> Empathy       | <input type="checkbox"/> Tolerance        |
| <input type="checkbox"/> Encouragement | <input type="checkbox"/> Trust            |
| <input type="checkbox"/> Exploration   | <input type="checkbox"/> _____            |
| <input type="checkbox"/> Faith         | <input type="checkbox"/> _____            |
| <input type="checkbox"/> Friendship    | <input type="checkbox"/> _____            |
| <input type="checkbox"/> Giving        |   |
| <input type="checkbox"/> Grace         |   |
| <input type="checkbox"/> Gratitude     |   |
| <input type="checkbox"/> Hard Work     |   |
| <input type="checkbox"/> Honesty       |   |
| <input type="checkbox"/> Honor         |   |
| <input type="checkbox"/> Kindness      |   |
| <input type="checkbox"/> Love          |   |

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

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

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01

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?

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

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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.*)

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Speak up for a cause I care about

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Promote my ideas or product

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02

PURPOSE

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:

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

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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?

03

CONTENT

# 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?

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04

BALANCE

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:

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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

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

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\_\_\_\_\_

*If you are considering self-harm, call Lifeline on 13 11 14 or text 0477 13 11 14*

05

HEALTH

• G O D E E P E R •

# 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 \_\_\_\_\_  
\_\_\_\_\_

06

CONNECTION

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:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



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 be **kind to yourself** 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 the **full Social Media Playbook** or simply more resources to support your digital health, visit [screensanity.org.au](https://screensanity.org.au) or follow us:



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