

Simon Aston

Online Safety and Wellbeing Officer

Managing Social Media



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Northamptonshire
County Council

Before we get started....

1. What was Facebook originally called?

2. True or false – 1 in 4 Brits now have a TikTok account?

3. True or false – 3 out of 5 adults check their phones within 5 minutes of waking up

4. Half the worlds population have a social media account?
True or false

5. 1 in 3 marriages now start online? True or false

6. True or false - 1 in 6 adults said that images used in advertising and images used in social media caused them to worry about their body image





- **How to manage and protect your wellbeing online**
- **Explore critical thinking – Fake news and beyond**
- **Look into the way apps are built and positive intermittent reinforcement.**
- **Building and maintaining resilience online and during COVID 19**





Can social media be too consuming? And if so how?



Critical Thinking = Digital Resilience

1. Who created the information
2. What else have they created
3. Are they already recognised or respected
4. Is it high quality
5. Do the images and videos look real?
6. Date?
7. Fact or opinion?
8. Why are they telling us these things?

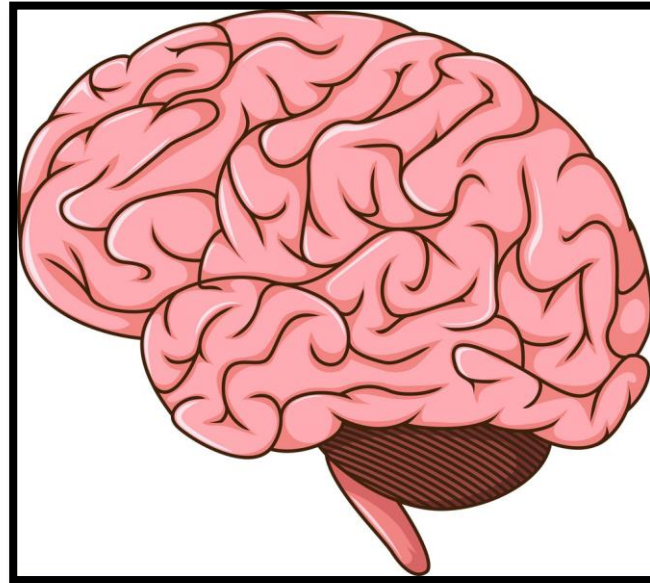


Dopamine

Social Media

Self-control in the frontal lobes

Social Elevation



Connected

Dopamine – lower baseline = I'm bored



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Positive Intermittent Reinforcement

Pull down and refresh features

Vegas affect

Email alert!

Are you going to get a like,
comment or thumbs up?

Persuasive design

“Within a day, the app can get to know you so well it feels like it’s reading your mind.” – Bloomberg



Can social media affect body image?

- **The media and social media** – exposure to idealised bodies in the media
- **Peers, partners and the workplace** – Weight-based and appearance-based teasing have been found to be significantly linked to body dissatisfaction and unhealthy weight control behaviors among adults.
- **Pregnancy and new parenthood**
- **Physical appearance** – Campaigns that focused more generally on themes of healthy eating and health-promotion for all adults were received the most positively





Lifestyle Health Diet

Lose your lockdown love handles in 14 days with this easy diet plan

Reduced activity levels, higher booze intake and increased comfort-eating has left almost half of Brits heavier than they were at the beginning of the year, according to new research by Cambridge Weight Plan

Mirror SHARE COMMENTS

By Mernie Gilmore & Caroline Jones
19:40, 7 JUN 2020 UPDATED 01:03, 8 JUN 2020

LIFESTYLE

ARE YOU BEACH BODY READY?

BEACH BODY READY?

THE WEIGHT LOSS COLLECTION™

MEAL REPLACEMENT & SUPPLEMENTS

EXCLUSIVELY AVAILABLE ONLINE AT PROTEINWORLD.COM

Protein World
PURE PERFORMANCE



Managing social media and your wellbeing

- Set a daily limit for yourself – set up notifications to remind you
- Turn notifications off
- Unfollow, restrict and block when you feel necessary
- Bedrooms
- Follow people that make you feel positive, happy and relaxed.
- Own your feed
- What's the meaning behind the post?



Sustaining resilience during COVID 19

- **Keep up to date – choose one and stick to it**
- **Keep connected**
- **Move that body**
- **Build a routine**
- **Be helpful**
- **Be heard**
- **Be positive**
- **Don't compare your lockdown to others**

- **The POWER of empathy**



Support – 5 ways to wellbeing

Connect

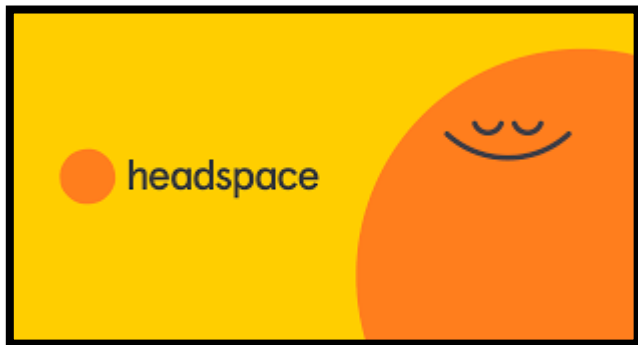
Be active

Give

Learn

Take Notice





Finally

Keep safe, get that body moving and most importantly challenge what you see online

For more information you can email us:

onlinesafety@northamptonshire.gov.uk

Illustration by Katie Bell
@kbillustration_

