

Executive Summary



No Social Media November Challenge

Headline: A one month challenge to spread awareness about social media impacts.

Concept Type: Challenge Video

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Descriptor: This video provides a framework for young students to challenge themselves to log off of all social media for one whole month, while simultaneously alerting them to the various ways these apps impact their mental health and day-to-day lives. With 3 different levels of participation, anyone could take up this challenge and potentially change their social media habits for the long haul.

Problem: I will specifically be addressing spreading awareness of realizing one's own social media addiction, and the ways it impacts your mental health. Specifically on the addiction front, I will be aiming to have kids be mindful of their screen time spent on various apps, and give viable solutions to aid in reducing this time spent. On the other

hand, really giving a warning call about suicide awareness and the way social media contributes to various mental health issues is a crucial part of influencing kids' thoughts on why they should limit their social media usage.

Solution: I would like this short challenge video to be shown in high schools across the country to spread awareness, and an optional way to find realizations about one's own use. This challenge truly shows all the opened up time people have to spend on alternative healthy activities, and how bad their addiction really has gotten. By noticing ways in which the mind and life feels healthier without these distractions, it really introduces kids to a new way of life.

Unique Value Proposition: This challenge is only a month long, providing a fixed time frame where someone can see the effects. The way this challenge is designed is to change habits only for a little while, but then at the end of the tunnel you have the choice to go back to your old ways. This is powerful, because in most cases, kids end up permanently keeping apps deleted, or changing their social media presence in a big way even though they didn't intend to at the beginning of the challenge. It's also not just saying "quit social media now, forever", it's just, give this a mindful try and see how you feel. This challenge drives encouragement, productivity, and health. It also provides a social aspect, where friend groups can join forces to hold each other accountable, and work through the addiction together. It can even turn into a "trend" where people look up to those who had the willpower to log off, and join in.