



# **Taking Care of Mental Health in the Age of Social Media**

# Topic Rationale

The line between digital and reality often blurs in our hyper-connected modern world, leaving many feeling alone despite their online presence. This campaign aims to acknowledge the loneliness felt by a large majority of the youth whom use social media while providing resources that offer tips on changes that can be made regarding digital use. The posters will serve as a reminder to prioritize self-care and seek support when needed.

# **Target Audience**

The target audience for this campaign is teens and young adults (13-25 years old), as this age group is the most active on social media and is highly susceptible to the negative mental health impacts of social media use such as stress, anxiety, and depression.

# PSA Poster 1



## THE NEGATIVE IMPACT OF SOCIAL MEDIA ON YOUR MENTAL HEALTH

- TRIGGERS DOPAMINE RELEASE, LEADING TO POTENTIAL ADDICTION
- ASSOCIATED WITH ANXIETY, DEPRESSION, SLEEP DISRUPTION, AND DISTORTED PERCEPTIONS OF REALITY
- CAN CAUSE FEELINGS OF EXCLUSION AND IMPOSTOR SYNDROME

DON'T HESITATE TO SEEK SUPPORT FROM FRIENDS, FAMILY, AND/OR MENTAL HEALTH PROFESSIONALS.

# RECHARGE

UNPLUG TO

PRIORITIZE YOUR  
MENTAL HEALTH  
BEYOND THE  
SCREEN



SET SCREEN TIME LIMITS  
CONNECT AUTHENTICALLY  
TAKE A BREAK  
SEEK SUPPORT

FOR TIPS ON IMPROVING SOCIAL  
MEDIA HABITS, VISIT [HELPGUIDE.ORG](https://www.helpguide.org)

PSA  
Poster 2

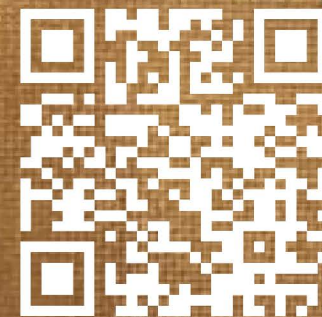


# PSA Poster 3

**PAUSE, REFLECT, CONNECT:  
A GUIDE TO HEALTHY  
SOCIAL MEDIA HABITS**

**"ALMOST EVERYTHING WILL WORK  
AGAIN IF YOU UNPLUG IT FOR A  
FEW MINUTES, INCLUDING YOU."**

**— ANNE LAMOTT**



**SCAN THE CODE FOR TIPS ON  
MAINTAINING MENTAL HEALTH  
WHILE ACTIVE ON SOCIAL MEDIA**

**[HTTPS://SHORTURL.AT/S89A5](https://shorturl.at/s89a5)**

# Poster Placement

**Schools:** In common areas and counseling centers to reach students grappling with the pressures of both academic and social life

**Public Transportation:** In bus stations, train platforms, and subway stations where commuters can engage with the message during their daily travels

**Online Platforms:** Digital versions of the posters on social media, websites, and digital forums to extend their reach to a wider audience

**Workplaces:** Display posters in employee break rooms and common areas, fostering discussions about mental well-being in the workplace

**Community Centers:** Display posters in community centers, libraries, and recreational facilities where residents gather for various activities and events