THE LAZY GUIDE #03

social media detox



2020 | spring summer

LEGAL STUFF...

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Lazy Guide 03 social media detox

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Authors note. If in doubt - refer to Rule 1: Don't be a dick.

LOOK AT ME!

Hi, I'm James Lavers ☺️

Welcome to the social media detox.

If you want to get to know me *before* you dive in, visit jameslavers.com, otherwise just keep reading.

I'm writing this in early June 2020. Already here in the UK the news-cycle has been non-stop. Bush fires in Australia, Brexit, Harry & Meghan, COVID19 and most recently police brutality against black lives.

For many people the associated NOISE on social media has been overwhelming… for others the resulting *effort* to be heard above the onslaught is simply too much.

People are uncertain…

…exhausted.

…scared…

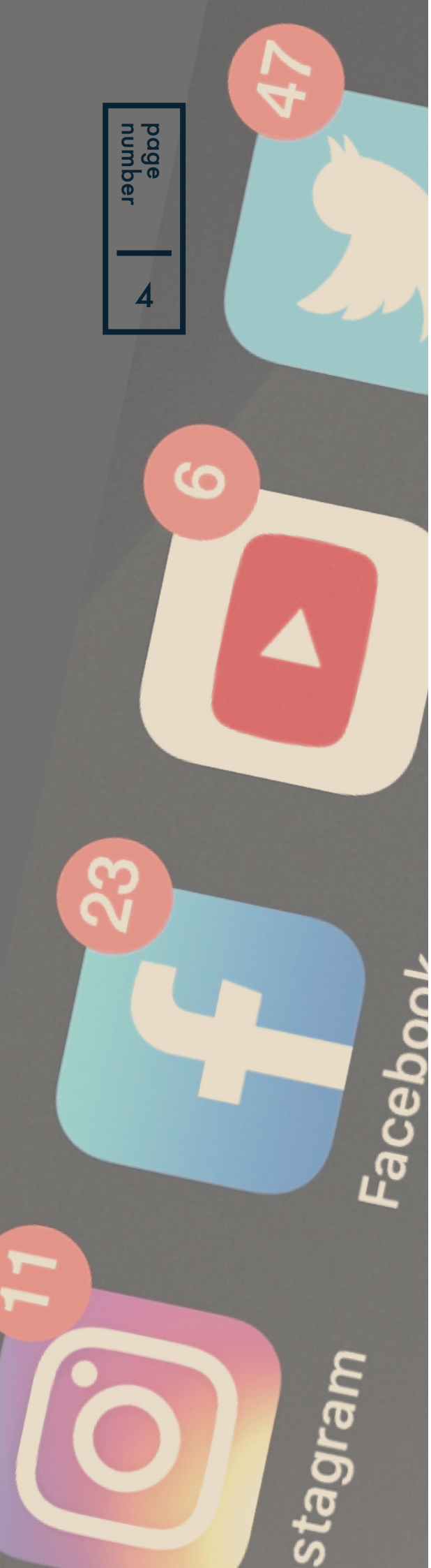
Everyone seems to be yelling: **"Look at me! Don't forget me!"**

I wrote this to be an antidote to the noise.

Like a physical detox, this isn't going to be easy, but it's designed to have a huge positive effect on your mind and emotions and your social media behaviour.

Read this through in full…don't flick.

Take a deep breath…and let's begin…



01 NOTIFY ME!

Truth bomb time. The reason you feel the way you do about social media is because you're in debt to it..

You took on a **"Yes-Debt".**

You pay a Yes-Debt, not with money, but with your attention and focus…your outrage and indignation, your frustration and fear.

A Yes-Debt isn't settled with manageable monthly payments…it's due for collection the second you're notified. It's a bailiff that could come knocking any moment, but instead of seizing your stuff, it takes your time and attention. All 'cuz you said yes.

And here's the thing.

YOU did this.

You can blame technology or social media, but I'm sorry sweet -heart, it's on you.

See, at some point you gave your phone permission to interrupt you. Same story with your tablet and your desktop/laptop too.

You effectively told it:

"YES! You know where I should direct my attention better than I do… I want you to interrupt me whenever you see fit and redirect my attention and focus!"

Our phones, tablets and computers do this through a thing called NOTIFICATIONS. You can turn these OFF. I'm not just talking about the banners that pop up on screen - you can switch off the subtle ones too, like the little red circle with a number in it and the annoying "ping" sounds too. You can switch it ALL off.

Go do it. Go switch off all notification, on all devices and meet me back here once it's done…

…seriously, go do it now. Don't keep reading until the job's done.



02 FEED NEED!

There you go…look at you! You just took a big step in detoxing from social media. Now, you'll only visit when you *want* to, rather than in *reaction* to notification.

But let's not start kissing our own asses just yet.

See, you will still *want* to check social media all the damn time until you can emotionally detach from your **"FEED NEED!"**

This need is fuelled by a host of complex social "buttons" that've been hard wired into your limbic system for millions of years.

They don't go away just because we figured out how to take a selfie and show the world…

…actually, the fact that we're capable of that only pushes your social buttons more.

There's 10 "social-buttons" that get pushed by social media.

They stem from the same neuro-chemical needs you share with your cave-dwelling ancestors… these buttons are pushed continuously by the news feed, and get you addicted.

The 10 social buttons are:

1. You want **attention**. You want to be noticed, viewed favourably, chosen, complimented.
2. You want to be **liked**. You want to increase how favourably you're perceived and approved of by others.
3. **Confirmation**. You want your thoughts and opinions to be affirmed as "right". You want to find opinions of others that match yours and to express your agreement of them.
4. To **belong**. To feel part of something. To feel connected to a group or groups, especially those organised in a "hierarchy of dominance" (if in any doubt - virtually all are).

02 FEED NEED (cont)

5. To raise your **status** within groups you belong to. You want greater **significance** within the hierarchy of groups to which you belong. (this can be any perceived group, not just literal "facebook groups")
6. To **reciprocate** liking, confirmation and attention to those who've given it to you.
7. To **follow** others you perceive as more popular than you. To get closer to them by paying them via attention, liking and confirmation.
8. To **emulate** and mimic the behaviour and viewpoints of select figures you perceive as more popular and of higher status…especially if they belong to similar groups and hierarchies.
9. You want **validation** of your behaviour and opinions by those you emulate and follow.
10. You want to **display** your attractiveness, influence, resources (stuff) and resourcefulness. If you get good at this, it pushes multiple social buttons simultaneously for you. The evil-genius of every social media platform is you can essentially manipulate the perception of your attractiveness, influence and resources…lie basically…and this is the norm!

You play all sorts of "games" to get these buttons pushed. To detail them all would fill several books. But I've detailed the seven core games we play to get our social buttons pushed in section 6.

Some of these social buttons are more easily pushed than others. Getting a "like" on a post for example is easy - getting several people to positively and publicly confirm your opinion is more challenging. Attracting the attention of big name influencers and having them validate your post is harder still…

…it's an addictive social game! The developers know this, and create a platform to push your buttons and keep you playing!

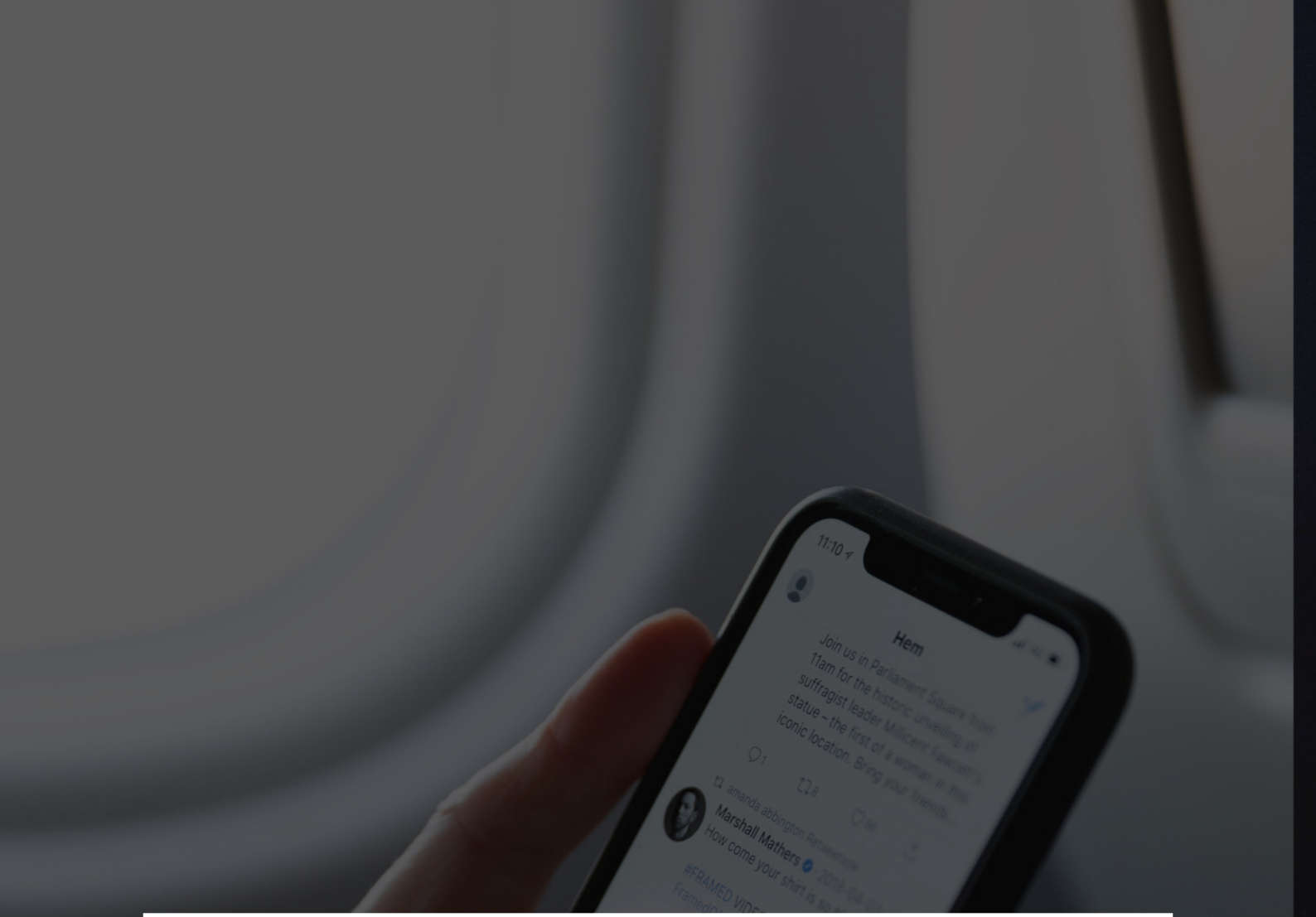
So let's look at how you can DETOX from the worst and most addictive tendencies triggered by these social buttons.

Ideally, if you're up for going cold turkey then its pretty simple…

STOP. SCROLLING.

I don't recommend doing this. You want to detox HEALTHILY…abstinence and rejection of social media can often lead to a strange obsession. Remember **these social buttons fulfil important *human needs*.**

So, for a more gentle detox, let's look at an alternative.



03 BREAKING THE AUTO ADDICTION

OK, now between writing the last page, and this one - I got the urge to tap my iPhone and visit Facebook.

What I did instead, is what I want YOU to start doing to detox:

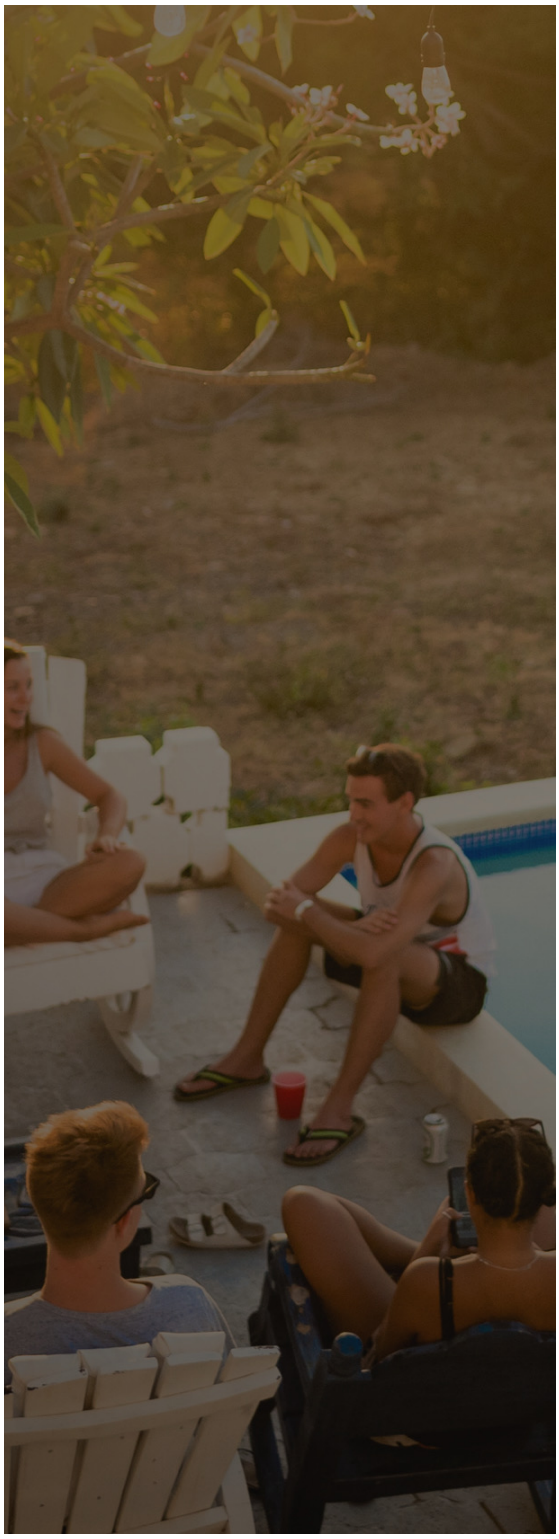
1. When you feel the urge to visit ,take a deep breath and ask yourself honestly **"Which of the 10 buttons do I need pushed right now?"** For me it was No's 2, 5 and 9 (liking, status and validation)…I wanted to see how many more people want this guide you're reading!

2. Relax, and ask yourself if you *really* need those social buttons to be pushed right now. If you get a "No", congratulations! You just began to free yourself from addictive automatic behaviour…you can move on.

3. If however you were honest and got a "Yes", go and do some brisk physical exercise and leave your device behind.

If after 10/15 minutes the urge remains - research some ways you could get those same buttons pushed more healthily…a good start is to speak to a real friend or family member in person or on the phone. Contact a client directly and wish them well…get creative!

04 LIMIT YOUR CONSUMPTION



Yay! You did it! The worst is over!

You're no longer getting interrupted by your devices and you've gotten your feed-need under some control.

The rest of the detox is gentle by comparison.

If you're no longer scrolling through the feed, how are you going to healthily check in, affirm and support your friends, connections and clients, as well as get your very real and human social needs met?

Thats what this section's about. Here's how it works:

- You're going to think of five connections and your going to visit their profiles by manually searching and typing their name in…NOT scrolling the feed.
- Each of them will get 4 minutes of your time.
- You'll spend 3 minutes perusing and consuming their content, reading their posts, viewing their pics/videos.
- You'll spend 1 minute giving your purposeful reaction or response to their material.
- That's a total of 20 minutes a day, for just 5 connections.
- You'll repeat the process the following day with 5 different connections.
- Take weekends off for you and your loved ones.

This means in any given month you'll be consciously and deliberately interacting with 100 friends, connections or clients (or 50 on two occasions/month if you prefer).

If you find it difficult to limit yourself to only 20 minutes a day, you can *double* either the time you spend consuming and responding (to 8 minutes per person) OR the number of friends you interact with (to 10 people) for a total of 40 minutes a day…

…but for a decent DETOX don't exceed 40 minutes of consumption per weekday.



05 GAMES WE PLAY

From here on out it's about understanding yourself and your social needs.

The weird and somewhat paradoxical thing about your social needs is that in order to get them met - in order to get the button pushed - you have to disguise the need in a complex little communication dynamic…

…in other words, you play a little **game**.

If you want to feel LIKED for example, you don't just post *"Hey, can you let me know if you like me please? I need to feel I'm liked."*…

…to do so reveals the need, which carries the threat of lowering your status and in turn reducing the chance of those ten buttons being pushed in future.

So instead you perform certain predictable social media behaviour patterns that you hope will get your buttons pushed without revealing the underlying need.

You do this in other areas of life, not just on social media by the way…and before you rush to reject these games, accept that they're very human…

…BUT…

…as with other ares of life, there are healthy ways of getting your needs met…

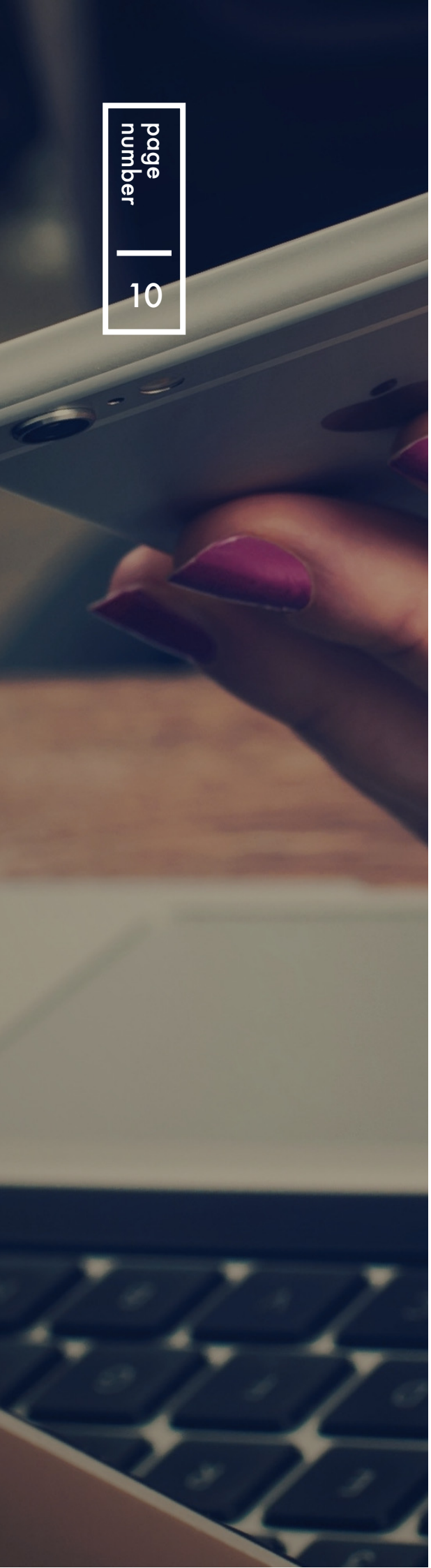
…and there are toxic ways.

The following list is far from exhaustive.

It contains seven of the most common and toxic patterns of behaviour people exhibit on social media to get their buttons pushed.

If you spot any you're guilty of, don't beat yourself up too badly…

…take it as a sign that you're overdue a detox, and the fact you're reading this guide means you're in the right place!



06 THE TOXIC SEVEN

- **"I'm taking a break from <insert platform>"**
  You rarely see healthy, high-status influencers signal that they're taking a break from social media. They just go! Those in need of social "stroking", will signal it with this common playground tactic.

- **Memes**
  These take many forms, styles and symbolic usually humorous imitations that've been created by a third-party, adapted, and shared. In lieu of your own original content, you can piggyback off a popular meme for likes, attention and more!

- **Quotes**
  When you post a quote you're literally telegraphing *"This person said it better than I ever could, but I want the halo effect of benefitting from how you feel when you read their idea."* Tough, but uncomfortably true.

- **Too cool for skool**.
  A relative of "I'm taking a break" - Standoffishness, aloofness and any post that makes you appear to be free of the need for the ten social needs, is a sure-fire way of getting them met. Everyone wants to be the cool kid!

- **Here's my take on <insert hot topic>!**
  Commentary on the current news-cycle is an irresistible way of getting your social buttons pushed…and also one of the most addictive and hard to quit since its already getting most of the attention…it's all too tantalising to grab a bit for yourself.

- **Blind Posting**
  "Blind" posts are where you hint at something good or bad but deliberately omit details to demand further enquiry from your audience…nothing screams "I need attention" louder.

- **In-fighting and arse-kissing**
  When all else fails, challenge the status-quo in your area of expertise, or agree with the argument put forward by a high-status influencer in your field for instant button-pushing!

07 CLEANSE WITH YOUR CONTENT



Was this helpful?

I hope so.

The intention in writing this for you was to help you detach a little from the addictive chaos that social media can be, if you don't get a handle on it.

I wanted to hold up a mirror to some of your more subtle and below-conscious mammalian behaviour.

With a new perspective, I hope you can go a little easier on yourself.

I hope you can accept your very-human desire for attention. To be liked and confirmed…to reciprocate that to others…to become significant and validated…to belong and follow those who's behaviour you emulate and aspire to…and to display your best assets to those around you.

All of these needs and more are an integral part of what it is to be human.

Modern technology makes it all too convenient for your social needs to be artificially met…

…for their attainment to become an addiction.

A toxic addiction.

I hope this guide is useful in freeing you from that.

When all is said and done I hope that this guide and the manner in which it's distributed also becomes an example of healthy social-media use:

"CONSISTENTLY CREATE AND SHARE YOUR ORIGINAL, USEFUL CONTENT."

Do that and you'll be just fine ☺️

Big love…



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by James Lavers

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