

## WHY DO IT?

You'll sleep better



71%

of cell owners have slept with their smart phone next to their bed because they want to make sure they didn't miss any calls, text messages, or other updates during the night.

SOURCE: BANK OF AMERICA, TRENDS IN CONSUMER MOBILITY REPORT

Scientists found that using a cell phone or laptop before bed can disrupt the body's production of melatonin and negatively affect sleep quality.

SOURCE: HARVARD MEDICAL SCHOOL

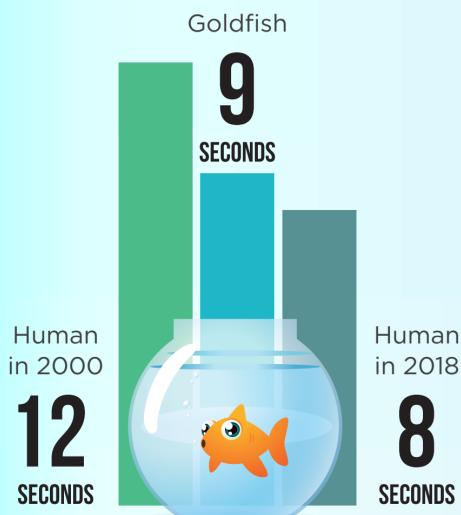
80%

of smartphone users check their phones within 15 minutes of waking up.

SOURCE: IDC RESEARCH

You'll increase your attention

Due to "external stimulation, the average attention span of a human being has dropped below that of a goldfish.



SOURCE: TIME MAGAZINE

You'll be happier

The more time a person spends on social media, the more dissatisfied they ultimately feel with their own life.

SOURCE: HARVARD BUSINESS REVIEW

Get rid of "Fear of missing out" or FOMO induced by social media.

56%

of people are afraid of missing out on news or events if they are away from social networks.

SOURCE: MYLIFE.COM SURVEY

# Digital DETOX

When was the last time you unplugged for 24 hours? If you answered, "I can't remember" a digital detox could be what you need.

How to disconnect from your devices and reconnect with what really matters



## WHY DO IT?

You'll boost your productivity

46%

of smart phone owners describe their phone as "something they can't imagine living without."

SOURCE: PEW RESEARCH CENTER

12 MINUTES

Americans check their phones once every 12 minutes, on average.

SOURCE: NEW YORK POST

87 MINUTES

Adults spend on average 87 minutes on their phones Monday through Thursday, and more than 160 minutes on the weekends.

On average, a person will spend 5 years and 4 months of their lives on social media.

SOURCE: MEDIAXIX

People checking social media daily

Facebook - 76%  
Snapchat - 63%  
Instagram - 60%  
Twitter - 46%  
YouTube - 45%

SOURCE: PEW RESEARCH

Do you feel anxious about losing your smartphone? Your fear has a name: Nomophobia

What if you think your phone is ringing when it's not? That's called Cellphone Vibration Syndrome and researchers say it's a sign of a more serious tech addiction.

SOURCE: PEW RESEARCH CENTER

You'll strengthen your relationships

54%

of children thought their parents check their smart phones too often.

SOURCE: AVG TECHNOLOGIES

32%

feel unimportant when their parents are focused on their phones.

SOURCE: AVG TECHNOLOGIES

19%

19% of people feel their family relationships are impacted by overuse of a smartphone.

SOURCE: SURE CALL SURVEY

## HOW TO DO IT?

### STEP 1

Decide how long you want to detox for

We suggest trying it for 24 hours. It can be 72 hours or more if you want to build up to that.

### STEP 2

Plan your detox

Choose a time that's realistic for you. Weekends, vacations and holidays are great times to try it. Make sure you tell your family, clients and anyone who might need to get a hold of you that you'll be away from your email and smartphone for a period of time. Who knows, maybe you'll even get some of them onboard.

### STEP 3

Make some fun plans!

These can be things like cooking, walking, or spending time with friends and family. Spending time in nature is a great thing to do, as it is a proven way to restore your attention.

### STEP 4

Log off!

Turn all devices off and place them somewhere where they won't tempt you. Out of sight, out of mind!

### STEP 5

Enjoy!

Side effects of a digital detox may include: better sleep, thinking more clearly and feeling re-energized. Enjoy the change and notice your reaction to not being 'on call'.