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Social Media Protocol: Your Ultimate Balance with Social Media Use

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Definitions:

- Socials:** Used to refer to social media sites
- Online life:** Portions of your life that you chose to share online
- Offline life:** Your life as it is, as you know it, the good and the bad.

By Joselyne John.



Disclaimer:

Information in this book guide (protocol) is meant for educational use and not meant to substitute any medical diagnosis or treatment. Users take 100% responsibility for any outcome and Joselyne John is not to blame for any negative sequences.



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Introduction:

Do you feel less focused, anxious, less grounded, and you are constantly busy on social media connecting, reading, or building your business? Do you wake up in the morning and the first thing you do is reply to your social media notifications and messages? Do you go back and forth to check your socials- if people replied to you or if there is something interesting throughout the day? How about at night, do you take time to wind down and to let go of the day or do you check your socials right before you go to bed? Do you have a racing mind at night based on your recent posts or social media interactions? If you happen to wake up in the middle of the night, do you check your social media?

If you answered yes to 4/6 of these questions, social media is likely interfering with your sleep, life balance and health. This guide/protocol will help you re-center yourself and restore your focus, control, and power to reach your highest potential, to cut the distractions and restore your emotional stability, sleep and health.

This protocol/guide is based on my own experience and what I learned from the excessive use of social media, mainly Facebook and Instagram. I used these sites for both personal and business use. I experienced increased levels of anxiety, restlessness, low internal validation and a general sense of lack of balance and centeredness. I felt like I was too busy and doing productive things but at the same time was distracted and not as focused on my intended creativity. My answer to the above questions was YES. That is when I PAUSED and said: I will only continue to be active on social media when my internal validation and sense of balance are back to baseline. After several experiments and trials, I came up with these effective insights and strategies to ensure the ultimate balance while using social media. I call it a protocol because you must follow it strictly for maximum results:

1. Maximize mental health, boost mood and wellbeing
2. Reduce anxiety and restlessness.
3. Better focus, creativity, and productivity
4. Increase awareness and clarity about your direction for success
5. Improve your self-esteem, self-worth, confidence, and sense of power
6. Increase your internal validation and happiness
7. Ignite personal and financial potential
8. Fall asleep easier and increase the quality of your sleep



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Background and Personal Insights:

Social media is great for connecting, learning, giving and receiving value and building personal brand and business. However, it also presents a significant challenge to mental health, emotional and stress management, and overall health and self-care. In fact, research shows that anxiety, depression and sleep and mood disorders are common in people who use social media excessively. Excessive use of social media is when you use social media frequently throughout the day

It can be harmless in the beginning but daily and frequent use can overstimulate your brain and unbalance your emotional wellbeing in the following 3 ways:

1. **Constant interaction on your socials distracts you from participating in other offline things, situations and opportunities (business or personal).**

This is true whether or not you use your phone or it's a portable experience where you can be going places and using social media. It is about the mental attention and presence. Likely, it will take your attention away from your offline experience, which takes away your real in-person interactions which are important for your emotional and mental health.

This is where you really have to be honest with yourself. Are you participating in offline life to create content for your online life or you are actually living your offline life in its own priority without the interference of online intentions? Do you have the intention of sharing your offline experience before you experience it, or you experience it and then see the point in sharing? (having a social media marketing strategy is one thing, it is another to have a pattern of making the rest of your life dependent on your social on your online life) Do you go to social media as an avoidance to think or feel certain feelings or embrace certain pains or situations (is social media your rebound for something? Think of this as eating when in fact you are thirsty and need to drink water, but you need to take time to reassess your hydration status instead of rushing to eat, do you actually need to reduce social media and work on yourself?)

2. **External validation vs Internal Validation.**

Social media uses likes as validation, it is like a currency. Now, your brain will get used to likes as validation and will interpret lack of likes as lack of validation. Therefore, making it easy for you to compare yourself with others whose posts have more likes, which can lead to a feeling of inferiority, low self-esteem and confidence. However, often likes have nothing to do with who we are or our potential and capabilities but if you use social media frequently and consistently, you don't allow enough time for your brain to put things into perspective. Instead, your brain recycles the same story and it leads to major mental instabilities. This is why infrequent use allows time to build and sustain internal validation. You are great, have value and when your posts don't do well, you won't feel the constant anxiety of why that could be, or if it has something to do with you, and putting yourself in the victim position.



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Things like removing your posts and reposting it differently or editing your caption multiple times are symptoms of low internal validation. If you believe in what you shared and confidently feel it has value, no need to go back and forth to change it. I run into people who say, I liked what your post about a, b, c. Then, I say "oh, how come you didn't like it or comment? And they say "well, I just did not want people to know I struggle with sleep'. So many reasons why people who like your posts won't like it publically, but in social media currency, it seems like a failure. So, you need to have your internal validation higher than external validation and the more you use social media the more it messes with your internal validation. We need a good balance of internal and external validation otherwise, we risk our self-worth, self-esteem, confidence and suffering from anxiety and depression.

3. Unexpected Anxious Moments:

Social media is like a huge house with no rooms, you go in there and you see it all. Of course, notifications management can help but you can't guarantee what people you follow will be saying when your login. It is all there for you brain consumption. Depending on how spiritually grounded and peaceful you are, your coping with information exposure will be different. This is why, it is important to establish how you feel, your mental state in the morning before you jump on social media sites. Prepare your conscious for unknown moments. You can program your thoughts before random information and external stimuli do. And your thoughts influence your actions, so if you go on social media first thing in the morning, that's what will influence your actions and life that day. In the case of using social media for business, you still need to make morning and evening time to work on yourself as a person. Create a social media free morning and evening routine that involves self-care or personal development. This is paramount in controlling your mood, energy, attention and overall emotional and financial resources.

Your Social Media Protocol: Your Ultimate Balance with Social Media Use

1. Pick your social media office hours' window (i.e. What days? what times? Where? i.e. Mondays Facebook and Instagram from 2-3pm).

Pick the time of the day, and the amount of time you will spend on certain social media sites. Not right when you wake up and not 1-2 hours before going to bed. This is important because your conscious is ready and active in the morning and full and vulnerable in the evening. So, checking your social media first thing is like saying, I will check in with the world before I check in with myself. This sets you up for distractions. Again, social media is a house with no rooms, so much going on. I have done this experiment over and over again, going on social media first thing in the morning, whether it is personal or business, it distracts you from your initial genius creative powers in the morning. I just created a video on how circadian rhythm works and how it affects sleep and energy and productivity. Morning hours are your most productive hours. Would you rather use them on social media, if yes, wouldn't you



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want to ensure you know exactly how? which is why you should always have a plan before you log into your socials.

Of course, social media use at night will not only interfere with the production of sleep hormone melatonin through light exposure through your eyes but will also keep your brain stimulated, which is the opposite of what your body needs to sleep. If you are sleep deprived you will be irritable, less focused, less productive and 300% likely to catch a cold the next day. Sleep is basically the best investment you can make for ultimate success and lack of control over social media use doesn't help. Did you know that so many people made breakthroughs in their dream? Start your day by trying to remember your dreams, invest in your mental focus and energy, then you can be more efficient at identifying opportunities and avoiding distractions on social media.

2. Balance your social media with offline life

Once your social media office hours are over, physically and mentally leave (I used to leave but my mind would still be there, thinking about how I would have worded the post differently etc.). Make a conscious decision to LEAVE and do meaningful offline activities, otherwise, you will be tempted to go back (and in the beginning, you might get social media withdrawals, so schedule something of equal or greater value). Engage in your offline life, schedule a date, clean your house, play an instrument, create great content, etc. Just don't violate your social media hours' window (after all you set it yourself).

It doesn't matter how much time you decide to spend on your socials, respect the window. I would imagine if you scheduled 10 pm to 4 pm it would raise questions for you, like do I really want to spend that much time there, or it would open your eyes to seeing how much you are sacrificing other important activities. So, you have to schedule your social media hours and put on your calendar, it is important in taking control. Another important point here is to sleep adequately, get your 7 to 8 hours per night. This is because you are more likely to wonder on social media when you are sleep deprived. Yup, it is called cybersurfing, "just browsing, no purpose", because your body is too tired, can't focus on anything meaningful than just browsing.

Power tip: You can break down your day in 45minutes increments. I like to say "in the next 45 minutes I will focus on...." Then the rest doesn't matter unless it is an emergency. Multitasking is just shifting attention between two things or tasks or people and none gets 100% attention. You can have higher quality experience and results if you just focus on one thing. Chose one focus at time.



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3. **Create a social media free morning and evening routine that involves self-care and personal development.**

This is paramount in controlling your mood, energy, attention and overall emotional and financial resources. In the morning do 3 things: 1 body activity, 1 mind activity. Yoga has all these. Personally, exercise and say 5 things I am grateful for and that puts me in a great place to make today a day well lived. Being grateful plus endorphins from exercising just puts me in a great mood and takes away any sense of scarcity and boost fulfillment. Even if I go on social media at this point my resilience level is higher than if I just went straight from my blankets. If you find it hard to wind down in the evening and to fall asleep at night, your social media habits could be a reason and once you ground yourself, you should be able to sleep better. If you apply your social media protocol and still have problems falling asleep, and waking up multiple times per night and waking up feeling tired, it could mean that you have high cortisol levels at night, or something else in your body is interfering with your sleep I suggest you book my free 30minutes sleep consultation to rule out sleep problems. I will listen to your sleep situation and suggest appropriate steps to take I.e. Holistic tests, sleep study, holistic sleep solutions or life style changes.

4. **When experiencing low mood, social media can help but be aware of this**

When you are low mood, you can contact your friends for support on social media or even find great supportive programs. However, this is not the same as deciding to browse through peoples' timelines to try and boost your mood. You will be better off going for a walk, calling a friend, actually creating a person to person interaction. This is obvious because browsing through timelines is likely to make you compare your current low mood (and whatever is making you feel low mood) with selectively organized people's life highlights, and in my experience, it makes it worse. So, best to come on socials when your mood is optimal or know what kind of mood-boosting support you are looking for than just wondering around social media.

End of Social Media Use Protocol/Guide

Email sleep@joselynejohn.com:

1. To claim your free 30minutes sleep consultation
2. To ask questions
3. To share your comments and insights

For more sleep resources and support

1. Join my [Sleep Tips Mailing List](#)
2. Join my [Sleep Transformation Support Facebook group](#)

To your ultimate balance with social media use,

Sincerely,

Joselyne