



How to Curb Your Social Media Addiction

More than half of American adults say they're addicted to their digital devices, but going cold turkey isn't an option for most.



BY SKYLER INMAN *Editorial Intern* @skylene_inman



WRITE A COMMENT



media are a problem," she says. If social media wastes your time, set a daily limit, or confine your use to a certain time of day. Likewise, if it limits your engagement in other important activities--family time, business meetings, or social events--try keeping your phone in another room. A [social media-blocking app](#) can help, but self-correction is best. "Mindfulness is key to any behavioral modification," Glick says. When you notice you want to check Facebook, slow down and consider why. If it's just boredom, find another way to entertain yourself.

2. Have someone else keep you accountable

In the Berry household, the best strategy is teamwork. Given the global nature of the Berrys' businesses, conventional work hours don't exist, so having a cut-off time for answering emails and addressing social media notifications has been an important step toward finding a healthy level of use. "My wife and I have a pact to try and catch each other when we're overusing," says Paul. When one or the other is doing so, all it takes is a reminder to put the phone down.

3. Disable push notifications

If social media apps keep your phone buzzing all day long, it would take zen levels of concentration not to check up on what's going on. Short of throwing your cellphone into a vault, hitting the "off" switch in the settings of your apps could be the quickest fix. "It might sound silly, but you can really trick yourself into thinking no one is messaging, tagging, or liking your social media if you don't know about it," says Aristotle Eliopoulos, social media specialist at [9thCo](#), a Toronto-based digital marketing agency.

4. Delete the app--or decide whom to unfollow

If you find yourself continually opening and re-opening the same apps to refresh your newsfeed, consider deleting the app, says Tina Clark, manager of digital and social media strategy at [Roberts Communications](#) in Rochester, New York. "Your accounts are still active, but you won't have the constant desire to check them," she says. If that seems too drastic, try doing a social media cleanse within each of your accounts so that the most addictive (or most negative) feeds disappear. "Unfriending someone entirely may feel a bit too harsh," she says, but if people in your social circles are regularly posting negative content (especially during election season), you could get a much-needed mental break by engaging with them less frequently.

5. Reward yourself offline

Finally, one easy way to hack your social media habits is to consider their psychological roots. Social media use directly activates the areas of the brain linked to pleasure. This "reward system" is a group of neuronal structures that are crucial for learning and forming habits, says Dr. Lisa Strohman, clinical psychologist and founder of the [Technology Wellness Center](#), a Scottsdale, Arizona-based organization focused on digital overuse. "Breaking the habit can be as simple as creating offline experiences that activate this reward pathway." Try putting down the phone and engaging in something you love, such as drawing, listening to music, or exercising.



Get a First Look Inside Etsy's Magnificent, Ultra-Green Brooklyn Office

MORE:

[Successful People Swear by These 5 Morning Mantras](#)

[A Lesson From Steve Jobs on Commanding Respect](#)

[14 Coolest Products Everyone Will Be Talking About This Summer](#)

[What LinkedIn's Head of B2B Marketing Just Said Might Surprise You](#)

[Why I Hired a Retired Navy Vet for My Startup Instead of a Millennial](#)

[How to Curb Your Social Media Addiction](#)

Get an earful.

UNCENSORED

DOWNLOAD INC. UNCENSORED. NOW.

ADVERTISEMENT

TODAY'S MUST READS

TODAY'S MUST READS

[The One Recipe You Need to Boost Your Energy and Mental Clarity](#)

[How This Vermont Sock Company Became a \\$40 Million Business in a Town of 3,000](#)

[The Rio Olympics Logo: Winner or Loser? You Decide](#)

[3 Lessons Learned From Disney's Firing \(and Rehiring\) an Intern Over Her 'Alligator' Tweet](#)

[10 Techniques Used by Manipulators \(and How to Fight Them\)](#)

Inc.5000
CONFERENCE & GALA

The event for entrepreneurs.
Bar none.

October 18-20, 2016 - San Antonio

TODAY'S MUST READS

[The One Recipe You Need to Boost Your Energy and Mental Clarity](#)

[How This Vermont Sock Company Became a \\$40 Million Business in a Town of 3,000](#)

[The Rio Olympics Logo: Winner or Loser? You Decide](#)

[3 Lessons Learned From Disney's Firing \(and Rehiring\) an Intern Over Her 'Alligator' Tweet](#)

[10 Techniques Used by Manipulators \(and How to Fight Them\)](#)

Inc. | The UPS Store present

Tell Marcus:
Make My Marketing More