

Keep it real: Swap Snapchat and other apps for real conversations, talk, and text—make connections that last

- Most teens open social media more than 20 times each day, and those who use Snapchat more than 2 hours a day have increased anxiety and depression¹
- 50% of Gen Z wish social media had never been invented²
- If you were to use your phone 2 hours less each day you would have approximately 30 extra days each year to do the things you love
- Authentic human happiness requires authentic human connection

Silence the noise: Turn off notifications—don't let your phone distract you from what matters

- On average it takes 9 minutes to regain your focus after an interruption^{3,5}
- Almost 70% of teens aren't getting enough sleep which impacts your health, well-being, and academics^{3,4}
- Just having your phone out and visible is proven to stifle connection and empathy⁵

Reflect your best: Think before you share—no text or post is ever truly private, and you never know who may see it

- 33% of Gen Z on Snapchat report that intimate or sexual images have spread beyond the intended recipient⁶
- Most young adults have been targeted in “catfishing” scams or have had private information or explicit personal imagery stolen by hackers⁶
- Your digital presence can impact your future college and job applications⁷

1-<https://www.cyberwise.org/post/the-pros-and-cons-of-snapchat-on-kids-mental-health>

2-<https://theharrispoll.com/briefs/gen-z-social-media-smart-phones/>

3-https://publications.aap.org/pediatrics/article/140/Supplement_2/S62/34180/Media-Multitasking-and-Cognitive-Psychological

4-<https://childmind.org/article/happens-teenagers-dont-get-enough-sleep/>

5-<https://time.com/6302294/why-you-cant-focus-anymore-and-what-to-do-about-it/>

6-<https://values.snap.com/safety/dwbi>

7-<https://www.usnews.com/education/best-colleges/articles/can-your-college-admissions-offer-be-revoked>