

Unplugged Instagram Package

Style/content notes


- Target audience is caregivers in B.C., most likely moms aged 25-44 in Metro Vancouver
- Soft, textured backgrounds that convey subtle connection to the natural world and playfulness of childhood (feathers, messy paint marks, water, pebbles etc.)
- Clean and simple aesthetic to make visual and written information easy on the eye and quick to take in
- Vibrant colour images to convey the vibrancy of childhood/family life and how we're nurturing that
- Font: Helvetica (consistent with website)
- Accent colour: #ef4444 (consistent with website)
- Include Unplugged logo/sign the pledge button image wherever relevant
- Positive packaging of the messaging that motivates people to act, feeling like they can positively help their child (rather than driven by fear or feeling overwhelmed by the scale of the problem)
- In the sample pack, I've provided templates for quotes, questions parents might ask, and simple reasons why signing the pledge is a positive thing. These can all easily be replicated.
- Always have one clear, easy call to action
- Use plain language; keep it short & sweet



Sample pack



Post #	Written copy	Call to action	Notes
1 (mental health)	<p>Want to make smartphones work for your family? We can help you!</p> <p>A lot of research is coming out to show how early use – and overuse – of screen-based devices is harming young people's mental health.</p> <p>In fact, social</p>	Check out our website	

	<p>psychologist Jonathan Haidt has closely looked at the data and says that this “great rewiring of childhood” is causing an epidemic of mental illness.</p> <p>The good news is, as parents, we can make a simple choice that will protect our kids from these harms.</p> <p>Check out our website today and see how simple it is to bring back a more carefree childhood. The link is in our bio 🔗</p>		
2 (just be kids)	<p>Our children deserve the chance to be children, and to learn the skills to navigate online spaces at the right time.</p> <p>We can introduce smartphones when they are developmentally ready. This protects their growing brains from the most harmful effects of online devices.</p> <p>If you want to bring back a more carefree childhood, sign the Unplugged pledge today. The pledge says that you commit to waiting until your child is 14 before giving them a smartphone.</p> <p>Click the link in our bio then go to “sign the pledge” 🔗</p>	Sign the pledge	
3	It's well known that social	Sign the pledge	

(addiction)	<p>media and online apps are designed to be addictive. We also know that more and more kids and teens are becoming addicted to smartphones.</p> <p>We're encouraged to shrug our shoulders and say "It's not like it used to be, but I guess the world's a different place now."</p> <p>But we say "We should, and can, do more for our kids."</p> <p>Prolonged screen use is altering brain development and causing young people to feel depressed and anxious. We want to help our kids be happy, and we have one super simple way to support that.</p> <p>If you want to bring back a more carefree childhood, sign the Unplugged pledge today. The pledge says that you commit to waiting until your child is 14 before giving them a smartphone.</p> <p>Click the link in our bio then go to "sign the pledge" 🔗</p>		
4 (cognitive function)	Across Canada, provincial governments are taking action to restrict cell phone use in schools. They recognize the harms that smartphones present,	Government page on website	If anyone asks for evidence of "alarm" among researchers, you can direct them to this research article:

	<p>and they are taking seriously their duty to teach digital literacy in safe and measured ways.</p> <p>Recent research also suggests that excessive and early smartphone use is affecting kids' concentration and cognitive abilities. The researchers say that more studies need to be done and we're only beginning to understand the effects of this huge tech experiment, but they are alarmed by what they've already seen.</p> <p>Find out more about the effects of smartphones on children and teens – check out the research page on our website (link in bio )</p>		https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10461096/
5 (informed choices)	<p>As parents and caregivers, we're always trying to do what's best for our kids. We're not perfect and it's not easy – sometimes it feels like a minefield trying to figure out what the best thing is.</p> <p>One thing that helps is having reliable information to read through so that we can make our minds up with confidence.</p> <p>We'd love you to join the community we're building. It's all about making a simple choice about smartphone use to</p>	Check out website	

	<p>keep your child safe and well. But we understand you might want to know more. Check out our website and then make your mind up! Link in bio</p> 		
6 (support each other)	<p>Does the thought of your child being the “odd one out” feel overwhelming?</p> <p>Many parents would like to delay giving their child a smartphone, but the thought of them being different to their friends is too much.</p> <p>Good news – we’ve got your back! By signing the Unplugged pledge, you commit to wait until your child is 14 before giving them a smartphone. BUT here’s the twist: the pledge only kicks in when enough people in your community sign up too! This means that, from the very start, your child will never be the odd one out. By doing this together, we can shift the status quo and make a more carefree childhood normal again.</p> <p>Let’s make this happen together! Visit our website and sign the pledge today – link in bio</p> 	Sign the pledge	
7 (wellbeing)	<p>Do you feel like your child needs a smartphone to have a way of staying socially connected? A way to be reachable when needed?</p>	FAQs page on website	

	<p>Check out the FAQs page on our website – we have smart solutions that don't involve smartphones! Link in bio </p>		
8 (psychologist quote)	<p>Catherine Steiner-Adair is the author of The Big Disconnect – a book that explains how digital devices have deeply affected childhood and family life. She draws on her own clinical work and consultation with experts to not only describe the importance of this issue, but to offer solutions and actionable steps for parents.</p> <p>The Big Disconnect is one resource we've included on our website – check out the resources page on our website for more tools to inform and equip you in making digital decisions that are right for your family. Website link in bio </p>	Research page on website	
9 (educator quote)	<p>Doctor of Education Susan Linn writes powerfully about “The commercialization of childhood and children’s well-being” in an article for Paediatrics & Child Health journal.</p> <p>She reflects on the African proverb “It takes a village to raise a child” and how this village is now being bombarded by constant marketing</p>	Research page on website	

	<p>messages that are harming children’s social, emotional, and physical health.</p> <p>A consensus is growing across experts in psychology, health, education, and even big tech that smartphones are harmful for children.</p> <p>Learn more on the research page of our website – link in bio 🔗</p>		
10 (FAQ)	<p>We have the answer to this question and so many more on our website! Click the link in our bio and head to the FAQs page. 🔗</p>	FAQ page on website	