

ADVANCED SOCIAL MEDIA LITERACY TRAINING MODULE



Module Title	: Advanced Social media literacy training module
Participant profile	: Working professionals & government employees

General objective:

Advanced Social media literacy can be broadly divided into communicating through social media and personal responsibility. Communicating in social media is different from print. There are a lot of communication channels through social media. Each has its own audience and purpose. Participants will learn how to identify the audience and purpose, write for that purpose and audience, and develop their own audience. Participants will understand the various responsibilities that come in communicating through social media websites. Participants will understand law cases, discuss ethics, and evaluate how social media has changed communication. Participants will understand the influence of social media.

Learning outcomes – On completion of this module, participants will be able to:

- Learn the opportunities and risks presented by the use of social networks
- Use social media safely and effectively, in professional and personal capacities
- Discuss and study the concept of privacy and its application
- Demonstrate the best practices in sharing personal information, express opinions and emotions online in a responsible and respectful manner

Prerequisites:

- Participants will be informed beforehand to bring a copy of the social media policy and strategy for their organization, if any
- Participants will be required to bring a laptop computer to the training

MODULE OVERVIEW

DAY 1			
TIME	TOPIC	DESCRIPTION	ACTIVITY
9am-9:45 am	UNIT 1- Introduction	Welcome to participants, training needs analysis.	Icebreaker activity: discussion on participants' social media usage.
9:45am-10:45 am		Definition of social media, brief history of social media.	
10:45am-11 am	TEA BREAK		
11am-12:00 pm	UNIT 2: Leveraging Social Media	Social media for information dissemination, brand building, and marketing.	Case studies: social media use by PMO, MoH during the pandemic. Case study: BNB marketing on social media.
12:00pm-1pm		Effective social media content. Facebook analytics.	Case studies: Denkar's Getaway and Yeshi Lhendup Films Activity: checking analytics on Facebook page

1:00pm- 2:00 pm	LUNCH		
2:00pm- 3:00 pm	UNIT 3 – Laws & Ethics	Ethical social media use Laws governing social media use	Case study: Court sentences 74-year-old businessman for harassment
3:00pm- 3:15 pm	TEA BREAK		
3:15pm- 5:00 pm	UNIT 4: Social Media Policy And Strategy	Importance of social media policies and strategies. Creating a social media calendar.	Activity: Creating a social media policy Activity: Creating a social media strategy Activity: Creating a social media calendar
DAY 2			
9am-10:45 am	UNIT 5- Activity Digital Social Identity	The participants will create a Digital Social Identity for their companies or organization.	Participants will use the following website (www.piktochart.com) to do the activity
10:45am- 11 am	TEA BREAK		

11:00pm - 01:00 pm	UNIT 6 – Online well being	An overview of the opportunities and potential challenges people experience online.	Short film – Connected Activity – Worksheet (One minute paper reflection) Activity – Mind mapping
01:00pm- 02:00pm	LUNCH BREAK		
02:00pm- 03:30 pm	Cyber Bullying	What does it mean to ‘Be Strong Online’? What is cyber bullying? What is an upstander and bystander?	Activity – Video (Victim of cyber bullying in Bhutan) Activity – Video (Ten Forms of Cyber Bullying)
03:45pm- 04:45 pm	Digital Stress and Digital Resilience	Introduction to Digital stress, symptoms, and various psychological and physical effects Building Digital Resilience	Activity – Video (What is internet doing to your brains) Activity – Worksheet (Digital Stress Score) Activity – Handout (Causes of Digital Stress)
04:45pm- 05:00pm	Concluding ceremony	Concluding remarks and feedback	Certificate Distribution

MODULE DETAILS

DAY 1

9:00-9:45 AM

UNIT 1 - INTRODUCTION

Objective

- Assess training needs
- Understand the definition and history of social media
- Understand the current social media scenario in Bhutan

Trainer will welcome the participants who will introduce themselves.

The participants will have brought a social media policy or strategy of their organizations with them. The trainer will allow 5 minutes for the participants to read and reflect on the social media strategy if they have one. The trainer will then ask the participants to introduce themselves, mention their organization, their role within the organization, how they use social media and what they use it for, both in personal and official capacity, referencing their social media policy/strategy if they have one.

9:45-10:45 AM

Definition of social media; a brief history.

The trainer will discuss the definition of social media and the brief history of social media, with emphasis on Bhutan. Highlights from BMF Social Media Landscape survey findings, with emphasis on organizational use of social media, and highlights from Digital 2021: Bhutan report by Datareportal, specifically comparison of regarding social media platform reach will be presented.

Highlights from the BMF Social Media Landscape report will be displayed using PowerPoint. Data from the Datareportal website will be also included in the PowerPoint, either in the form of screenshots or as tables.

Trainer Resources

- Highlights from BMF Social Media Landscape Report (**Appendix 1.1**) (**Page 35**)
- Highlights from Digital 2021: Bhutan: **APPENDIX 1.2** <https://datareportal.com/reports/digital-2021-bhutan> (**Page 38**)

11:00AM-12:00PM**UNIT 2 – LEVERAGING SOCIAL MEDIA**

Objective

- Understand the importance and reach of social media
- Understand how various organizations and individuals have used social media effectively
- Understand what makes effective social media content

Trainer will explain how social media can be used to disseminate information, build a brand, and market products. Trainer will use the live Facebook links of PMO Bhutan, Ministry of Health, and Bhutan National Bank to discuss the topics.

Trainer will discuss basic branding principles and explain how an organization or public figure can apply branding principles to enhance their social media presence.

Activity 1

- The participants will browse the pages of PMO Bhutan, MoH, and BNB and pick out one post they think best embodies the branding principles discussed.

Trainer Resources

- Introduction To Brand Building Through Social Media: **Appendix 2.1 (Page 43)**
- PMO Bhutan: <https://www.facebook.com/PMOBhutan/>
- Ministry of Health: <https://www.facebook.com/MoHBhutan>
- Bhutan National Bank: <https://www.facebook.com/BhutanNationalBank/>
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12:00-1:00PM**Effective social media content**

Trainer will discuss the characteristics of effective online content. Trainer will first discuss what kinds of content usually get high engagement and will show the live Facebook pages of Denkar's Getaway and Yeshi Lhendup Films to illustrate the points.

The trainer will then show the participants how to access the analytics view on their Facebook pages, explain what all the statistics mean, and explain the importance of tracking the analytics.

Activity 2

- The participants will browse the pages of Denkar's Getaway and Yeshi Lhendup Films and discuss how the different posts follow the characteristics discussed.

Activity 3

- The participants will navigate to the analytics section of their Facebook page and explore the various statistics provided.

Trainer Resources

- The post formats that get shared the most on social media: **Appendix 2.2 (Page 47)**
- Denkar's Getaway: <https://www.facebook.com/denkarsgetaway>
- Yeshi Lhendup Films: <https://www.facebook.com/yeshilhendupfilms>

2:00PM-3:00PM**UNIT 3 – LAWS & ETHICS**

Objective

- Understand the laws surrounding social media use
- Understand ethics of social media use, including privacy and safety concerns
- Discuss the various aspects of some of the prominent cases in Bhutan

The trainer will explain the various laws and practices regarding social media usage around the world, including the cases of North Korea, Thailand, and Turkey. The trainer will then encourage the participants to reflect on their own experiences of social media laws in Bhutan. This will segue into a discussion on the Social Media Policy for the Government of Bhutan.

The trainer will use the example of Bhutanese News and Forums and Thimphu Confessions Page on Facebook to illustrate unethical and potentially unsafe behaviour on social media, especially when anonymous.

To bring into discussion the penalties for violating social media laws, the trainer will then discuss the case of a man arrested for violating privacy online and involve the participants in the discussion. This will be

followed by a discussion on the arrest of Penjore Penjore based on his Facebook posts. The trainer may also discuss other cases current at the time of the course.

Activity 4

- Participants will study the relevant cases and identify which laws and ethics were violated by the perpetrators.

Trainer Resources

- International and Local Social Media Issues and Laws (**Appendix 3.1) (Page 50)**
- Highlights from the Social Media Policy for Govt of Bhutan (**Appendix 3.2) (Page 56)**
- Court sentences 74-year-old businessman for harassment (**Appendix 3.3) (Page 58)**
- Penjore Penjore behind bars for 15 days due to defamation investigation (**Appendix 3.4) (Page 59)**

3:15PM-5:00PM

UNIT 4 – SOCIAL MEDIA POLICY AND STRATEGY

Objective

- Learn the importance of maintaining a social media policy and a social media strategy
- Learn to create a social media policy, strategy, and content calendar.

The trainer will explain what social media policies and social media strategies are and how they can be used by organizations for more effective online presence. The trainer will use the social media policies of Dell and Intel to demonstrate the areas covered by social media policies.

The social media strategy and calendar will be used in an activity on DAY 2, where they will create actual social media posts according to the strategy and content calendar.

Activity 5

- Participants will create a social media policy for their organization in the given format.

Activity 6

- Participants will create a social media strategy for their organization in the given format.

Activity 7

- Participants will create a social media content calendar for their organization in the given format.

Trainer Resources

- Dell Technologies Global Social Media Policy (**Appendix 4.1**) (**Page 62**)
- Intel Social Media Guidelines (**Appendix 4.2**) (**Page 66**)
- Sample social media policy (**Appendix 4.3**) (**Page 70**)

Participant Handouts

- Template for social media strategy (**Handout 4.1**) (**Page 20**)
- Template for social media content calendar: (**Handout 4.2**) (**Page 27**)

DAY 2**09:00am-10:45 am****UNIT 5 – ACTIVITY (DIGITAL SOCIAL IDENTITY)**

The participants will create a Digital Social Identity for their companies or organization. They will use all the techniques taught in the previous lessons and create the following

Participants will use the following website to do the activity

<https://piktochart.com/> (Piktochart, 2012)

1. Facebook Covers
2. Facebook posts
3. Twitter headers
4. Twitter posts
5. LinkedIn Headers
6. LinkedIn posts
7. Instagram posts
8. Instagram stories

11:00am -01:00pm**UNIT 6 – ONLINE WELLBEING**

Objectives.

- Participants will study the various facets of online wellbeing and learn how to build digital resilience.
- Participants will be able to understand respectful conduct online and will learn to respond to inappropriate, offensive or sensitive material being shared online.

Connecting safely

The trainer will screen the following film as an introduction to this topic

<https://www.youtube.com/watch?v=93-3zmVvCGU&t=130s>

As a conversation starter the tutor can explain the various types of internet connections and explain to the participants the importance of having knowledge about it.

1. Are they using dial-up, DSL, Wi-Fi or a mobile?
2. Explain the difference between secured and unsecured networks.

After this activity, the trainer will explain the various risks involved in sharing information on insecure connections.

One of the ways the information is safe is the use of passwords. The trainer will now explain the use of passwords and the importance of having a strong password.

A simple way to protect your information online is to have a strong password.

They should know how to create a password and to keep it secure. It is important have a password that is at least seven characters long; uses a random mix of letters, numbers, and symbols; and contains no personal information. The longer and more complicated the password, the safer and more protected.

Methods to create a strong password. Passwords can be created by replacing some of the letters of a phrase:

Example: Computer could become the password CøM9μ†3r

After understanding the importance of having a strong password, the trainer will put forward the following questions

- What personal information is critical for you to share online?
- How do you know a platform/app/website is trustworthy?
- What can be done if someone you've shared personal information breaks your trust?

The outcome of this conversation will be jotted down on the white board for further discussion. The tutor will then open the following web pages to show how Facebook has its own policy on privacy and safety

Privacy Settings in Facebook

https://www.facebook.com/fbgetdigital/parents/foundations/privacy_settings

Online Respect

The trainer will do a recap of the introductory activity – social media platforms and their connectivity through smart devices and its benefits. Gather feedback on the concept – ‘Advantages of being connected’

The questions that can be part of discussion after the responses are:

- Can words hurt?
- Is it indicative of our own behavior?
- Does this call for mindful behavior on social media?

Once the discussion is over the trainer will screen the following film

Screening of the short film – Connected

<https://www.youtube.com/watch?v=CpAg7RSx0ZU> (Webwise, 2020)

After screening of the film, the participants will reflect upon it

Activity - Worksheet (Handout 6.0) (Page 28)

One-minute Paper reflection activity

Reflect upon the words “Rhyme sticks and stones may break my bones, but words will never hurt me” in relation to the film ‘Connected’ and write your feedback.

The trainer will guide the participants on the following discussion points

- How much respect do we expect from others?
- Respect is subjective and can be different for different people
- A little bit of fun can be hurtful for others

Activity - Mind mapping

Instruct participants to do a mind mapping of ‘Respect Online’

1. Acceptable and non-acceptable behavior online
2. What content can be harmful (e.g., videos, photos, words, memes)

Write all the responses on the white board and discuss the following:

1. How should participants reflect on their actions online?

2. How can actions impact others?
3. What does it take to be mindful online?
4. Importance of online communication skills

NOTE: How to Draw a Mind Map? (*Resource from <https://litemind.com/what-is-mind-mapping/>*)

Each participant will be given a small chart paper of A3 size

Drawing a mind map is as simple as 1-2-3: Participants will start in the middle of a blank page (Chart paper), writing or drawing the idea they intend to develop. It is suggested to use the page in landscape orientation. The participants will develop the related subtopics around this central topic, connecting each of them to the center with a line. The participants will repeat the same process for the subtopics, generating lower-level subtopics as you see fit, connecting each of those to the corresponding subtopic.

Some more recommendations:

The participants can use colors, drawings and symbols copiously. They can be as visual as they can be. The participants will keep the topics and labels as short as possible, keeping them to a single word – or, better yet, to only a picture. The participants can vary text size, color and alignment. They can vary the thickness and length of the lines. They can provide as many visual cues as you can to emphasize important points. Every little bit helps engaging your brain.

Trainer Resources

“Digital Well-Being”. Developing a New Theoretical Tool for Media Literacy Research – **Appendix 6.0 (Page 72)**

https://ijse.padovauniversitypress.it/system/files/papers/2017_1_8.pdf (Gui, Fasoli, & Carradore, 2017) – **Appendix 2.0 (Page 90)**

<https://wellbeing.google/> (Google, 2018) – Webpage

Social Media and mental health – **Appendix 6.1 (Page 74)**

<https://www.helpguide.org/articles/mental-health/social-media-and-mental-health.htm> (Segal, 1999) – Webpage

02:00pm-03:30 pm

Cyberbullying

Objectives:

This module is all about raising awareness about cyberbullying as well as encouraging positive online behavior. In this session you will explore:

- What does it mean to ‘Be Strong Online’?
- What is cyberbullying?
- What is an upstander and bystander?

The following scenario will be presented to the participants and the responses for the questions will be written on the white board for reflection.

Dorji is talking to Tandin when Tandin trips and falls into the mud. Dorji thinks it is funny and takes a picture of Tandin, but Tandin doesn’t laugh and appears embarrassed.

- Why might Dorji post the photo online?
- Why is Tandin upset?
- What do you think Tandin should say to Dorji?
- How would you feel if someone took an embarrassing picture of you? Would you want that online?
- Is this situation an incident of bullying?

Once the reflection activity is conducted, the class will watch the following video

Cyberbullying in Bhutan- Load the Following video – Victim of Cyber Bullying in Bhutan

<https://www.youtube.com/watch?v=X9uX4Bk7pM8> (BBS, 2021)

After watching the video, the trainer will explain to the class the definition of cyber bullying and the harmful effects of cyber bullying.

What is the Definition of Cyber Bullying?

Definition: Any behavior that takes place online, which makes someone feel hurt, upset or uncomfortable. It is usually repetitive and intentional. After the trainer defines cyber bullying, the participants will watch the top ten forms of cyber bullying video. This will give the participants an idea of the different forms of cyber bullying.

Top ten forms of cyber bullying

<https://www.youtube.com/watch?v=0Xo8N9qIJtk> (Kaspersky, 2016)

After the participants have seen the film, the trainer will explain the importance of being an upstander and not a bystander.

*A **bystander*** is someone who knows about or sees bullying happening to someone else, and does nothing to prevent or stop it

*An **upstander*** is someone who recognizes when something is wrong and acts to make it right. When an upstander sees or hears about someone being bullied, they speak up, and do their best to help, protect and support the person.

Trainer resources

Cyber Bullying – **Appendix 6.2 (Page 90)**

<https://www.dinwiddie.k12.va.us/app/uploads/2018/12/Cyberbullying.pdf> (HRSA, 2011)

Cyber Bullying Identification, Prevention & Response – **Appendix 6.3 (Page 90)**

<https://cyberbullying.org/Cyberbullying-Identification-Prevention-Response.pdf> (Hinduja & Patchin, 2014)

NOTE: These resources will be printed separately and distributed to participants if required

03:45- 04:45pm**Digital stress**

The lesson will start by screening of the following video

<https://www.youtube.com/watch?v=cKaWJ72x1rI&t=9s> (Epipheo, 2013)- What is the internet doing to our brains. The following video will introduce the participants to understand and give a context to the subject 'Digital Stress'. 'Digital Stress' – Write this word on the white board and ask the participants of they have heard of this word. Write down the various meanings generated by the participants on the white board. After you gather all the feedbacks explain to them what the actual definition of Digital Stress is. Also refer that the Digital Stress is directly or indirectly connected to the social media usage

Definition: Digital stress refers to stress we get from using digital devices (e.g., smartphones, laptops, tablets, game consoles) and digital media (e.g., social media, online games, messenger apps)

Once the discussion is over the trainer will distribute the following worksheet

Activity – Worksheet (handout 6.1) (Page 29)

The participants will have their own score of the above activity and does not have to discuss it with their peers. Once they have their score the participants will move to the next activity which can allow them to understand their social media (Digital Stress) levels. After a few minutes of contemplation, the participants will write a reflective exercise on 'Digital Stress'. Once they have written they will list out the potential causes of 'Digital Stress' in the worksheet given below

Activity (handout 6.2) (Page 30)**Trainer resource**

Psychological Stress and Social Media Use – **Appendix 6.2 (Page 79)**

Digital resilience

Resilience is not about being 'so tough'. It's not about thinking that nothing affects you. Resilience is not compromising and putting up with anything and everything. It is the ability to recover. It is perfectly fine to feel sad, angry, happy, worried...it is how we adapt and respond to the given situation.

After explaining the meaning of resilience the trainer can now take the class forward by explaining the meaning of digital resilience and its importance

Definition: Digital resilience is the ability to bounce back from difficult times online over time. Moving forward the participants will be briefed about how to become more digitally resilient. The participants will now analyze and discuss “...how can they be more digitally resilient?” The trainer can guide the class by taking them through the following points put forward by a mental health organization ‘Mind’

1. Build a support network, give yourself a break
2. Making Lifestyle changes
3. Taking a break
4. Improving physical health

Activity: Create a toolbox

Participants will pair and then write down 30 ways in which they think they be more digitally resilient

Managing online WellBeing

Recap with participants how the discussions and classes that have been held the entire day. Explain to them the various digital stress levels they experience is not just about the devices, platforms or apps but can be because of worry coming from staying update and connected with friends. Young participants might find it difficult to be a part of a group and this can make them insecure, and vulnerable.

Online WellBeing: The three ways to maintain online (social media) well-being are:

1. To realize the importance for rest and reflection. It is important that you remain healthy online and offline **(Handout 6.3) (Page 31)**
2. Change your habits to make sure you use your online time productively **(Handout 6.4) (Page 32)**
3. To be mindful of time management (Time spent on social media) **(Handout 6.5) (page 33)**

Trainer Resource

Internet Matter Guide - **Appendix 6.5 (Page 90)**

<https://www.internetmatters.org/wp-content/uploads/2019/04/Internet-Matters-Guide-Digital-Resilience-14-years-old.pdf> (matters.org, 2019)

Educators Guide – **Appendix 6.6 (Page 90)**

<https://www.childnet.com/ufiles/Educator-guidance.pdf> (Educator-guidance, 2021)

Note: These resources can be used by trainer and printed separately and distributed to the participants

HANDOUTS

Handout 4.1

Template for social media strategy

Social Media Goals and KPIs

For your social media strategy to be successful, you need to figure out what “success” looks like.

In this section, you’ll define the key performance indicators you will be focusing on and optimizing for.

Use S.M.A.R.T. goals (Specific, Measurable, Achievable, Relevant and Time-bound). They make it easy to tell if you’re on the right track.

Goal	Social Media KPI	Details / Timeframe
E.g. Increase website traffic	E.g. Traffic from social networks	E.g. 50% growth annually

Social Networks

There are over a dozen social networks that have 100+ million active users. Unless you have a massive team, you simply won’t be able to use all of them effectively.

In this section, you’ll choose which networks to prioritize (and which to ignore). Here’s how.

Which social networks are getting engagement

Social media is good for more than just driving traffic directly to your site.

If you already have an active presence on social media, fill in the table below. Specifically, you want to estimate how much engagement you're getting from your audience and potential customers.

Social Network	Follower Count	Engagement Level
E.g. Facebook	E.g. 23,749	E.g. High

Competitive research

List your competitors' top social networks below.

1. Find the social media accounts competitors' and other similar accounts.
2. See how much engagement they're getting on each one.

Competitors' top social networks:

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Final list of social networks to use

Now, decide which social networks you'll be active on. If you haven't already done so, be sure to claim your brand username on each of these.

Social Network	Use?	Status
E.g. Twitter	E.g. Yes	E.g. Claimed @yourcompany,

Note: It's also a good idea to claim your brand username on the major networks you WON'T be using (in case you decide to use them later. And also, to prevent imposters).

Engagement Plan

An engagement plan is one of the most important parts of a social media strategy. It outlines how you will use social media to reach and respond to your target audience.

Outbound: what to share, when and where

Use the table below to plan what types of content you'll share, when you'll share it, and which networks you'll share it on.

For example, you may want to share:

- *Your own on-site and off-site content (blog posts, podcast episodes, etc.)*
- *Original, native social content*
- *Other people's content (your mentions in the press, content from thought leaders, industry news, re-sharing customers' praise, etc.)*

What	When	Where
E.g. New blog posts	E.g. When published; typically Thursdays at 8:30 am PST	E.g. Facebook, Twitter, LinkedIn

Inbound: social listening

While social media is a great content distribution channel, it can also be important for customer service, retention, and even sales.

The key here is responding *quickly*. Having this social listening action plan filled out ahead of time can help you do just that.

What will we listen for, and how will we respond?

Networks	Keywords, hashtags and usernames	When to listen	How to respond
E.g. Twitter, Facebook, Instagram	E.g. @yourcompany	E.g. M-F 8am-5pm PST	E.g. Thank for shares/compliments, answer questions. Try to respond to at least 10% of mentions.

Tip: Other than your own brand keywords, username and domain, you can also listen for common industry terms and competitors' terms to find more opportunities to engage people.

Promotion

You can improve your reach quickly with some promotion.

Use this section to plan potential ongoing and one-time social media promotions.

Promotion	When	Details
E.g. Facebook boosted posts	E.g. Every time we share a new	[Targeting, budget, etc.]

	blog post	

Reference: <https://backlinko.com/templates/marketing/social-media-strategy>

Handout 4.2

Template for social media content calendar

				Twitter			Facebook			Instagram		
Date	Day	Time	Notes	Message	Link	Visual	Message	Link	Visual	Message	Link	Visual
1/1/2018	Monday	9:00 AM	Enter notes here	Enter your Twitter message here	http://samplelink - add links to be included in the message	Add notes about the images to be included in the message	Enter your Facebook message here	http://samplelink - add links to be included in the message	Add notes about the images to be included in the message	Enter your Instagram message here	http://samplelink - add links to be included in the message	Add notes about the images to be included in the message

Handout 6.0

One-minute Paper reflection activity

Reflect upon the words “Rhyme sticks and stones may break my bones but words will never hurt me” in relation to the film ‘Connected’ and write your feedback.

[illegible]

Handout 6.1**WORKSHEET**

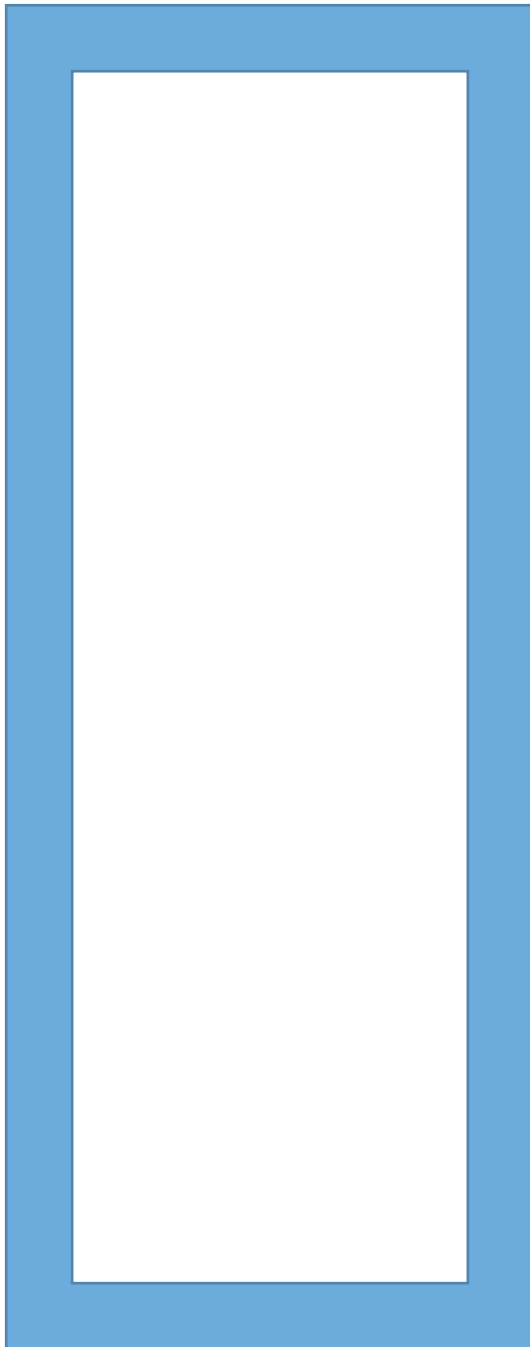
It is very stressful for me to be without checking my smartphone

1. I am unable to judge the time I spend playing online games ☐
2. I often become late to school, or any social engagement as I am busy checking my social media ☐
3. There is a constant ringing of my notification tones, even though I am not receiving any messages ☐
4. I sneak into my bedcover and play games at night on my mobile ☐
5. I am very particular about the number of likes, shares and tags of my photos ☐
6. I constantly keep checking what other people are posting during an event about the event ☐
7. I feel I missed out on the fun of the moment because I was busy documenting it on my phone ☐
8. I am constantly worried about what my friends will be posting ☐
9. I always post positive things about me even if I am not ☐
10. I have requested my friends to delete the bad pictures of me ☐

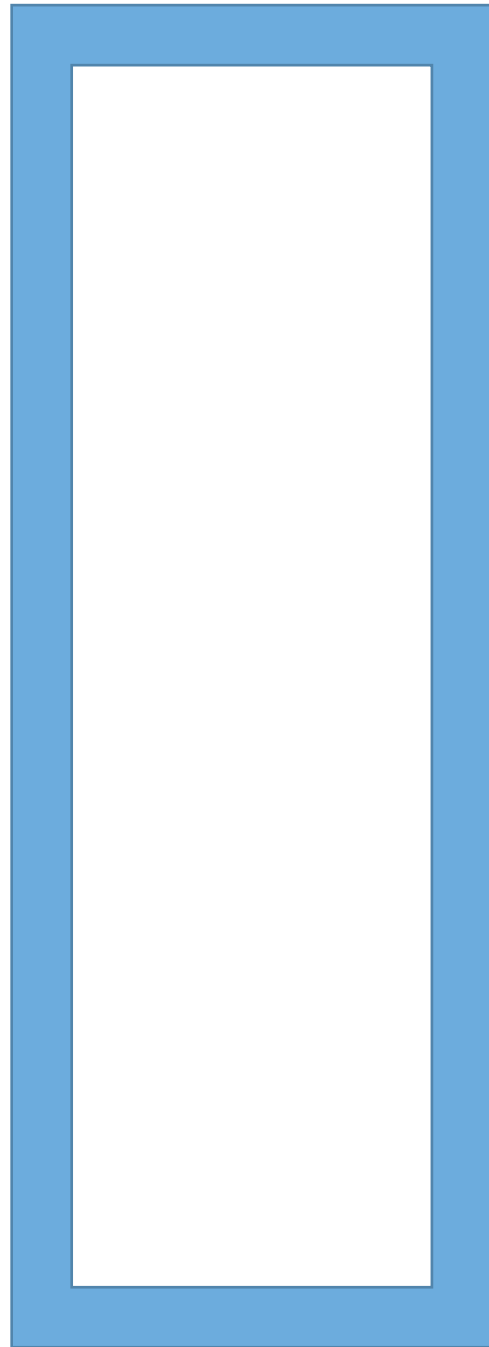
Handout 6.2

CAUSES OF DIGITAL STRESS

Physical



Emotional



Handout 6.3

How do the participants make time for rest and reflection?

Turn off your notifications.

Playing ‘Phone Stack’ – Putting away phones when the participants are with friends and the one who stays the longest without picking up the phone wins.

Turning off the Wi-Fi while sleeping

Schedule times in the day where you will be screen free

Taking a break from social media (Start with one day, then one week...and so on)

Handout 6.4

How does the participant change his or her habits and attitudes?

Stop comparing yourself with people on social media – which includes your friends. Most people online try to put up a life of merriment online

Don't be pre-occupied and enjoy the moment, especially when you are doing a fun activity stop or avoid taking pictures and think about posting them.

Try not to keep tab of everything. It's impossible for you to be part of everything.

Don't get too emotional and take things personally. Your online friends are not jealous of you or do they want to make you jealous. They are just trying to make their lives look better online.

Handout 6.5

How do the participants Manage Time?

Prioritize your daily activities over social media

Try making a planner and manage time efficiently

Try using timers and alarms when you go online for gaming or other activities to make sure you don't over shoot your daily quota

Fix a particular schedule for checking social media (Ex: Once in an hour or once in half hour or once after every class)

APPENDICES

Appendix 1.1

Highlights from BMF social media landscape report

Chronological order of media development in Bhutan

1967-the first Bhutanese newspaper, Kuensel, started

1973- Radio Broadcasting Service- National Youth Association of Bhutan

1999-Bhutan Broadcasting Service Corporation (television)

1999-Internet by Bhutan Telecom

2003-Mobile Phone by Bhutan Telecom

The recent survey conducted by Bhutan Media Foundation (BMF, 2021) has revealed that Facebook, WeChat and YouTube are the three most popular social media platforms in Bhutan. These are among Facebook, WeChat, YouTube, Telegram, WhatsApp, Instagram, Gaming apps, TikTok, Snapchat, Twitter, Pinterest, LinkedIn, Blogs and others.

The penetration of social media in Bhutan is very high with widespread ownership of smartphones and greater access to the internet. About 90% of people are active members of at least one social media. The survey reports that 66% of parents believe that their children use social media at the expense of other good and healthy activities. Only around a third of parents regularly monitor their children's social media use and social media usage among children and young adults is a major issue of concern, the finding of the study reports. Fewer people believe that social media is effectively contributing to strengthening community vitality.

The good news is the people over 60 years are the least intensive users of social media in Bhutan. Seeking information and entertainment are the two major purposes for people's engagement on social media, survey reports.

The survey reveals that about three-fourths of the social media users in Bhutan have little or no awareness of privacy and ethical issues and therefore they may be vulnerable to negative experiences and cybercrimes. It further adds that a mix of regulation and greater advocacy about social media ethics, privacy, and security are widely considered to be necessary for promoting safe and healthy use of social media. The study, therefore, calls for immediate attention and indispensable intervention at the grassroots level of our Bhutanese society. Basic social media literacy training is, thus, very appropriate and timely.

In Bhutan, mass media primarily refers to radio, newspapers, cinema, television, and the internet. It comprises a variety of modes by which senders can record information and experiences and transmit them to a large audience fairly rapidly. This definition summarizes those commonly used in writings on the media.

The mass media constitute a powerful and infusing force in our lives. We are bombarded by media messages daily. Today, most of the information that we get about our local, national, and international news comes to us through these mass media, which is very different from the situation before 1999 in Bhutan. TV and the internet were introduced in 1999 and mobile phones in 2003.

The information and views communicated through these media have a great impact on our attitudes toward people, events, and problems. The media have relayed information to the people about the country's five year plans, development programs, and education systems, and this has motivated people to become partners in the progress of the country. Accessibility of information and communication have improved, and people are constantly consuming information; however, its excessive influence may undermine the traditional culture and value system.

Therefore, realizing the important role of mass media and, its impacts on society, and determining its future direction have become very important. Castell in 2007 stated that, throughout the history of information and communication, mass media is considered as a powerful factor that shapes social change. It can construct or deconstruct the norms and values on which the society is built, because the real challenge in society is the battle over the minds of the people.

Noteworthy takeaways:

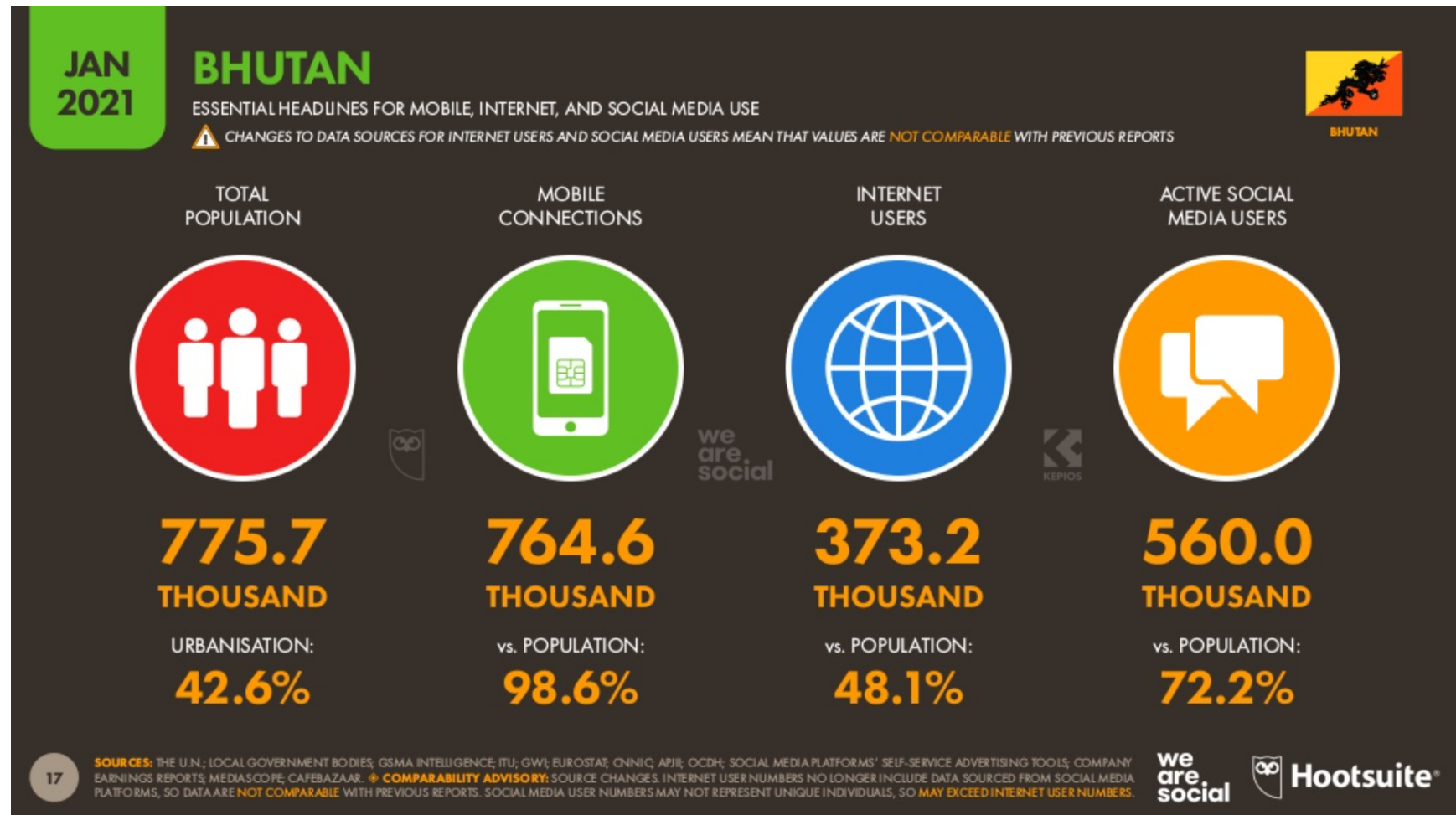
1. Facebook, WeChat and YouTube are the three most popular social media platforms in Bhutan
2. About 90% of people are active members of at least one social media.
3. 66% of parents believe that their children use social media at the expense of other good and healthy activities.
4. Only around a third of parents regularly monitor their children's social media use and social media usage among children and young adults is a major issue of concern, the finding of the study reports.
5. Fewer people believe that social media is effectively contributing to strengthening community vitality.
6. About three-fourths of the social media users in Bhutan have little or no awareness of privacy and ethical issues and therefore they may be vulnerable to negative experiences and cybercrimes.

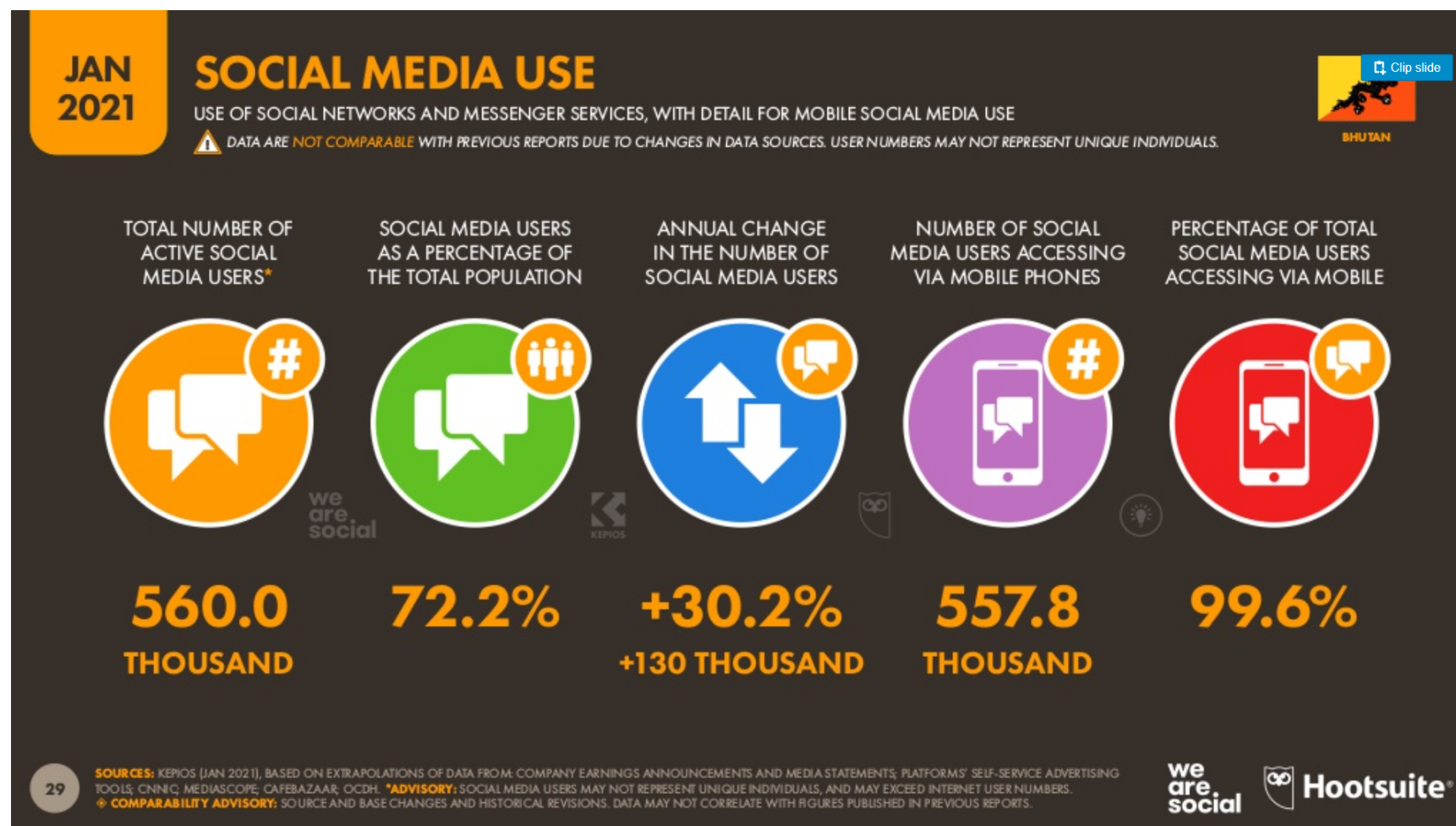
7. There are many opportunities of social media in Bhutan. For example, Fundraising to help needy people, Most effective platform for marketing and communication, Government connects with people on key issues, Attractive for business promotion, relationship, video chat
8. Equally there are also threats of social media - People developing anxiety when unable to check their social media for some time, Bhutanese people spend BTN 936/month on the internet., used to spread material which defame, abuse or threaten others, Bhutanese people spend more time on social media than the global average, privacy, fake profiles, addiction, failed relationship
9. The foundation of Bhutan's ability to harness social media for GNH is our online behavior. The RGoB expects all citizens to conduct themselves in the 'virtual' world as they would in the 'real' world. Existing RGoB laws will continue to be enforced offline and online. Be a good citizen. • Be responsible. • Be transparent. • Be accurate. • Be considerate. • Be careful • Be appropriate
10. The message of His Majesty, the fourth King, during the introduction of television and the Internet on June 2, 1999, also applies to social media: “I would like to remind our youth that the television and the Internet provide a whole range of possibilities which can be both beneficial as well as negative for the individual and the society. I trust that you will exercise your good sense and judgment in using the Internet and television”.
11. Social media encroaches on privacy - once information is posted to a social networking site, it is no longer private. It has also facilitated the spread of inappropriate content. Social media has great potential as a development tool and it can also do a lot of harm to individuals, communities and societies
12. Due to the unprecedented rise in its outreach and the variety of users, combined with technological possibilities to remain anonymous, people can use social media in a manner that has raised serious concerns related to anonymity, privacy and other ethical issues.
13. Only 67 % of the people believe that other social media users use their own names and photos.
14. One of the primary universal ethical requirements of social media use is to abstain from anonymity. People should use their true identity to engage in social media to promote transparency and embedded accountability.
15. We have to be mindful of defamation/legal consequences for unethical use of social media platforms.

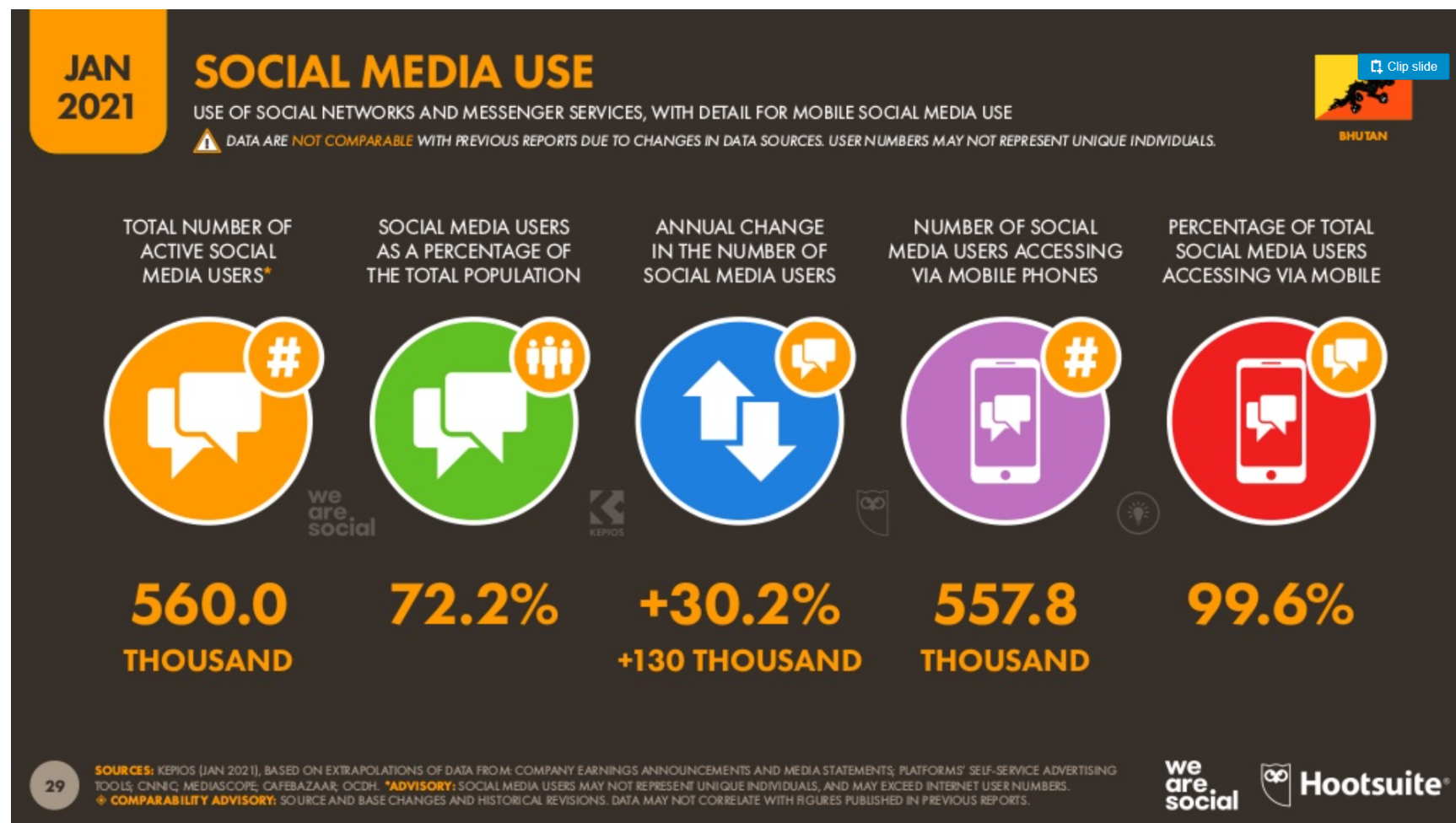
Reference: <http://www.bmf.bt/wp-content/uploads/2021/05/Social-Media-Landscape-in-Bhutan.pdf>

Appendix 1.2

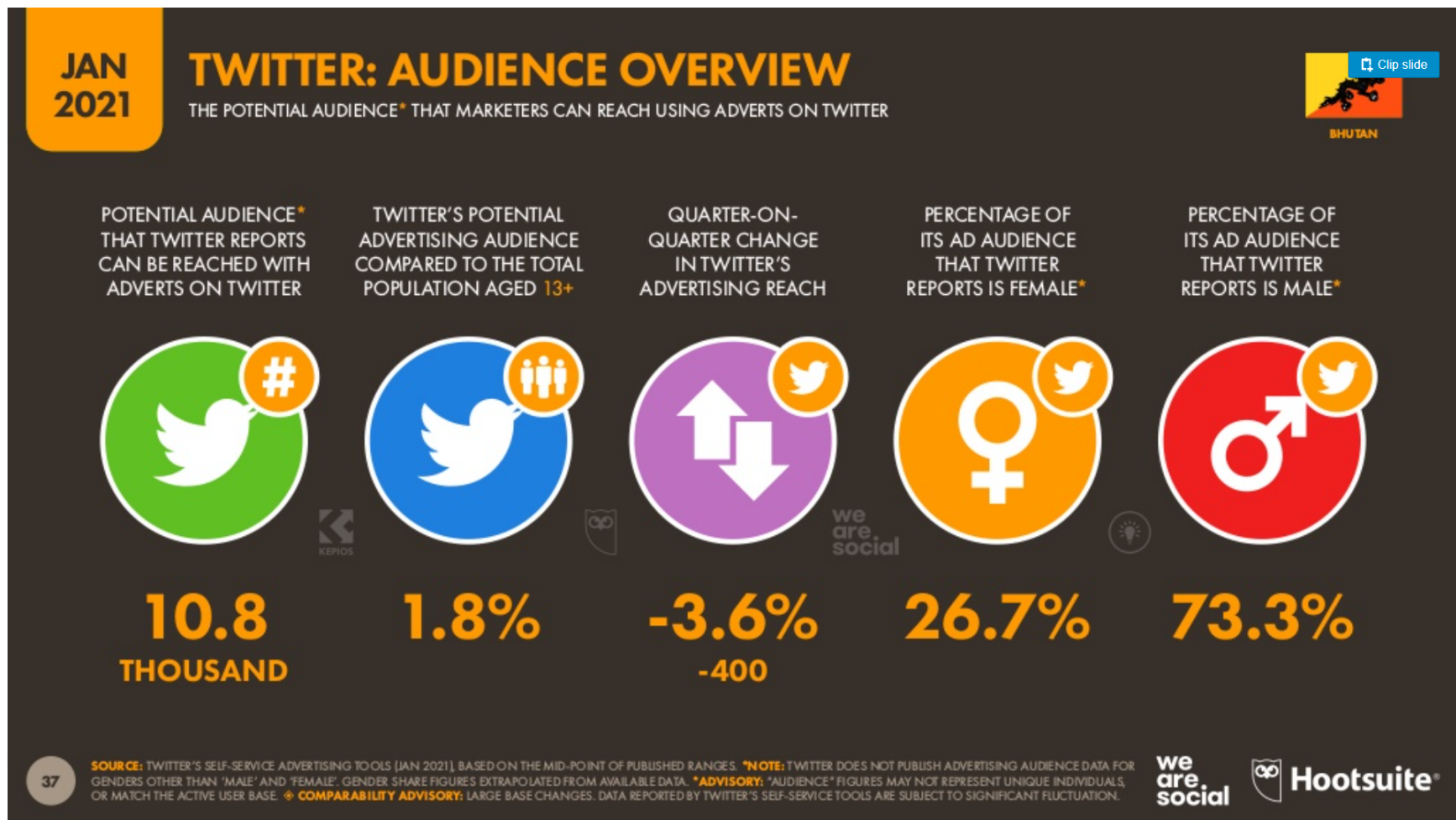
Highlights from Digital 2021: Bhutan











Reference: <https://datareportal.com/reports/digital-2021-bhutan>

Appendix 2.1

Introduction to brand building through social media

Social media is great news for businesses and brands and the best part is, both big and small brands can benefit. When you know the figures, it's easy to understand why business and consumer marketers almost unanimously believe that social media is crucial to building a brand. So, when it comes to your social media branding, it's important to invest some thought and resources into it.

According to a 2020 report, social media users have passed the 3.8 billion mark. Impressive, when you consider there are 4.5 billion internet users worldwide.

80% of consumers are more likely to evaluate solutions from the brands they follow on social channels.

Brand awareness is cited as the top priority for marketers, and social media channels are a one-to-many solution for getting the word out about your products and services. By creating a strong brand presence on social media, you can reach a broader audience.

So where to begin? First, let's talk about social media branding, then we'll get into 10 easy ways you can build and enhance your brand.

What is branding?

Branding is not just about the logo. Nor is it about being a multi-million dollar company. A brand is how people perceive your product, business, or even you as a person. The goal with branding is to make sure that perception is the one you want people to have. Even if you're not actively marketing your brand, that perception will still exist, or worse, won't exist at all, so it's up to you to shape how you want people to feel.

What do you want your brand to achieve?

It's human nature to want people to like you, but likeability doesn't always convert to sales. Be clear on your branding goals, as this can help you assess the success of building your brand later on.

Examples of brand goals include:

Driving awareness of your product or service

Generating business through new leads

Increasing sales

Increasing customer loyalty

Providing a higher standard of customer service

How to create a strong brand identity

Before you do anything else, you need to define your brand. Humans are exposed to so many brand stories, the ones that have cut through are the ones we instantly understand. We often talk about the elevator pitch to simplify complex thoughts. So imagine you're in an elevator trying to persuade someone to engage with your brand by answering these three questions:

What is your brand called?

What is your brand about?

What makes your brand different?

Rules of social media branding

You don't need to be on every channel. It's better to choose one and do it right. If you can do three, great, but don't water-down your reach because you're spread too thin.

You don't need thousands of followers. 10 followers who buy your product is better than 1000 followers who don't buy your product. Don't get caught up in follower figures.

Post frequently. If you're not posting, you're not visible, so focus on the frequency.

Now you know your brand, you know what you want to achieve, and you know the basic rules, here are 10 ways you can build your brand on social media.

1. Be consistent across social media platforms

Building a brand doesn't happen overnight; it takes time and dedication. According to Brandchannel, Nike took 15 years by focusing on maintaining a '360-degree delivery'. This ensured the brand was consistent across all products, advertising, customer service, and packaging.

Your brand's profile, across Facebook, Twitter, Pinterest, Instagram, your company blog, and anywhere else it appears, should be unified and in line with your brand identity. Be consistent with graphics, color, style and language, and even post frequency.

2. Design a logo that demonstrates the brand philosophy

A successful logo is the anchor of a brand and its design should represent a brand's philosophy. This makes it easy for those unfamiliar with your brand to instantly 'get' what you're about. Consider what your brand represents, and what the brand doesn't represent, and weave it into the design.

3. Use colors that make a statement

Color can be used to give a brand personality and meaning as the graphic above shows. Using color with impact can help a brand appeal to its target audience. As mentioned previously, be consistent with color across all media platforms, both online and offline, to ensure a unified and professional look.

4. Know your tone of voice and brand writing style

Your product or service, plus the demographics of the target audience, will determine the voice and style of a brand on social media. Imagine the brand as a person and consider what type of language it would use. Try and describe this person in terms of age, gender, interests, and personality as it will help you imagine how they would speak.

Tone. Be clear to followers about what and how the brand will communicate online. Is your brand cheeky and irreverent or serious and formal?

Language. What type of language will your brand use online? A young and hip brand might get away with more slang, or a niche brand may use more acronyms and industry-specific language.

Purpose. Identify the main reason the brand is on social media? Is your goal to educate or entertain?

Finally, put together a social media style guide that outlines your tone of voice. It will be a useful reference document for anyone in the company who speaks on behalf of a brand.

5. Talk like a human being

When it comes to social media, the method that has proved successful over time is to talk like a human being.

Ditch the corporate-speak and take a conversational approach. Respond to inquiries on a first-name basis, and don't be afraid to use colloquial dialogue. Talking like a human being with personality will make a brand more relatable. And if it's really clever, genuine, and entertaining it may even go viral.

6. Quit plugging, start conversing

Along those same lines, focus on building a two-sided relationship with customers by conversing, interacting, and caring. Don't solely plug products or services. Genuine, two-way communication is key because, at the end of the day, people need to inherently trust a brand and that values them.

7. Tell a compelling story

Who doesn't love a good story? Storytelling is central to human existence. In fact, telling someone a story can have the powerful effect of getting them on board, as it causes the listener to turn the story into their own idea and experience. In the same way, a brand—or the idea of a brand—can become more compelling by spinning a yarn about it. Involve customers in a brand story and they will engage.

8. Be transparent

Transparency is the bedrock of any long-lasting relationship, so in the same way, giving customers a glimpse behind the scenes can prove vital in establishing a healthy relationship.

Simply letting customers know future plans or admitting to mistakes is a great start. Use social media platforms to publish information that will help consumers better understand the mechanics of your brand.

9. Post relevant content

Don't post for the sake of posting. Keep social media posts relevant, meaningful, and simple. 'Boring' content is one of the main reasons people will unfollow and unlike brands.

10. Make it visual

Users engage with posts that include images, more than with posts that don't include. Add infographics, photographs, and other visual images, taking advantage of Pinterest and Tumblr, which can be used to store and share visual content.

Now it's your turn

Social media can be a great tool to increase your online presence, but as more brands jump on the bandwagon, marketing clutter can make it hard to compete. Be sure to not only use social media as a branding tool but to effectively stand out and keep customers engaged and interested.

Reference: <https://www.canva.com/learn/introduction-brand-building-social-media/>

Appendix 2.2

The post formats that get shared the most on social media

The true power of social media is the ability to get dozens, hundreds or even thousands of people to share your messages, but people won't share just anything. In fact, today's online customers are more discerning than ever. That's why it's essential to focus your social media strategy only on the most shared content – the post formats that are likely to result in the most shares.

The statistics on the most shared content

The stats for 2017 are in, and they show some pretty important trends for social media marketers:

- Facebook has 13 billion users worldwide and 1.2 billion of those users are active on a monthly basis
- Facebook videos get 135% more organic reach than photos
- Facebook posts with photos still get 3x more engagement than those without them
- Time spent watching videos on Instagram is up by a full 80%, year over year
- There are 330 million active users on Twitter every month
- Videos on Twitter are six times more likely to be retweeted than Tweets with images, and three times more likely to be retweeted than Tweets with GIFs
- Tweets with static images get shared 150% more than text-only Tweets
- YouTube users watch over one billion hours of video every single day

Even from this handful of stats, examining only the largest social media platforms, the trend is clear: the future isn't just digital, it's visual. Without fail, the posts that become the most shared content on social media contain some visual component.

Ephemeral content

The other content format you need to be paying attention to is ephemeral content. Ephemeral content is visual content that is only available for a limited period of time. This is the type of content that drives Snapchat, as well as Instagram Stories, which now has 250 million active users.

As a small business owner you probably don't want to sink a lot of resources into temporary content, but adding some ephemeral content to your strategy is worth considering. This is particularly true if your products/services are intended for a younger audience, as they tend to be most drawn to this type of content.

Paid advertising

Finally, we need to take notice of the increasing importance of paid advertising across social media. Facebook's organic reach has dropped consistently and updates in early 2018 threaten to kill it entirely. Instagram's still a great place for organic engagement, but their advertising profits are expected to grow to \$7 billion in 2018, up almost \$5 billion from 2016. Even LinkedIn ads saw significant growth in 2017.

The shift to paid ads will likely continue, and businesses that don't create a social media advertising budget will be left behind.

The types of content that become the most shared content

The content you want to share varies by platform, but there are some things that work on any platform. Today we'll take a look at three of them: breaking news, heartwarming stories, practical advice, and behind the scenes content.

Breaking news

It's not easy to be at the forefront of breaking news on a regular basis, but news is one of the most successful forms of content across social media. It's particularly popular on Twitter, where responses to breaking news comprised eight of Twitter's top nine Tweets in 2017.

Luckily there's some good news for you, hidden right in that last sentence: *responses* to breaking news. Your responses might not get the same level of engagement as Barack Obama's, but you don't need to break the news yourself to get like-minded souls sharing your content.

That said, always think before you post a response. You still need to balance the personal and the professional, and your responses need to match the tone of the event. Your personal nature might be to turn upsetting things into a joke, but on social media, responding to a tragedy with a joke will land your brand firmly in controversy.

Heartwarming stories

Heartwarming stories work because they make people feel good, and everybody likes feeling good. More importantly, we like passing that feeling on, because it makes us feel even better. Many of the most shared content on social media in 2017, like this story of Mexican bakers supporting Hurricane Harvey Victims, featured heartwarming stories.

Don't have a heartwarming story to tell off the top of your head? Don't worry: you can use one that's already gaining social media traction. Share it on your page with your own personal take on the story, and invite people to share it and expand the conversation. Curated posts can be just as valuable, sometimes

even more valuable, than content you create yourself. Most top social media marketers' content streams contain as much as 25% curated content.

Practical advice

What's another way to make people feel good? Help them solve a problem! In fact, this is so effective that five of the top shared posts on Facebook in 2017 are videos featuring practical tips.

Accounts like 1minute.diy on Instagram have built their entire following with tutorials, and this content isn't getting any less popular – the DIY Valentine's Day card tutorial attracted over 122,000 views in just 6 days:

Some of your practical advice can even be directly related to your brand, like tutorials showing how to use your products, but keep this to a minimum.

Behind the scenes content

One of the major reasons why people are drawn to social media is because it allows them to form more personal relationships with the celebrities and brands they care about. They want to get to know you and your process.

Photos can also do quite well, especially if you're running an arts-based business.

Reference: <https://revive.social/most-shared-content/>

Appendix 3.1

International and local social media issues and laws

Many internet users are emboldened by the illusion of distance and anonymity that social media can offer. It is common to see people making statements online that they would have never made in person. However, one should remember that posts made on social media still fall under the scrutiny of local and international laws, and that the poster is still ethically accountable for their statements. One must be careful not to cross any legal or ethical boundaries.

Lèse Majesté Laws

‘*Lèse majesté*’ is a French phrase that means ‘to do wrong to majesty’. It refers to the act of insulting the dignity of a reigning sovereign or a state, especially as a criminal offense.

The concept of *lèse majesté* as a crime has existed since ancient Rome. However, widespread modern democratization has made it less of a crime in most parts of the world. However, some modern monarchies still maintain *lèse majesté* laws, and it is dealt with as a serious crime. Thailand is an example of a country that aggressively enforces its *lèse majesté* laws, often coming under international controversy for it.

Here are some countries that enforce *lèse majesté* laws:¹

Thailand: Authorities may detain individuals, including foreigners, for publicly criticizing the ruling government or the monarchy. Thai law holds its monarchy in the highest regard. Making a critical or defamatory comment about the royal family is punishable with a three- to 15-year prison sentence. Authorities consider acts that would not be a legal issue elsewhere, such as purposely tearing Thai bank notes, a *lèse majesté* offense; each carries an image of the King. The government has arrested and sentenced nationals and foreigners alike for actions such as wearing black on the king’s birthday, writing a sarcastic Internet post about the king’s dog, and translating excerpts from an unauthorized biography about the king titled, “The King Never Smiles” from English to Thai and posting the excerpts online.

Malaysia: Although Malaysia does not have *lèse majesté* per se, the government recently lifted a moratorium on enforcing portions of a 1948 Sedition Act that allows the government to prosecute its critics. Additionally, the country has reneged on promises to abolish laws that allow for detention without trial.

¹ <https://www.osac.gov/Content/Report/e48a9599-9258-483c-9cd4-169f9c8946f5>

Cambodia: In February 2018, the National Assembly of Cambodia adopted a *lèse majesté* law in an amendment to the country's criminal code. The law makes it illegal to defame, insult, or threaten the king. The law applies both to individuals and media outlets. Offenses carry a sentence of one to five years of jail time, in addition to fines ranging from 2 to 10 million riel (about USD\$500 to USD\$2,500). Authorities have used the law to prosecute offenses retroactively, trying at least 40 cases where the offense occurred during the year leading up to the law's passage. Among these were the cases of two men, ages 50 and 70, arrested for Facebook comments critical of the royal family's dissolution of the opposition party.

Jordan: Jordan's penal code article 195 criminalizes the act of insulting the king, an offense punishable with prison sentences from one to three years. The government has charged activists with violating this law for things that they said during protests, in forced writings, and even in poems posted online.

Kuwait: Kuwait frequently uses *lèse majesté* laws to prosecute bloggers, opposition activists, and human rights defenders critical of leadership, charging critics with "undermining the status of the emir of Kuwait." Criticizing Kuwait's allies—such as the heads of state of Saudi Arabia and Egypt—could also land you in jail. One Kuwaiti woman received an 11-year prison sentence for advocating regime change on Twitter. The laws apply to foreigners as well; the government jailed an Australian woman for two years for insulting the emir during a quarrel with an airport employee.

Bahrain: In Bahrain, Article 216 of the Criminal Code criminalizes offending constitutional institutions or government agencies. Authorities may also detain someone for offending a foreign government or institution to which Bahrain is sympathetic, such as Saudi Arabia, as well as for supporting a foreign government or institution to which Bahrain is not sympathetic, such as Qatar.

Saudi Arabia: While Saudi Arabia is a monarchy, the country does not have a formal written penal code, and instead applies Sharia (Islamic law) as its national law. Therefore, while there are technically no *lèse majesté* laws, there are a few vaguely worded regulations that are broadly applied. The Saudi Special Criminal Court routinely detains and charges political dissidents on terrorism charges or for other offenses like "breaking allegiance with the ruler," and has attracted criticism from the international community. Following review, analysts have discovered several judgements where courts sentenced Shia protestors to death solely based on confessions allegedly produced through torture. Recent incidents include the detention of Zuhair Kutbi for expressing a desire for peaceful reform, and the detention of 30 journalists who criticized the Saudi government following journalist Jamal Khashoggi's death.

Europe: Several European monarchies, including Belgium, Denmark, Sweden, Spain, Netherlands, and Monaco still have *lèse majesté* laws on the books. The laws tend to carry harsher criminal penalties than other types of defamation and insult laws, though the charges are typically not as extreme as in other regions of the world. Sweden’s *lèse majesté* law carries a maximum prison sentence of six years, Netherlands’ up to five, and Denmark’s four years. However, having a law on the books is different from pursuing prosecutions. Most European countries no longer pursue prosecution for *lèse majesté* offenses.

Technically, *lèse majesté* laws only appear in countries with monarchies. However, there are several additional locations where insulting the leadership could still land you in trouble.

Turkey: Turkey has historically prohibited public denigration of “Turkishness,” Turkish government institutions, the republic itself, or the founder of the republic, Mustafa Kemal Atatürk. Turkey had regularly enforced this rule, including in several high-profile cases involving journalists and the controversial issue of the Armenian Genocide. Charges for “insulting the president” have increased dramatically since 2014 (see table), when Recep Tayyip Erdoğan became president, due both to stricter enforcement and the fallout of an unsuccessful coup attempt.

North Korea: North Korea obligates its citizens to report disloyalty, and recently arrested a former official for criticizing the Supreme Leader. Though difficult to obtain verifiable reporting on the reclusive country, North Korea is widely known to execute political dissidents or anyone who threatens Kim Jong Un’s power. North Korea imprisoned U.S. college student Otto Warmbier for 18 months, allegedly for trying to steal a propaganda poster. Authorities returned him to his family in critical condition only days before his death.

Venezuela: Under Article 241 of the Criminal Code of Venezuela, slander (oral defamation) against a public official is punishable with 18 months to five years of imprisonment.

Legal considerations in Bhutan

The Penal Code of Bhutan (2004) Chapter 23, Section 331 clearly states,²

“A defendant shall be guilty of the offence of sedition, if the defendant:

... (e) Issues a scurrilous and malignant statement against His Majesty or the Royal Government with the intent to defame, disrupt, encourage contempt, or incite hatred of the people against Bhutan.”

Election guidelines for social media

² <http://www.judiciary.gov.bt/forms/PENAL%20CODE.pdf>

It has become exceedingly clear over the last few years that social media can have a big effect on the outcome of elections. Companies like Cambridge Analytica have admitted to harvesting millions of Facebook users' personal data without consent for political advertising. This data was sold to Ted Cruz and Donald Trump for their respective campaigns for the US presidential elections in 2016. Similar data harvesting was done during multiple Indian elections since 2010. The personal data collected can be used to create ads targeted to specific users to sway them in favour of one party or candidate over another. Cambridge Analytica have also been known to have mined data and run secret campaigns in Australia, Kenya, Malta, Mexico, and the United Kingdom.

Recognizing the need to regulate social media during elections, election authorities around the world have drafted guidelines for its use.

The Election Commission of Bhutan released the **ECB Social Media Rules and Regulations of the Kingdom of Bhutan, 2018**, which can be found here: <https://www.ecb.bt/Rules/SocialMedia.pdf>

In India, the different social media platforms drafted and agreed to follow the **Voluntary Code of Ethics for the 2019 General Election** which was submitted to the Election Commission of India. The regulations can be downloaded from here: <https://eci.gov.in/files/file/9467-social-media-platforms-present-voluntary-code-of-ethics-for-the-2019-general-election-to-election-commission-of-india/>

Canada implements the following rules for social media use during elections: <https://www.elections.on.ca/en/media-centre/social-media-rules-during-an-election.html>

Banned, censored and misleading content

Different countries and different online platforms may have differing laws on what content is banned and censored. However, some content is universally illegal and should never be posted on your website.

What is Illegal Content?³

Illegal content, or banned content, is content which breaks national or international laws. It includes material such as:

- child pornography or child abuse;
- content that shows extreme sexual violence or materials that are overly violent;
- materials that demonstrates, promotes or incites crimes or violent acts; and
- content that promotes terrorism or encourages terrorist acts.

³ <https://legalvision.com.au/illegal-prohibited-content/>

What is Prohibited Content?

Prohibited content is not illegal. However, it may not be appropriate for everyone, hence may be censored depending on the platform or the country of upload or access.

Prohibited content is content that:

- is ‘refused classification’; or
- is rated as only suitable for viewers who are over the age of 18, or 21, according to the jurisdiction.

For example, prohibited content might include:

- materials which encourage violence, criminal behaviour or dangerous behaviour (e.g. creating weapons, taking or making drugs and carrying out fraudulent or terrorist acts);
- highly graphic sexual acts that would be likely to offend a ‘reasonable adult’; or
- footage that shows real or simulated violence or crimes.

Illegal Content and Prohibited Content Online

Illegal content and prohibited content can be found almost anywhere online, including on forums, blogs, social media, peer-to-peer file-sharing platforms and live visual and audio websites. You should never upload illegal content or add it to your business’ website. In some circumstances, you may choose to upload prohibited content to your site. However, you should be very careful if you do so. One of the major risks when uploading prohibited content is that it may reach children, for whom such content can be especially damaging.

While platforms like Facebook, Instagram, Twitter, and YouTube do not allow prohibited content, there are many web platforms that do. If you do upload prohibited content on your chosen web platform, it should provide a warning and an option for users to click away from the page before the content is displayed.

Misleading Content

Misleading content is information that misrepresents the truth in some way. It may include outright falsehoods, but also exaggeration, partial truths, or deliberate misinterpretation of facts. It may be created and shared with malicious intent to misinform, but it also may be spread due to ignorance of the real facts.

Hence, it is important to fact check claims made on the internet, and rely only on credible sources for facts.

As a content creator, one should avoid posting and spreading misleading information. If the creator is running a parody or satire webpage, this information must be made available upfront so that the reader does not mistake it for the truth, or assume malicious intent in creating the content.

A relatively new form of misleading content is deepfake videos. Deepfake is AI-based technology that allows individuals to produce or alter content such as video or audio, generating realistic visual or audio that never actually took place. The ability to distort reality isn't a new concept, particularly with social media platforms attempting to weed out 'fake news'. However, as machine learning techniques improve, it will potentially become harder for social media algorithms to detect the more realistic and convincing deepfakes.

Appendix 3.2

Highlights from the social media policy statement of Bhutan

As stated in Social Media Policy of Bhutan (2016), the Royal Government of Bhutan (RGoB) sees social media as an important tool for operationalizing our Gross National Happiness (GNH) and strengthening democracy and good governance. On its part, the RGoB shall use social media to facilitate the implementation of all the pillars of GNH. In particular, social media shall be used for:

1. Making easy access to government information and to foster greater transparency, collaborative relationships with the public, a stronger sense of ownership of government policies and services. These will lead to greater public trust and accountability in government.
2. Enabling businesses entities to improve consumer focus, enhance collaboration in the production process, and better marketing of goods and services.
3. Promoting and strengthening family and community ties.
4. Encouraging citizenry participation for democratic and socioeconomic discourse.
5. Timely and accurate information will create a knowledge based society.

SOCIAL MEDIA CODE OF CONDUCT

The RGoB expects all citizens to conduct themselves in the 'virtual' world as they would in the 'real' world. Existing RGoB laws will continue to be enforced offline and online.

The Code of Conduct while essentially meant for the civil servants, is normally followed universally and therefore, all the citizens are encouraged to observe it.

- Be a good citizen. Respect the Constitution, all laws, and other people's rights, including intellectual property, trade-marked names and slogans and other copyrighted material.
- Be responsible. Always act in a constructive manner and exercise good judgment.
- Be transparent. Be open about who you are, who you work for, who you represent or who you may be speaking on behalf of
- Be accurate. Ensure that what you post is true
- Be considerate. Never post malicious, indecent, vulgar, obscene, misleading or unfair content about others, your organization, your friends or your competitors.

- Be careful. Do not disclose sensitive private information about yourself or others. Do not post confidential or proprietary particulars about your organization. Beware of trolls and scammers.
- Be appropriate. Use social media in a manner that is consistent with public sector values, legal requirements, related policies and this code of conduct.

Business Associations, Civil Society Organizations, Youth Groups and other associations are invited to define and promote their respective social media codes of conduct that balances the right to free expression and responsible use of social media.

Reference: <https://www.moic.gov.bt/wp-content/uploads/2016/05/Social-Media-Policy-for-the-Royal-Govt.-of-Bhutan-Approved-Version.pdf>

Appendix 3.3

Court sentences 74-year-old businessman for harassment

Thimphu dzongkhag court's bench I sentenced the 74-year-old man, who had circulated intimate videos of him and a young woman on social media last year, to three months and four nights in prison for harassment. A Thimphu-based businessman, Sonam Wangdi, was found guilty of harassing a woman by circulating intimate videos to his friends through the social media platform, WeChat.

The April 15 judgment stated that although the videos were filmed with consent from the woman, the man circulated them without her consent, causing her and her families grief and humiliation. He was found guilty of breaching section 462 of the Penal Code of Bhutan. The videos went viral on social media in May 2020 and the woman and her family lodged a complaint to the police. Police arrested Sonam Wangdi on May 18 that year. He was released on bail on May 22.

The court ordered the man to pay Nu 22, 500 to the victim as compensation. The judgment stated that although Sonam Wangdi also contended that he should also be compensated, as the videos caused him embarrassment in front of his family, children, nieces and nephews, the court dismissed his claims, ruling it was him, who circulated the videos. It also stated that police retrieved the videos from Sonam Wangdi's mobile. Meanwhile, the man could pay Nu 11,250 in lieu of the prison term

Reference: <https://kuenselonline.com/court-sentences-74-year-old-businessman-for-harassment/>

Appendix 3.4

Penjore Penjore behind bars for 15 days due to defamation investigation

On the 4th of May ‘Penjore Penjore’ put up a post on his Facebook page asking for the resignation of the current Attorney General in relation to a news story.

Two days later Penjore Penjore was arrested by the Royal Bhutan Police (RBP) on 6th May and detained based on an official complaint by the Office of the Attorney General (OAG).

The RBP got a detention order from the Thimphu District Court and has been getting extensions to keep Penjore under detention as part of its defamation investigation.

The result is that Penjore as of Friday has been behind bars for 15 days until in a new development he was given bail later in the day. A RBP official familiar with the case had originally said he would be in for a few more days till the charge sheet is done.

However, in another new development the RBP has sent an investigation report with the charges to the OAG.

While detention is a normal part of RBP’s investigation process, the more than two-week detention of Penjore over a defamation case is unusual.

The RBP official said that the complaint by the OAG was not only for the 4th May Facebook post against the AG but also past posts by Penjore against other institutions.

OAG in its 6th May press release had said that Penjore had made unfounded defamatory posts over the years against public officials and institutions of repute that fulfill judicial, quasi judicial and other functions including the OAG.

The RBP official said that since the complaint was not just for the 4th May post but also other posts, the RBP had to keep extending his detention via the Thimphu District Court so as to investigate all the other posts made by Penjore.

The RBP has also seized Penjore’s phone and was going through it in order to check what posts he has made over the years and also since he would have posted most of his posts using his phone. The RBP official said that it was going through his phone in the forensic lab to check for deleted posts.

The RBP official said his extended detention is also due to the fact that it has other cases (apart from Penjore) which also have to be investigated and charge sheeted and so manpower and time has to be divided between different cases.

The official said that the investigation is for both defamation and libel. Defamation is anything which can be verbal or in pictures while libel is defamation via writing.

The RBP official said that Penjore had been warned once by the High Court before not to post such things.

Earlier the RBP official had said that defamation and libel are petty misdemeanor charges which is normally prosecuted by the RBP, and it is not sure who will prosecute the case as if there are additional charges then the OAG could be prosecuting the case.

However, in again a new development with the investigation report going to the OAG, the OAG will have to prosecute the case.

The RBP official said the charges are still defamation and libel but since he had been warned once the case was sent to the OAG.

When the RBP official was asked about why he was detained for so long the official said that since OAG complaint was not just about the 4th May post but other posts against other institutions then the longer detention period was required to investigate them.

So this makes it clear that Penjore's longer period of detention was due to the RBP investigation of his other posts against other people and institutions.

However, here a judicial expert said that normally for a defamation case the person or institution that has been defamed should file the complaint and so it is not clear why the RBP investigated Penjore's other alleged defamatory posts against other people or institutions with no complaints from them.

The Judicial expert said that a court normally grants a detention order if there is a chance for the accused to flee, destroy evidence or influence witnesses during an investigation.

The expert said if it is just the 4th May post then the investigation should have been done soon but Penjore's detention was extended based on the investigation of other alleged defamatory posts even though there is no complaint from them.

When the RBP official was asked if Penjore's more than two-week detention is not too harsh or a violation of his rights, then the RBP official said that while Penjore has not committed a direct crime defamation is an indirect crime. He also said the details would be in the charge sheet when the investigation is over.

The Judiciary expert again raised the point that even in the case of the OAG if Penjore had defamed any of them personally then they should file a private case instead of using the state's resources.

In an earlier article it was already clear that the OAG took this ‘legal action’ without any complaint to it even though it is the legal arm of the government.

The OAG had also not sought the PMO or the government’s permission to take such action, but the Prime Minister had also said that such permission is not needed since OAG is an autonomous institution.

Reference: <https://thebhutanese.bt/penjore-penjore-behind-bars-for-15-days-due-to-defamation-investigation/>

Appendix 4.1

Dell Technologies global social media policy

Purpose and Scope

As the online landscape continues to mature, the opportunities for Dell Technologies team members to communicate with customers, each other and the world are evolving. Social media creates opportunities to champion the Dell Technologies brands and for personal expression, but it also creates risks and responsibilities. You should assume that anything you do on social media – whether on a business or personal account – could be viewed by a colleague, supervisor, partner, supplier, competitor, investor, customer or potential customer. Your activity on social media reflects on Dell Technologies and can impact the work environment, and, subject to applicable law, will not be exempt from this policy just because it occurred on a personal account or as a Dell Technologies team member.

Related Policies and Consequence of Violations

As a Dell Technologies team member, you are expected to adhere to this policy on social media, including but not limited to Twitter, LinkedIn, Instagram, Facebook, WeChat, YouTube, Flickr, Twitch, blogs, wikis or any other tool or service that facilitates interactions over the internet.

This policy supplements other Dell Technologies policies and standards, including the Dell Technologies Code of Conduct and Diversity and Equal Employment Opportunity Policy. If your post would violate a Dell Technologies policy in another forum, it will also violate it on social media. Team members who violate this or other Dell Technologies policies may be subject to disciplinary action up to and including termination of employment in accordance with the local laws where you are employed.

Dell Technologies' Five Social Media Principles

As a Dell Technologies team member, you are required to follow these five principles in all social media activity. You'll know these principles if you've already taken the SMAC 101 course from SMACU. You are required to take this and other SMACU courses if you engage in social media as part of your role or otherwise discuss our products, industry or competitors on social media, but we encourage all team members to take this training to learn more about social media best practices. If you have any questions about these principles, this policy, SMACU or social media in general, please email Social@dell.com

Be Nice, Have Fun and Connect!

Consistent with our Code of Conduct, every Dell Technologies team member must be respectful to others when conducting business on behalf of Dell Technologies or when they identify or could be identified as a Dell Technologies employee. Remember, even when you are on a personal account, your social media activity could be seen by customers or potential customers, so you should treat every interaction on social media as if you are dealing with a potential customer. While we value employee privacy and a diversity of perspectives across our workforce, **Dell Technologies has zero tolerance for racism, bigotry, misogyny, express or implied threats of harassment or physical harm, or hate speech.** “Hate speech” includes any speech – or endorsement or promotion of speech – that is derogatory toward a group of people based on a protected classification. This can include race, ethnicity, nationality, religion, sexuality, caste, gender or disability. For example, speech that dehumanizes, ridicules, or condones or promotes violence against a protected class of people is hate speech.

How you say something can matter as much as what you say. You should not bully, harass or threaten violence against anyone on or outside of social media. If you find yourself in a disagreement on social media, use a respectful tone or disengage.

Protect Information

You are also prohibited from sharing customer or team member personally identifiable information on external social media sites. Every year, you take a course on how to protect customer and team member information. The same standards apply on social media. For example, if you engage with a customer about a complaint or order issue on social media, you should not include any identifying information about that person or their order (e.g., order number) in your posts. As a rule, you should never post personal information about someone else on social media without their permission. This could cause damage to that person, to your reputation and relationships, and to Dell Technologies, and could even result in lawsuits.

Be Transparent and Disclose

When you talk about Dell Technologies on social media, you should disclose that you work for Dell Technologies. Your friends may know where you work, but their network of friends and colleagues may not, and you don't want to accidentally mislead someone. You should use the #Iwork4Dell hashtag in any post that discusses Dell Technologies. The disclosure needs to be in a place that is hard to miss, so simply having it in your bio, buried between two other hashtags, or in a place that requires the viewer to click or go somewhere else to see the disclosure is not enough. You should include the #IWork4Dell hashtag regardless of your privacy settings and adhere to any additional disclosure requirements under local law in your country.

Follow the Law, Follow the Code of Conduct

To avoid violating trademark, copyright or publicity rights, do not post images or other content without the consent of those who own or appear in the media. When you quote others, be sure to credit them and, if appropriate, add a link. You are also personally responsible for complying with any terms of the social media platform you are using. These terms differ across platforms, and can include detailed community standards. You should familiarize yourself with the terms and standards for each platform you use.

Be Responsible

Make sure you're engaging in social media conversations the right way. Your communications should typically reflect your area of expertise, particularly if you are communicating with a customer or otherwise about or on behalf of Dell Technologies. If you encounter customer questions or issues on social media, contact social@dell.com for review and support.

All team members are encouraged to speak about the company and share news and information, but only authorized and trained spokespeople may speak on behalf of Dell Technologies and issue official company responses. If you see something being shared related to Dell Technologies on a social media platform that shouldn't be happening, immediately inform the Social Business Team at Social@dell.com, your manager, Ethics and Compliance or some other appropriate contact. And always remember that anything posted in social media can go viral or be screenshotted, reshared or reposted as there is very little privacy protection for anything shared on social media, no matter what your privacy settings may be. If you mistakenly post something on a social media platform, it will be hard to delete completely. So be sure you're only posting content you would feel comfortable showing up in your boss' inbox, your coworker's Twitter or Instagram feed, or the front page of a major news site. You should avoid posting content that might contain legal conclusions, intellectual property that belongs to other companies, or defamatory or inflammatory language. Everything you post online can be traced back to you, so be sure what you post is appropriate before you post it. Your post might be shared with others and archived even if you delete it later. Even if you put something in your bio about your content being just your own, that might not stop someone else online from complaining about your activity and noting that you work for Dell Technologies.

Social Media Account Ownership

If you participate in social media activities as part of your job at Dell Technologies on an account created for that purpose, that account is considered Dell Technologies' property and remains so if you leave the company — meaning you will not try to change the password or the account name or create a similar sounding account or assert any ownership of the account or the contacts and connections you have gained through the account. Any materials created for or posted on the account will remain Dell Technologies

property. This doesn't apply to personal accounts that you may access at work, but does apply to all Dell Technologies and affiliate company branded accounts. If you have any questions about an account you operate, please reach out to social@dell.com to discuss the account.

For any additional questions or support, reach out to social@dell.com.

Global Policy on Social Media Effective Date: October 2020

Reference: <https://www.delltechnologies.com/en-us/policies/social-media-policy.htm>

Appendix 4.2

Intel Social Media Guidelines

Social media has become an integral part of modern life. It keeps us in touch with friends and family, it informs us about our world, and it gives us a platform allowing us to be heard.

Social media can be a powerful force for good, and we want to encourage Intel employees to use social media in positive ways. When you are online, we have three requests for you:

1. Disclose your relationship to Intel
2. Protect Intel
3. Use common sense when posting

Social media is rapidly changing, and these policies evolve along with it. Check back frequently to make certain the policies haven't changed to keep pace.

What do our policies mean? They mean that we trust you. We bring smart people into the Intel family and we expect you to make smart decisions. This means that you are both the person in the best position to tell the world why Intel is such an amazing place to be and the person best suited to protect Intel from harm.

Disclose

Anyone can say anything on the internet. It is both the platform's greatest strength and chief weakness. When you are posting on the internet, your integrity is on display for the entire world to see, so strive to be ethical, truthful, and decent.

1. When you are posting about Intel or Intel products, include the hashtag **#IamIntel**. This lets people know that you are affiliated with Intel (disclosure is required by the Federal Trade Commission). Just putting Intel in your biography is not enough!
2. If you are being paid by Intel to promote or endorse us, you must disclose your relationship. This is true for employees, contingent workers, digital influencers, or agency members.
3. If you have a vested interest in something you are discussing, be the first to point it out and be specific about what it is.
4. Be yourself! *Stick to your area of expertise*. Only write about what you know.
5. If you are leaving Intel, please remember to update your employment information on social media sites.

6. If you talk about Intel on any website or any form of social media, please use a disclaimer like this one: “All opinions are my own”.

Protect Intel

Keeping Intel confidential information confidential is a keystone of our business. Many Intel employees know things about the company that could affect our business. It is essential to safeguard Intel information, especially on the internet.

1. **Protecting Intel is part of your job.** Do not post any confidential information on any social platforms. If the information has not been officially released by Intel, don’t discuss it. This includes financial information, product information, and legal information.
2. Don’t slam Intel or our competitors. Only authorized spokespersons should comment publicly on competitors’ performance. Authorized spokespersons are identified, selected, and approved by their respective Business Unit GMs, Geo leads, and the Global Communications Group (GCG).
3. Anything you publish must be true and not misleading, and all claims must be substantiated and approved.
4. If you are unsure whether or not to post something, err on the side of caution and don’t.
5. Our Social Media team can help you decide if something is permissible to post. They can also review your LinkedIn profile for you to make certain you aren’t inadvertently providing too much information.

Use Common Sense

When you are online, you are representing Intel: our people, our values. There is no room for bigotry, prejudice, misogyny, or hatred in our company or on our associated social media feeds.

Just by identifying yourself as an Intel employee, you are creating perceptions about your expertise and about Intel. Do us all proud.

1. Stay away from saying our products are smarter/ faster/ higher-performing in your social media postings. We *must* use Federal Trade Commission-mandated disclaimers in all communications when benchmarking or comparing processors.
2. Did you mess up? It happens. If you make a mistake, admit it immediately. Apologize if you need to. Be upfront, and correct the error as soon as possible.

If you're posting to a blog, you may choose to modify an earlier post—just make it clear that you have done so.

Additionally if you see something being shared related to Intel on a social media platform that shouldn't be happening, immediately inform social.media@intel.com.

If you are an Intel employee, contingent worker, or with an affiliated agency, you can learn more about our social media policies by visiting our social media pages on Marketing Central:

- Learn about our [Social Media Practitioner program](#)
- Learn about [Digital Influencers](#)
- Learn about [Information Security](#) and the Keep It Inside program

Contractors and Endorsements

As the Intel Social Media Guidelines describe, we support transparency and are committed to clear disclosure of relationships and endorsements. If you are contracted, seeded, or in any way compensated by Intel to create social media, please be sure to read and follow the [Intel Sponsored, Seeded, or Incentivized Social Media Practitioner Guidelines](#). As part of these guidelines, you need to disclose that you have been seeded or otherwise compensated by Intel. Your blog will be monitored for compliance with our guidelines and accurate descriptions of products and claims. As part of these guidelines, you need to disclose that you have been seeded or otherwise compensated by Intel, you can do so by adding #ad to your posts.

Intel Social Media Practitioner Guidelines

Intel supports transparency, accuracy, honesty, and authenticity. We are committed to ensuring that our social media practitioners (including blogs, Facebook, Twitter, forums and any other social media) clearly disclose relationships and endorsements, and that statements about Intel products are truthful and substantiated.

If you are a social media practitioner who has been gifted with or loaned a product, incentivized, or otherwise has an ongoing relationship with Intel, these guidelines apply to you. If you have any questions or concerns regarding these guidelines, please get in touch with your Intel sponsor.

Rules of Engagement for Intel Sponsored, Seeded, or Incentivized SMPs

Be transparent. Intel supports transparency about your identity and relationship to Intel. We are committed to ensuring that our sponsored social media practitioners (including blogs, microblogs, forums, and any other social media) clearly and conspicuously disclose their relationship to Intel, including incentives and sponsorship. Please be sure this information is readily apparent to the public and readers of each of your posts. For tweets or other written posts on platforms such as Facebook as well as

descriptions of photos on platforms like Instagram, start your post with #Paid or #Ad. If you are posting a video on a platform such as YouTube use #Intel Ad on the actual video footage in the top corner of the screen, preferably at the beginning of the video, as well as including “Sponsored by Intel” above the line in the description of the video. If you are creating a podcast, in the opening line of the podcast, you should disclose the relationship, an example of wording you should use would be: “This episode is a paid sponsorship by Intel”. If you use alternative language please ensure you use the word “paid” in your wording.

By stating that disclosures be clear and conspicuous, practitioners should make claims that are close to the claims to which they relate, in a font that is easy to read, and in a shade that stands out against the background. For video ads, disclosures need to be on the screen long enough to be noticed, read, and understood. Audio disclosures need to be read in a cadence that is easy to follow and with understandable words.

Write about your genuine and authentic experience. Please talk specifically about your experiences with our products and services instead of making general product claims that you aren’t as familiar with. Be honest and accurate.

Write what you know. We encourage you to write in the first person and stick to your area of expertise as it relates to Intel® technology.

Your responsibility. Keep in mind that what you write is your responsibility and failure to abide by these guidelines (including failure to disclose your relationship to Intel) could put your Intel sponsorship or incentive at risk. Also please always follow the terms and conditions for any third-party sites in which you participate.

Moderation Guidelines for Intel Sponsored, Seeded, or Incentivized SMPs

Intel monitors social media related to our business, including the activities of our sponsored, seeded, or incentivized SMPs. We are committed to transparent, truthful, and accurate representation of Intel® products.

If we find any statements or claims that are false or misleading, we will contact you for correction. If, as a sponsored SMP, you are found to consistently and repeatedly fail to disclose your relationship to Intel, or make false or misleading statements about Intel, Intel® products, or Intel® Services, we may discontinue our relationship with you.

Reference: <https://www.intel.com/content/www/us/en/legal/intel-social-media-guidelines.html>

Appendix 4.3

Sample social media policy

POLICY

This policy provides guidance for employee use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

PROCEDURES

The following principles apply to professional use of social media on behalf of [Company] as well as personal use of social media when referencing [Company].

- Employees need to know and adhere to the [Company's Code of Conduct, Employee Handbook, and other company policies] when using social media in reference to [Company].
- Employees should be aware of the effect their actions may have on their images, as well as [Company's] image. The information that employees post or publish may be public information for a long time.
- Employees should be aware that [Company] may observe content and information made available by employees through social media. Employees should use their best judgment in posting material that is neither inappropriate nor harmful to [Company], its employees, or customers.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
- Employees are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with the Human Resources Department and/or supervisor.
- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should refer these inquiries to authorized [Company] spokespersons.
- If employees find encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of a supervisor.
- Employees should get appropriate permission before you refer to or post images of current or

former employees, members, vendors or suppliers. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.

- Social media use shouldn't interfere with employee's responsibilities at [Company]. [Company's] computer systems are to be used for business purposes only. When using [Company's] computer systems, use of social media for business purposes is allowed (ex: Facebook, Twitter, [Company] blogs and LinkedIn), but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.
- Subject to applicable law, after-hours online activity that violates [the Company's Code of Conduct] or any other company policy may subject an employee to disciplinary action or termination.
- If employees publish content after-hours that involves work or subjects associated with [Company], a disclaimer should be used, such as this: "The postings on this site are my own and may not represent [Company's] positions, strategies or opinions."
- It is highly recommended that employees keep [Company] related social media accounts separate from personal accounts, if practical.

Reference: https://www.acfe.com/uploadedfiles/acfe_website/content/documents/sample-documents/sample-social-media-policy.pdf

Appendix 6.0

Digital well-being

A definition of “digital well-being” As far as we know, the term “digital well-being has so far been used in two studies. Nansen et al. (2012) use this term within an ethnographic study of children’s online use, “in an effort to bridge some differences between health and inclusion-oriented frameworks” (Nansen et al. 2012, p. 3). According to the authors “by situating online risk within a concept of wellbeing we are able to take account of the increasingly important mediating role played by the internet for children’s interpersonal “Digital Well-Being” M. Gui, M. Fasoli and R. Carradore ITALIAN JOURNAL OF SOCIOLOGY OF EDUCATION, 9 (1), 2017 166 relationships, education, play and social development” (Nansen et al. 2012, p. 3). The label has been also employed in a report by Beetham (2015). The author refers to “the potential risks of digital engagement as well as the potential benefits” (p. 15) of participants and school staff. Beetham lists several issues of different nature that are potentially detrimental for digital wellbeing. For instance, she mentions the inability of participants to recognize when online behaviors are illegal; the responsibility of universities to ensure equality access for all staff and participants, the stress connected to digital working and digital-related health issues. Drawing on these two first mentions, here we aim to provide a more structured definition. We define “digital well-being” as a state where subjective well-being is maintained in an environment characterized by digital communication overabundance. Within a condition of digital well-being, individuals are able to channel digital media usage towards a sense of comfort, safety, satisfaction and fulfilment. As we have seen above, this condition is favored both by specific individuals’ skills and by the socio-cultural context they live in. We argue that “digital well-being” is a growing contributor to the general well-being of a subject, both in its hedonic and eudemonic dimension (Ryan & Deci, 2001). Indeed, digital well-being pertains not only to the attainment of gratifications and minimization of collateral effects of digital media use (hedonic dimension) but also concerns the ability to use these technologies to give meaning to one’s activities and realize one’s own potential in life (eudemonic dimension). Therefore, in the short term and at a more superficial level, digital well-being can merely indicate a condition where “technostress” and other physiological inconveniences connected with the use of new media are controlled and gratifications new media offer are exploited. Instead, in the long term and at a deeper level of analysis, being able to channel digital media towards individuals’ personal and professional goals becomes relevant for a full self-realization in life (Ryff & Singer, 2013). Certainly we are aware that “traditional” digital skills as much as ICT and internet access heavily contribute to subjective well-being. However, with the term “digital well-being” we refer to this specific condition where individuals are able to cope with the flipside effects of digital media while using them to obtain a wide range of benefits. As it has been noticed, the rise of interest in well-being

issues appears to be connected to the culture of surplus, when material prosperity has been already acquired (see for example Ryan, 2001, p. 142). It has also been noticed how eating disorders and communication overconsumption present similar dynamics due to supply having quickly become overabundant in both fields (Johnson, 2012; Gui, 2014). We argue that the concept of digital wellbeing is emerging now when, as never before, the overabundance of communication stimuli represents a surplus which turns out difficult to manage.

https://ijse.padovauniversitypress.it/system/files/papers/2017_1_8.pdf (Gui, Fasoli, & Carradore, 2017) –

Appendix 6.1

Social Media and Mental Health

While many of us enjoy staying connected on social media, excessive use can fuel feelings of anxiety, depression, isolation, and FOMO. Here's how to modify your habits and improve your mood.

The role social media plays in mental health

Human beings are social creatures. We need the companionship of others to thrive in life, and the strength of our connections has a huge impact on our mental health and happiness. Being socially connected to others can ease stress, anxiety, and depression, boost self-worth, provide comfort and joy, prevent loneliness, and even add years to your life. On the flip side, lacking strong social connections can pose a serious risk to your mental and emotional health.

In today's world, many of us rely on social media platforms such as Facebook, Twitter, Snapchat, YouTube, and Instagram to find and connect with each other. While each has its benefits, it's important to remember that social media can never be a replacement for real-world human connection. It requires in-person contact with others to trigger the hormones that alleviate stress and make you feel happier, healthier, and more positive. Ironically for a technology that's designed to bring people closer together, spending too much time engaging with social media can actually make you feel lonelier and isolated—and exacerbate mental health problems such as anxiety and depression.

If you're spending an excessive amount of time on social media and feelings of sadness, dissatisfaction, frustration, or loneliness are impacting your life, it may be time to re-examine your online habits and find a healthier balance.

The positive aspects of social media

While virtual interaction on social media doesn't have the same psychological benefits as face-to-face contact, there are still many positive ways in which it can help you stay connected and support your wellbeing.

Social media enables you to:

- Communicate and stay up to date with family and friends around the world.

- Find new friends and communities; network with other people who share similar interests or ambitions.
- Join or promote worthwhile causes; raise awareness on important issues.
- Seek or offer emotional support during tough times.
- Find vital social connection if you live in a remote area, for example, or have limited independence, social anxiety, or are part of a marginalized group.
- Find an outlet for your creativity and self-expression.
- Discover (with care) sources of valuable information and learning.

The negative aspects of social media

Since it's a relatively new technology, there's little research to establish the long-term consequences, good or bad, of social media use. However, multiple studies have found a strong link between heavy social media and an increased risk for depression, anxiety, loneliness, self-harm, and even suicidal thoughts.

Social media may promote negative experiences such as:

Inadequacy about your life or appearance. Even if you know that images you're viewing on social media are manipulated, they can still make you feel insecure about how you look or what's going on in your own life. Similarly, we're all aware that other people tend to share just the highlights of their lives, rarely the low points that everyone experiences. But that doesn't lessen those feelings of envy and dissatisfaction when you're scrolling through a friend's airbrushed photos of their tropical beach holiday or reading about their exciting new promotion at work.

Fear of missing out (FOMO). While FOMO has been around far longer than social media, sites such as Facebook and Instagram seem to exacerbate feelings that others are having more fun or living better lives than you are. The idea that you're missing out on certain things can impact your self-esteem, trigger anxiety, and fuel even greater social media use. FOMO can compel you to pick up your phone every few minutes to check for updates, or compulsively respond to each and every alert—even if that means taking risks while you're driving, missing out on sleep at night, or prioritizing social media interaction over real world relationships.

Isolation. A study at the University of Pennsylvania found that high usage of Facebook, Snapchat, and Instagram *increases* rather decreases feelings of loneliness. Conversely, the study found that reducing social media usage can actually make you feel *less* lonely and isolated and improve your overall wellbeing.

Depression and anxiety. Human beings need face-to-face contact to be mentally healthy. Nothing reduces stress and boosts your mood faster or more effectively than eye-to-eye contact with someone who cares about you. The more you prioritize social media interaction over in-person relationships, the more you're at risk for developing or exacerbating mood disorders such as anxiety and depression.

Cyberbullying. About 10 percent of teens report being bullied on social media and many other users are subjected to offensive comments. Social media platforms such as Twitter can be hotspots for spreading hurtful rumors, lies, and abuse that can leave lasting emotional scars.

Self-absorption. Sharing endless selfies and all your innermost thoughts on social media can create an unhealthy self-centeredness and distance you from real-life connections.

What's driving your social media use?

These days, most of us access social media via our smartphones or tablets. While this makes it very convenient to keep in touch, it also means that social media is always accessible. This round-the-clock, hyper connectivity can trigger impulse control problems, the constant alerts and notifications affecting your concentration and focus, disturbing your sleep, and making you a slave to your phone.

Social media platforms are designed to snare your attention, keep you online, and have you repeatedly checking your screen for updates. It's how the companies make money. But, much like a gambling compulsion or an addiction to nicotine, alcohol, or drugs, social media use can create psychological cravings. When you receive a like, a share, or a favorable reaction to a post, it can trigger the release of dopamine in the brain, the same "reward" chemical that follows winning on a slot machine, taking a bite of chocolate, or lighting up a cigarette, for example. The more you're rewarded, the more time you want to spend on social media, even if it becomes detrimental to other aspects of your life.

Other causes of unhealthy social media use

A fear of missing out (FOMO) can keep you returning to social media over and over again. Even though there are very few things that can't wait or need an immediate response, FOMO will have you believing otherwise. Perhaps you're worried that you'll be left out of the conversation at school or work if you miss the latest news or gossip on social media? Or maybe you feel that your relationships will suffer if you

don't immediately like, share, or respond to other people's posts? Or you could be worried you'll miss out on an invitation or that other people are having a better time than you.

Many of us use social media as a “security blanket”. Whenever we're in a social situation and feel anxious, awkward, or lonely, we turn to our phones and log on to social media. Of course, interacting with social media only denies you the face-to-face interaction that can help to ease anxiety.

Your heavy social media use could be masking other underlying problems, such as stress, depression, or boredom. If you spend more time on social media when you're feeling down, lonely, or bored, you may be using it as a way to distract yourself from unpleasant feelings or self-soothe your moods. While it can be difficult at first, allowing yourself to feel can open you up to finding healthier ways to manage your moods.

Signs that social media is impacting your mental health

Everyone is different and there is no specific amount of time spent on social media, or the frequency you check for updates, or the number of posts you make that indicates your use is becoming unhealthy. Rather, it has to do with the impact time spent on social media has on your mood and other aspects of your life, along with your motivations for using it.

For example, your social media use may be problematic if it causes you to neglect face-to-face relationships, distracts you from work or school, or leaves you feeling envious, angry, or depressed. Similarly, if you're motivated to use social media just because you're bored or lonely, or want to post something to make others jealous or upset, it may be time to reassess your social media habits.

Indicators that social media may be adversely affecting your mental health include:

Spending more time on social media than with real world friends. Using social media has become a substitute for a lot of your offline social interaction. Even if you're out with friends, you still feel the need to constantly check social media, often driven by feelings that others may be having more fun than you.

Comparing yourself unfavorably with others on social media. You have low self-esteem or negative body image. You may even have patterns of disordered eating.

Experiencing cyberbullying. Or you worry that you have no control over the things people post about you.

Being distracted at school or work. You feel pressure to post regular content about yourself, get comments or likes on your posts, or respond quickly and enthusiastically to friends' posts.

Having no time for self-reflection. Every spare moment is filled by engaging with social media, leaving you little or no time for reflecting on who you are, what you think, or why you act the way that you do—the things that allow you to grow as a person.

Engaging in risky behavior in order to gain likes, shares, or positive reactions on social media. You play dangerous pranks, post embarrassing material, cyberbully others, or access your phone while driving or in other unsafe situations.

Suffering from sleep problems. Do you check social media last thing at night, first thing in the morning, or even when you wake up in the night? The light from phones and other devices can disrupt your sleep, which in turn can have a serious impact on your mental health.

Worsening symptoms of anxiety or depression. Rather than helping to alleviate negative feelings and boost your mood, you feel more anxious, depressed, or lonely after using social media.

While 30 minutes a day may not be a realistic target for many of us, we can still benefit from reducing the amount of time we spend on social media. For most of us, that means reducing how much we use our smartphones. The following tips can help:

1. **Use an app to track how much time you spend on social media each day.** Then set a goal for how much you want to reduce it by.
2. **Turn off your phone at certain times of the day,** such as when you're driving, in a meeting, at the gym, having dinner, spending time with offline friends, or playing with your kids. Don't take your phone with you to the bathroom.
3. **Don't bring your phone or tablet to bed.** Turn devices off and leave them in another room overnight to charge.
4. **Disable social media notifications.** It's hard to resist the constant buzzing, beeping, and dinging of your phone alerting you to new messages. Turning off notifications can help you regain control of your time and focus.
5. **Limit checks.** If you compulsively check your phone every few minutes, wean yourself off by limiting your checks to once every 15 minutes. Then once every 30 minutes, then once an hour. There are apps that can automatically limit when you're able to access your phone.

6. **Try removing social media apps from your phone** so you can only check Facebook, Twitter and the like from your tablet or computer. If this sounds like too drastic a step, try removing one social media app at a time to see how much you really miss it

<https://www.helpguide.org/articles/mental-health/social-media-and-mental-health.htm> (Segal, 1999)

Appendix 6.2

Psychological Stress and Social Media Use

It makes sense to wonder if the use of digital technology creates stress. There is more information flowing into people's lives now than ever — much of it distressing and challenging. There are more possibilities for interruptions and distractions. It is easier now to track what friends, frenemies, and foes are doing and to monitor raises and falls in status on a near-constant basis. There is more social pressure to disclose personal information. These technologies are said to takeover people's lives, creating time and social pressures that put people at risk for the negative physical and psychological health effects that can result from stress.

Stress might come from maintaining a large network of Facebook friends, feeling jealous of their well-documented and well-appointed lives, the demands of replying to text messages, the addictive allure of photos of fantastic crafts on Pinterest, having to keep up with status updates on Twitter, and the “fear of missing out” on activities in the lives of friends and family.⁹

We add to this debate with a large, representative study of American adults and explore an alternative explanation for the relationship between technology use and stress. We test the possibility that a specific activity, common to many of these technologies, might be linked to stress. It is possible that technology users — especially those who use social media — are more aware of stressful events in the lives of their friends and family. This increased awareness of stressful events in other people's lives may contribute to the stress people have in their own lives. This study explores the digital-age realities of a phenomenon that is well documented: Knowledge of undesirable events in other's lives carries a cost — the cost of caring.¹⁰

This study explores the relationship between a variety of digital technology uses and psychological stress. We asked people an established measure of stress that is known as the Perceived Stress Scale (PSS).¹¹ The PSS consists of ten questions and measures the degree to which individuals feel that their lives are overloaded, unpredictable and uncontrollable. Participants were asked:

In the last 30 days, how often have you:

1. Been upset because of something that happened unexpectedly
2. Felt that you were unable to control the important things in your life
3. Felt nervous and “stressed”
4. Felt confident about your ability to handle any personal problems
5. Felt that things were going your way
6. Found that you could not cope with all the things that you had to do
7. Been able to control irritations in your life
8. Felt that you were on top of things
9. Been angered because of things that were outside of your control
10. Felt difficulties were piling up so high that you could not overcome them

Participants responded on a 4-point scale from “frequently” to “never.” The ten items were combined so that a higher score indicates higher psychological stress (the scale ranges from 0-30 with zero representing no stress and 30 representing the highest level).¹²

Overall, women experience more stress than men.

The average American adult scored 10.2 out of 30 on the PSS. One of the starkest contrasts in our survey was between the level of reported stress experienced by men and women. On average, women report experiencing significantly higher levels of stress than men. The average women scores 10.5 on the PSS while the average man scores 9.8.¹³ On average, men reported stress levels that were 7% lower than for women.

There are other demographic characteristics that are related to stress. On average, older adults, and those who are employed tend to have less stress.

How we studied psychological stress and technology use

In the survey, respondents were asked about their use of social networking sites: We asked people about the frequency with which they use different social media platforms, such as Facebook (used by 71% of internet users in this sample), Twitter (used by 18% of internet users), Instagram (17%), Pinterest (21%), and LinkedIn (22%).

Given the popularity of Facebook, we also asked very specific questions about users’ networks and what people do on that platform: number of friends (the average was 329), frequency of status updates (the

average was 8 times per month), frequency of “Liking” other people’s content (the average was 34 times per month), frequency of commenting (the average was 22 times per month), and how often they send private messages (the average was 15 times per month).¹⁴

We asked people how many digital pictures they share online (the average was 4 times per week), how many people they email (9 people/day), and how many emails they send and receive (an average of 25 per day). We also asked about their use of their mobile phone; the number of messages they text (an average of 32 messages per day), pictures sharing via text (an average of 2 pictures per day), and the number of people that they text with (an average of 4 people per day).

Given the important differences in stress levels based on age, education, marital status, and employment status, we used regression analysis to control for these factors. By using regression analysis we are able to determine the degree to which technology use is specifically associated with stress by holding demographic characteristics constant. Since men and women tend to experience stress differently, we ran separate analyses for each sex.

Those who are more educated and those who are married or living with a partner report lower levels of stress.

We found that women, and those with fewer years of education, tend to report higher levels of stress, while those who are married or living with a partner report less psychological stress (see Table 1 in [Appendix A](#)). For women (but not men), those who are younger, and those who are employed in paid work outside of the home also tend to experience less stress.

The frequency of internet and social media use has no direct relationship to stress in men. For women, the use of some technologies is tied to lower stress.

For men, there is no relationship between psychological stress and frequent use of social media, mobile phones, or the internet more broadly. Men who use these technologies report similar levels of stress when compared with non-users.

For women, there is evidence that tech use is tied to modestly lower levels of stress. Specifically, the more pictures women share through their mobile phones, the more emails they send and receive, and the more frequently they use Twitter, the lower their reported stress. However, with the exception of Twitter, for the average person, the relationship between stress and these technologies is relatively small. Women who are heavier participants in these activities report less stress. Compared with a woman who does not use these technologies, a woman who uses Twitter several times per day, sends or receives 25 emails per

day, and shares two digital pictures through her mobile phone per day, scores 21% lower on our stress measure than a woman who does not use these technologies at all.

From this survey we are not able to definitively determine why frequent uses of some technologies are related to lower levels of reported stress for women. Existing studies have found that social sharing of both positive and negative events can be associated with emotional well-being and that women tend to share their emotional experiences with a wider range of people than do men.¹⁵ Sharing through email, sending text messages of pictures of events shortly after they happen, and expressing oneself through the small snippets of activity allowed by Twitter, may provide women with a low-demand and easily accessible coping mechanism that is not experienced or taken advantage of by men. It is also possible that the use of these media replaces activities or allows women to reorganize activities that would otherwise be more stressful. Previous Pew Research reports have also documented that social media users also tend to report higher levels of perceived social support. It could be that technology use leads to higher levels of perceived social support, which in turn moderates, or reduces stress, and subsequently reduces people's risk for the physical diseases and psychological problems that often accompany stress.

Awareness of Other People's Stressful Life Events and Social Media Use

This report pays particular attention to **social stress**. This kind of stress comes from exposure to stressful life events. It is not directly a measure of whether someone feels that their own life is overloaded. Rather, it assesses people's stress by understanding their social environment. Those who experience stressful life events often suffer a range of negative physical outcomes, including physical illness and lower mental health.¹⁸

It is possible that technology users — especially those who use social media — are more aware of stressful events in the lives of their friends and family. This increased awareness of stressful events in other people's lives may contribute to the stress people have in their own lives.

Previous Pew Research reports have documented that social media users tend to perceive higher levels of social support in their networks. They also have a greater awareness of the resources within their network of relationships — on and offline. This awareness has generally been perceived as a social benefit. Individuals who are aware of the things that are happening with their friends and the informal resources available to them through their social ties have more social capital. The extra flows of personal information in social media, what we have termed “pervasive awareness,” are one of the potential benefits of digital technologies.¹⁹ However, it is also possible that this heightened awareness comes with a cost.

We wanted to know if the awareness afforded by the use of digital technologies was limited to an awareness of what others could provide (social capital), or if it also included an awareness of the problems and stressful events that take place in the lives of friends, family, and acquaintances. Such awareness is not inherently negative. In fact, an awareness of the problems and hurdles faced by others is a precondition of empathy, a dimension of social intelligence (social interest), and facilitates the provision of social support. However, awareness can also have an emotional impact – a “cost of caring.”

To measure awareness of other people’s stress we asked participants if they knew someone – other than themselves – who experienced any of a dozen major life events in the past 12 months. We additionally asked if the person(s) the event happened to was someone close to them (a strong tie), or an acquaintance whom they were not very close with (a weak tie), or both. Our list was composed of major life events that are known sources of stress in people’s lives.

The survey findings were that in the previous 12 months:

- 57% of adults said they know someone who had started a new job
- 56% know someone who had moved or changed homes
- 54% know someone who had become pregnant, given birth, or adopted a child
- 50% knew someone who had been hospitalized or experienced a serious accident or injury
- 50% knew someone who had become engaged or married
- 42% knew someone who had been fired or laid off
- 36% knew someone who had experienced the death of a child, partner, or spouse
- 36% knew someone who had a child move out of the house or move back into the house
- 31% knew someone who had gone through a marital separation or divorce
- 26% knew someone who had experienced a demotion or pay cut at work
- 22% knew someone who had been accused of or arrested for a crime
- 22% knew someone who had been the victim of a robbery or physical assault

Unsurprisingly, given that most people have few close social ties compared with the number of acquaintances they have, for all of the events we queried, people were more likely to know a weak tie (an acquaintance) than a strong tie who had experienced one of these stressful events.

The average adult in our sample knew people who had experienced 5 of the 12 events that we asked about.

How we studied awareness of stressful events in other people's lives

As with our analysis of psychological stress, regression analysis was used to test if the use of different digital technologies was related to higher or lower levels of awareness of stressful events in other people's lives. This allows us to determine the role of different technologies in helping different users be aware of stressful events in others' lives, controlling for likely differences in awareness that are related to demographic factors such as age, education, race, marital and employment status.

Knowing that the sexes tend to be very different in their awareness of stressful event in the lives of those around them, we further divided our analysis into a comparison of women and men. We also anticipated that some technologies might be more commonly used for communication with close social ties, and primarily provide for an awareness of major events in the lives of close friends and family, while others may be more suited for awareness of events in the lives of looser acquaintances ([Appendix A: Table 2](#)).

Women are more aware than men of major events in the lives of people who are close to them.

Previous research has found that women tend to be more aware of the life events of people in their social network than are men.²⁴ When we compared men and women based on the average number of life events that someone in their social network had experienced in the past year, women were consistently more aware than men, although the average was only statistically significant for close relationships.

More educated and younger people are more aware of events in other people's lives.

A number of demographic factors were consistently related to a higher level of awareness of major events within people's social networks. For both men and women, those who were younger and those with more years of education tended to know of more major events in the lives of people around them.

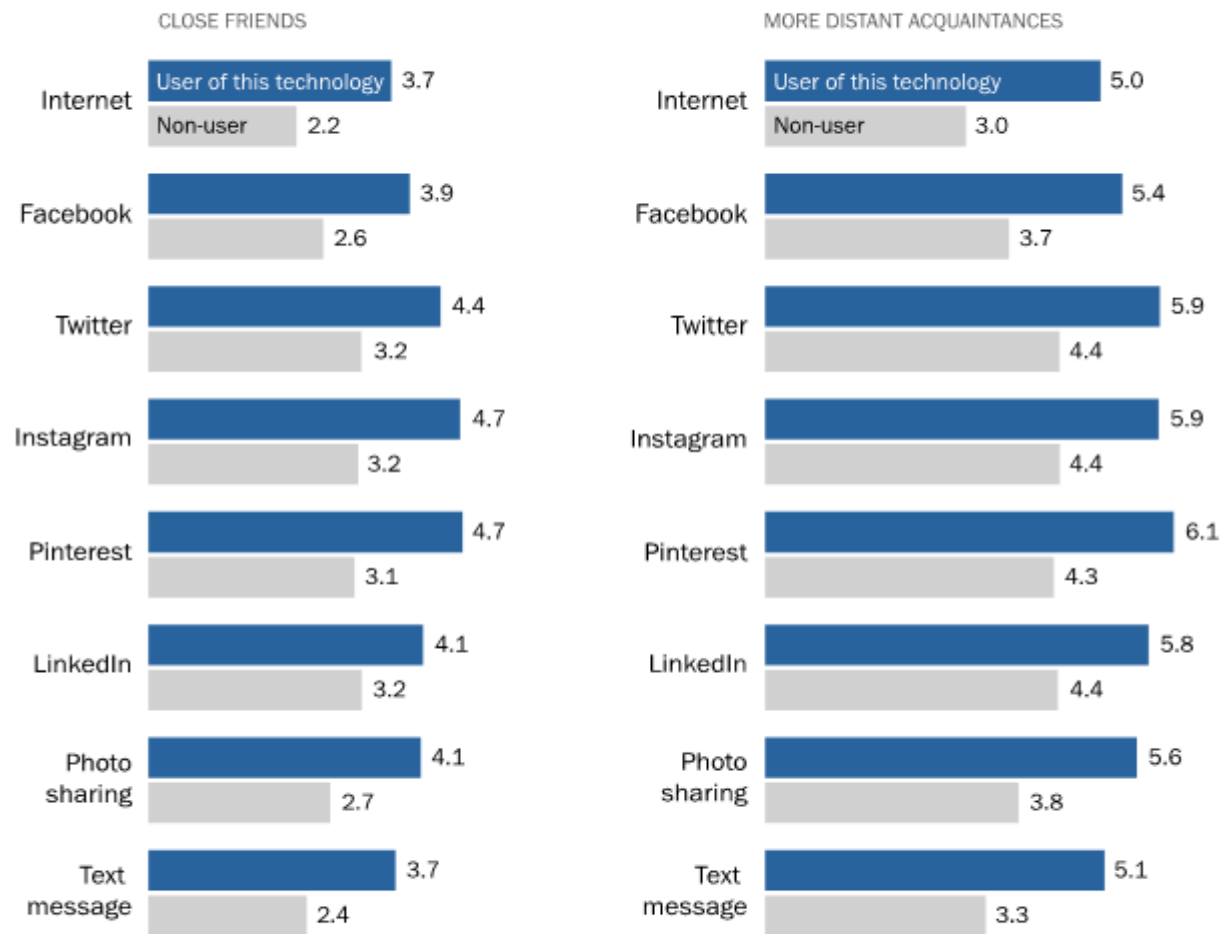
In addition, we found that women who were married or living with a partner, and women employed in paid work outside the home, were more aware of events in the lives of their acquaintances (weak ties), but that this was not related to awareness of events in the lives of close friends and family.

Social Media Users Are More Aware of Major Events in the Lives of People Close to Them

Social media use is clearly linked to awareness of major events in other people's lives. However, the specific technologies that are associated with awareness vary for men and women.

Technology users are aware of more stressful events in the lives of their close friends and more distant acquaintances

The average number of stressful events (out of a total of 12 possible) that people knew occurred in the lives of their close friends and more distant acquaintances in the past 12 months



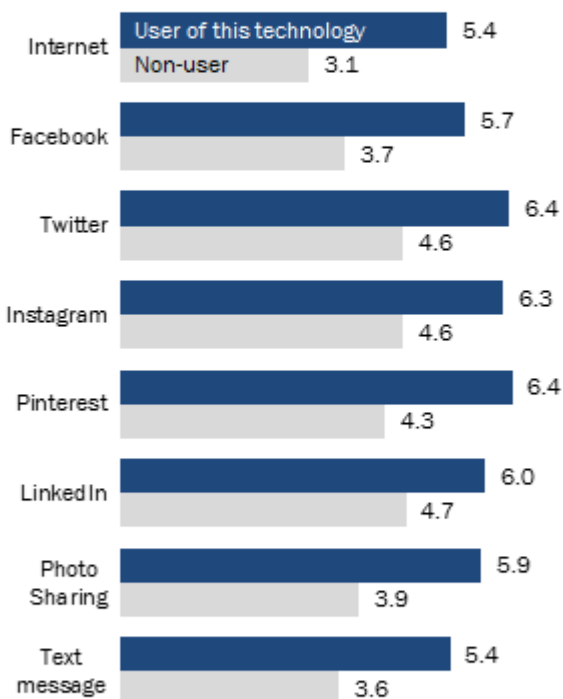
Note: Based on responses to Q4: "... Please tell me if you know someone—other than yourself—who has experienced any of the following in the past 12 months. Do you know someone who has ..." followed by a list of 12 different stressful events.

Source: August 2013 survey. N=1,801 adults.

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Women who use technology are aware of more stressful events in the lives of their close friends and acquaintances

The average number of stressful events (out of a total of 12 possible) that women knew occurred in the lives of their close friends and acquaintances in the past 12 months



Note: Based on responses to Q4: "... Please tell me if you know someone—other than yourself—who has experienced any of the following in the past 12 months. Do you know someone who has ..." followed by a list of 12 different stressful events.
Source: August 2013 survey. N=1,801 adults.

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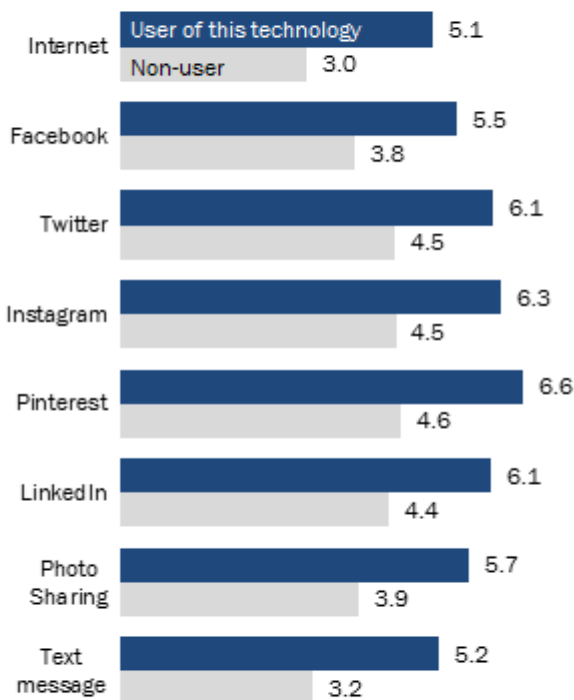
Among both men and women, Pinterest users have a higher level of awareness of events in the lives of close friends and family. The more frequently someone used Pinterest, the more events they were aware of:

- Compared with a woman who does not use Pinterest, a woman who visits Pinterest 18 days per month (average for a female Pinterest user) is typically aware of 8% more major life events from the 12 events we studied amongst her closest social ties.

- Compared with a man who does not use Pinterest, a man who used Pinterest at a similar rate (18 days per month) would tend to be aware of 29% more major life events amongst their closest ties.

Men who use technology are aware of more stressful events in the lives of their close friends and acquaintances

The average number of stressful events (out of a total of 12 possible) that men knew occurred in the lives of their friends and acquaintances in the past 12 months



Note: Based on responses to Q4: "... Please tell me if you know someone—other than yourself—who has experienced any of the following in the past 12 months. Do you know someone who has ..."

followed by a list of 12 different stressful events.

Source: August 2013 survey. N=1,801 adults.

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Men who used LinkedIn, men who send text messages to a larger number of people, and men who comment on other people's posts more frequently on Facebook also tend to be more aware of major events in the lives of people close to them. These same technologies had no impact on woman's awareness of events in the lives of people close to them.

Compared with a man with similar demographic characteristics that does not use the following technologies:

- Those who send text messages to four different people through their mobile phones on an average day (the average for a male cellphone user) tend to be aware of 16% more events amongst those who are close to them.
- A male user of LinkedIn visits the site fifteen times per month and is typically aware of 14% more events in the lives of their closest social ties.
- A male Facebook user, who comments on other Facebook users content 19 times per month, is, on average, aware of 8% more events in the lives of their closest friends and family.

For women, the more friends on their Facebook network and the more pictures they shared online per week, the more aware of major life events in the lives of close friends and family. Compared with demographically similar women who do not use these technologies:

- A woman who shares 4 photos online per week tends to be aware of 7% additional major events in the lives of those who are close to her.
- A female Facebook user with 320 Facebook friends (the average for women in our sample) is, on average, aware of 13% more events in the lives of her closest social ties.

Similarly, men experienced higher levels of awareness as a result of a larger number of different technologies.

Facebook use is associated with more awareness of major events in the lives of acquaintances.

Looking beyond people's close relationships to include a looser set of their acquaintances, we find that Facebook use is a consistent predictor of awareness of stressful events in others' lives for both men and women. Specifically, the more Facebook friends people have, and the more frequently they "Like" other people's content, the more major events they are aware of within their network of contacts.

- Compared with a non-Facebook user, a male Facebook user with 320 Facebook friends is, on average, aware of 6% more major events in the lives of their extended acquaintances. A female Facebook user with the same number of friends is aware of 14% more events in the lives of their weak ties.
- A male or female Facebook user who "Likes" other people's content about once per day, is typically aware of 10% more major events in the lives of their extended acquaintances.

For women, Instagram is related to lower awareness of major events in the lives of acquaintances, while Twitter and photo sharing are related to higher awareness.

Women are also likely to have higher awareness of their extended network as a result of the number of pictures they share online and through frequent use of Twitter. Compared with a demographically similar woman who does not use these technologies:

- A female Twitter user, who uses the site once per day, tends to be aware of 19% more events in the lives of their extended network.
- A woman who shares 4 digital pictures per week is typically aware of 6% more events in their network of loose social ties.

Use of Instagram was the only technology use that we found to predict lower levels of awareness, and only for women. This might be the case because Instagram is used differently than some other kinds of social media. Scholars have found that many people make cellphone calls and exchange text messages predominantly with their closest ties. They have argued that this is “tele-cocooning,”²⁵ and they believe that people’s use of mobile phones leads to contact with more intimate relations at the expense of weaker and more diverse social ties. Instagram use may be tied to a similar pattern. Those who use Instagram might reduce their focus on the lives of their social ties that are not considered especially close. Controlling for other factors, a female user of Instagram who uses the platform a few times per day is, on average, aware of 62% fewer major events in the lives of their extended network than someone who does not use Instagram at all.

For men, text messaging, email, and Pinterest are related to higher awareness of major events in the lives of acquaintances.

In addition to use of Facebook, men’s awareness of stressful events in their friends’ lives tends to be higher for those who email and send text messages to a larger number of people. Compared with someone who does not use these technologies:

- A male email user who is in contact with 9 different people by email per day is generally aware of 13% more events in the lives of their distant social circle.
- A male who sends text messages to four people per day is, on average, aware of 11% more major events in the lives of their weaker social ties

<https://www.pewresearch.org/internet/2015/01/15/psychological-stress-and-social-media-use-2/>

(HAMPTON, RAINIE, LU, SHIN, & PURCELL, 2015)

APPENDICES (PDF)

Cyber Bullying – **Appendix 6.2**

<https://www.dinwiddie.k12.va.us/app/uploads/2018/12/Cyberbullying.pdf> (HRSA, 2011)

Cyber Bullying Identification, Prevention & Response – **Appendix 6.3**

<https://cyberbullying.org/Cyberbullying-Identification-Prevention-Response.pdf> (Hinduja & Patchin, 2014)

Internet Matter Guide - **Appendix 6.5**

<https://www.internetmatters.org/wp-content/uploads/2019/04/Internet-Matters-Guide-Digital-Resilience-14-years-old.pdf> (matters.org, 2019)

Educators Guide – **Appendix 6.6**

<https://www.childnet.com/ufiles/Educator-guidance.pdf> (Educator-guidance, 2021)

Note: These resources can be used by trainer and also printed separately and distributed to the participants

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