



Tech Control Live Your Life

Example for teachers | Appendix 3

Campaign name Eg. #Detoxify

Social media platform Eg. Instagram

Celebrity Eg. Ed Sheeran

Big idea Eg. Ed Sheeran will announce on his Instagram account that he is doing another digital detox, this time he's taking a three-day break from social media. He will post an image saying #Detoxify and tag three celebrity friends in it, challenging them to join him in this digital detox and ask them to do the same. As with the Ice Bucket challenge, which raised money for amyotrophic lateral sclerosis (ALS), anyone who participates in the digital detox will be asked to donate money to an online safety charity.

Why will this work? Eg. Because it's tapping into a current trend that helps people to manage their technology – digital detoxing, it uses someone highly influential on social media to get people talking - Ed Sheeran, and social media challenges are one of the most successful ways of getting people to participate online.