



UNPLUG TO CONNECT 2019 – PUBLIC TOOLKIT

#UnplugToConnect | unplugtoconnect.ca

On **June 7, 2019** we are inviting Canadians to join Boys and Girls Clubs and Unplug to Connect!

- The internet and smartphones are changing the way that children and youth connect with the world around them
- Anxiety is on the rise, as kids and teens feel the need to be “plugged in” at all times
- Technological devices are designed to connect us with others, but in many ways they are causing us to feel isolated and alone

Boys and Girls Clubs believe that building relationships is an important life skill, and we strive to create a sense of community for all children and youth. At Clubs across the country, kids spend time away from smartphones and computers every single day—playing together, learning together, and being mentored by caring adults.

In this toolkit, you will find the following:

- Social media suggestions
- Links to current news stories and statistics

If you have any questions or concerns, please contact the national communications team at bgcc_communications@bgccan.com.



SOCIAL MEDIA

It may seem counter-intuitive to use social media to promote Unplug to Connect, but we all know that it is the easiest and quickest way to reach the largest audience.

We suggest the following timeline for social media:

Leading up to June 7:

- posts encouraging your followers to join you, either at your event or online

On June 7:

- announce when you will be offline for #UnplugToConnect
- choose a dedicated person to take a few photos during your event
- post on social media letting everyone know how you chose to Unplug to Connect, and asking them to share what they did

Make sure to use the hashtag **#UnplugToConnect** and share our website: unplugtoconnect.ca

Suggested social media posts below



BEFORE JUNE 7

Join us on June 1 and #UnplugToConnect! <http://unplugtoconnect.ca>

<insert social media graphic / choose automatic image from website / share teaser video>

ON JUNE 7

Right before event

Signing off! It's time to #UnplugToConnect!

<insert social media graphic>

After event

We had a blast <insert brief description of event> ! How did you #UnplugToConnect? Let us know in the comments ...

<insert a few photos of event—don't forget to select someone to take photos during your event!>



CURRENT NEWS

1. Have Smartphones Destroyed a Generation?
<https://www.theatlantic.com/magazine/archive/2017/09/has-the-smartphone-destroyed-a-generation/534198/>
2. Early Facebook and Google Employees Form Coalition to Fight What They Built
<https://www.nytimes.com/2018/02/04/technology/early-facebook-google-employees-fight-tech.html>
3. Teens who spend less time in front of screens are happier — up to a point, new research shows
<https://www.washingtonpost.com/news/inspired-life/wp/2018/01/22/teens-who-spend-less-time-in-front-of-screens-are-happier-up-to-a-point-new-research-shows>
4. Smartphone addiction could be changing your brain
<https://www.cnn.com/2017/11/30/health/smartphone-addiction-study/index.html>
5. Has Social Media Become a Full-Time Job for Teen Girls? <http://www.macleans.ca/culture/social-media-full-time-job-teen-girls>
6. Can't Fight This Feeling: Technology and Teen Anxiety
<https://www.psychologytoday.com/us/blog/more-feeling/201712/can-t-fight-feeling-technology-and-teen-anxiety>



Infographic (external source)

