



Smile Social

Instagram Post Log

Katie Mone

June 2022

Week 4

Week 4 - Post #1

Release Date & Time: Tuesday 7/5/22 at 10 AM

Theme: Mental health discussion, online/social media impact

Image:

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Most of us are probably familiar with the idea of FOMO, whether we just know the definition or have actually experienced it. Eric Barker at Time Magazine describes it as an “uneasy and sometimes all-consuming feeling that you’re missing out – that your peers are doing, in the know about, or in possession of more or something better than you.”

This fear of missing out is often stemmed from personal unhappiness and feeling “less than” those around us. It comes back to the idea of comparison culture and feeling like we need to achieve certain standards. FOMO can be common to experience during a holiday weekend such as this past July 4th.

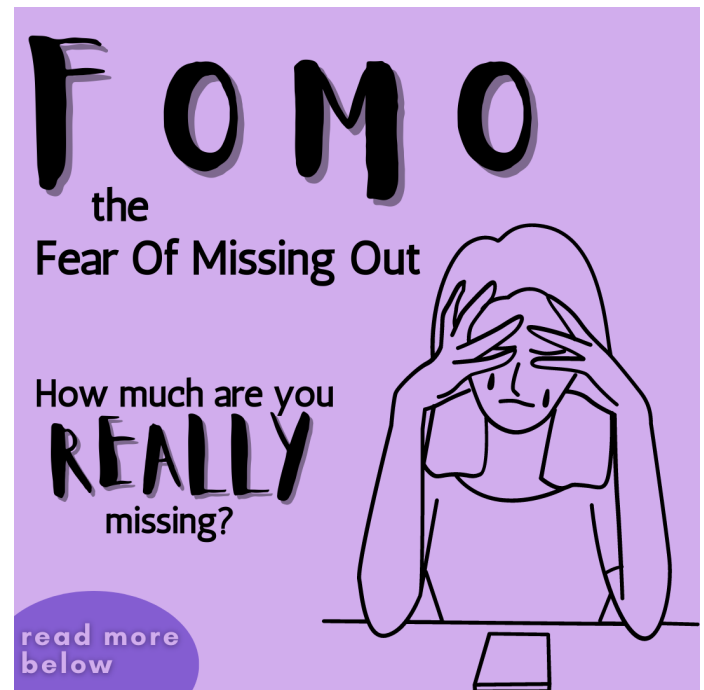
But on social media, it can be very difficult to know how realistic things are. Thus, we don’t really know how much we’re actually “missing” when we experience FOMO.

So always remember to take what you see with a grain of salt. Understanding that you don’t have to follow the crowd is important, but realizing that what you’re seeing may be altered is just as important.

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#SmileSocial #FOMO #SocialMediaReality #HowISmileSocial #HaveYouSmiledToday





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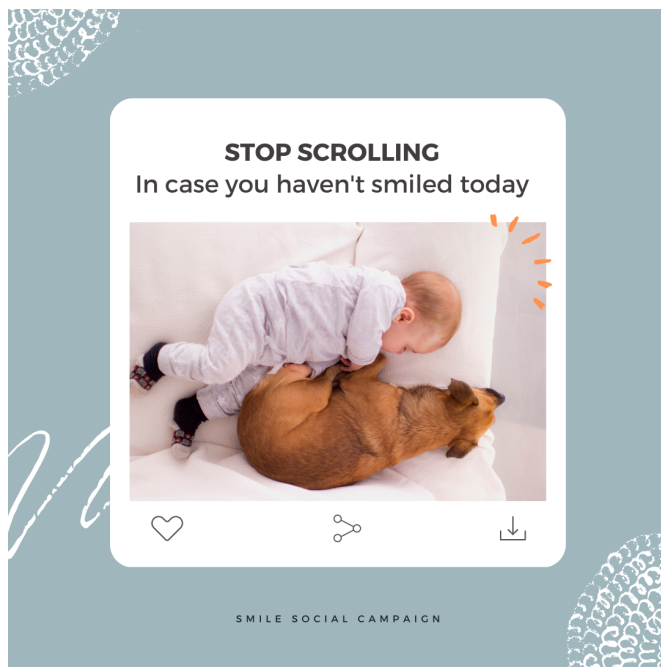
Week 4

Week 4 - Post #2

Release Date & Time: Thursday 7/7/22 at 9 AM

Theme: Social media is a toxic mirror, body image, self-image, self-esteem

Image:



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A random irresistible-cute-pic-check-in, just 'cause we can. Happy Thursday everyone!

And thank you so much for coming along with us on this 4-week campaign journey. We hope you learned a valuable lesson or two along the way. Don't forget to SM:)E today, and every day!

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#SmileSocial #MentalHealthCheck

#HowISmileSocial #HaveYouSmiledToday