

THOUGHT-STARTER: ARE MINDFUL INFLUENCERS PRACTICING WHAT THEY PREACH?

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Foresight writer Holly Friend investigates the rise of the mindful influencers, who tell followers to reduce their use of social media yet continue to use it to promote themselves.

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Social media is ruining your life. It's a message that has been plugged into us by governments, brands, academic researchers, and now a more unexpected breed of propagator – the influencer.

Over the last few years, many of us have been re-evaluating our relationship with technology. Not only are we being fed worrying statistics, such as Ofcom's estimation that we check our phones every 12 minutes, but we're being sold expensive holidays under the guise of digital detoxes and sleek 'dumb phones' to help still our fidgeting thumbs.

A new tribe of mindful influencer is also emerging. While not promoting complete abstinence from our devices, they are telling us to approach social media with a more mindful, moderate lens. Rather than adhering to a damaging form of **Neo-Luddism**, they are encouraging others to embrace a slower version of social media that puts themselves, not their followers, first. But are they simply capitalising on a new fad – a Millennial hunger for the latest iteration of self-care?

Look out for the full opinion.