

Social Media Addiction

When checking, scrolling and posting become difficult to switch off

Social media is designed to hold attention. Problems can arise when checking becomes automatic, comparison affects self-worth, sleep is repeatedly interrupted, or being offline produces strong discomfort or anxiety.

Why scrolling becomes automatic

Repeated behaviours often become linked with particular emotions, situations and rewards. Stress, boredom, loneliness, sensory overload, low self-esteem or the wish to escape can all strengthen the habit. Understanding what happens just before the urge is often more useful than judging the behaviour afterwards.

Comparison, validation and mood

Recovery usually works best when it creates more choice rather than relying on shame or punishment. Small changes, realistic boundaries, supportive relationships, professional help where needed and alternative ways to regulate emotions can gradually weaken the cycle.

Attention, sleep and nervous-system overload

Look at impact rather than labels: sleep, concentration, mood, physical health, finances, work or study, relationships, secrecy and the ability to stop when intended. A pattern deserves attention when it repeatedly causes harm yet still feels difficult to change.

Creating healthier digital boundaries

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A gentle check-in

What happens just before the urge? What feeling, thought or situation am I trying to change? What does this behaviour give me in the short term, and what does it cost me afterwards? What would make a small amount of choice easier today?

Small steps that can help

Create a pause	Delay the behaviour briefly and change your environment before deciding what to do next.
Reduce cues	Turn off prompts, remove easy access, use limits or blocks, and make the healthier choice easier to reach.
Add alternatives	Build in regulation, connection, rest, movement, hobbies or support that meets some of the same underlying need.
Ask for help	A GP, therapist or specialist service can help when the pattern feels difficult to control or is causing significant harm.

This guide is educational and is not a diagnosis or a replacement for individual medical or psychological care. If the behaviour is linked with immediate danger, severe financial crisis, exploitation, self-harm or another urgent risk, seek appropriate urgent support.