



Digital distractions cost US companies \$650 billion a year.

This equates to your company losing about \$10,790 per employee, per year.

For each employee, you're
losing an average of:



\$10,790

in lost profits
per employee,
per year



2.5 HRS

of lost work time
per employee,
per day

The Hidden Cost of Social Media: How It's Draining Your Business's Productivity and Profits

Social media is everywhere. It keeps you connected, entertained, and informed—but at what cost? While you scroll, like, and swipe, your productivity, mental clarity, and well-being are being quietly eroded leading to stress, anxiety, poor focus, and significant financial losses.

Employee digital distractions and social media use at work costs U.S. businesses approximately **\$650 billion a year** (Enterprise Apps Today, 2023). Extrapolated out, that's about **\$12.25 trillion a year being lost by companies globally**.

**Your employees' social media habits aren't just affecting their well-being -
they're affecting your entire organization's success because of:**

- **Increased stress and anxiety**, leading to higher absenteeism and lower job satisfaction.¹
- **Reduced focus and decision-making ability**, impacting overall work quality.²
- **Chronic digital fatigue**, decreasing motivation and workplace engagement.³
- **Poor sleep habits**, resulting in lower energy and diminished performance.⁴

¹American Psychological Association, "Stress in America: Coping with Change" (2017). ² Harvard Business Review, "The Cost of Interrupted Work: More Speed and Stress" (2018). ³ National Safety Council, "The Hidden Costs of Digital Fatigue in the Workplace" (2022). ⁴ Sleep Foundation, "How Social Media Affects Sleep Patterns" (2021).

The Social Media Balance Program helps companies increase productivity and profits by reducing digital distractions.

Our program includes **corporate training sessions, interactive workshops, executive coaching, online video curriculum, an online support community,** and comprehensive **resource materials;** ensuring that your team not only learn these techniques, but also implement them, for lasting change.

- Reduce time wasted on social media and increase employee focus
- Enhance cognitive function and productivity for better work performance
- Lower workplace stress and digital overwhelm, leading to higher employee satisfaction
- Establish company-wide best practices for healthier social media habits
- Create a sustainable balance between digital engagement and professional responsibilities



Why choose us?



David Reis isn't just another corporate trainer.

He is a pioneer in social media marketing with over 30 years in the online world. Notably, David co-founded guerillaPR in 2000, later founding social media marketing agency DEI Worldwide, with clients including global brands such as Sony, Motorola, Nestle, Smirnoff Vodka, Coca-Cola, Disney, Kraft, and The City of Las Vegas.

David understands the dangers - and the solutions. He has personally battled and overcome addiction, giving him unparalleled insight into how to break free from compulsive behaviors and reclaim focus.

David rounds out his professional and personal experience with a third-degree black belt in Hapkido, a discipline that emphasizes control, balance, and mental strength. David's combination of expertise, experience, and personal transformation make him uniquely qualified.



Take Action Today

**Implement the Social Media Balance Program in your workplace today
and start reclaiming lost productivity and profits.**