

Eating Triggers: How to have a healthy relationship with social media

Insatiable Season 5 Episode 2

[INTRO]

[0:00:08.4] AS: When you're fed up with fighting food and your body, join us here. I'm Ali Shapiro, creator of the Truce with Food Program and your host for Insatiable, where we explore the hidden aspects of fighting our food, our weight, and our bodies, and dive deep into nutrition science and true whole health. Fair warning, this is not your parents' health care. This is a big rebel yell to those who crave meaning, hunger for truth, and whose lust for life is truly insatiable. Believe me, freedom awaits.

[EPISODE]

[0: 00:47.4] AS: Welcome everybody to Season 5 of Insatiable. This season, **our theme is eating triggers**, mainly triggers for the on/off eating cycle. What we're going to be talking about is how to get clear on these triggers and why do we care about clarity so much, because clarity is a process and a tool.

Why? You might be asking. For three main reasons; first of all, you get to the root cause of things, right? Part of why we have all these offshoots of a relationship to food, intuitive eating, and pleasurable weight loss and all these other stuff, which is they can all be helpful in their own rates, but we're still focusing on the food and giving all the power to the food instead of looking to what's actually causing us to eat. So we haven't really gotten to the root cause in my opinion of why we turn to food. So we're going to get you closer to you own root cause in this season.

The second reason is logic just doesn't change us. How many times have you known that you needed to make a change but hearing all the facts and figures and reasons why, how often has that really changed us? Actually, connecting our own experiencing and getting clarity helps us. Just kind of a concrete example of that is I used to think I hated dogs, right? I was like, "I'm not a pet person," and I had some really good reasons why. I'm allergic to them. They just seem like a lot of work. Then my husband Carlos wanted to get a dog, and I had to have personal experience and get clear, but actually, first of all, I had to get a hypoallergenic dog. But a big reason that I thought I didn't like dogs is I was afraid of them and I was afraid of them because I didn't know how to be around them. Now that I know how to be around them, guess what? I love my dog. So that's just an example of how clarity helps.

Then lastly, clarity equals distance. So we've all probably had experiences that we can look back in the past now and just don't trigger us the same way. We can say, "Oh, this is why this happened. This is why this person was this way. I could have done this better. The reason that we are able to do that is because we have some distance from this situation. When we can get distance in the moment even a little bit, we can start to get more agency or independent choice around things and not reach for food. That's why clarity is so important.

Okay. So **today we're talking about social media** with its impossible standards for everything, from beauty to cooking. It triggers us to compare, feel jealousy, doubt ourselves and all the above at once. In today's episode, *Eating Triggers: How to Have a Healthy Relationship With Social Media*, Juliet and I will clarify the three reasons social media triggers us to eat and ideas on how to have a healthy relationship with social media .

For our new listeners, Juliet is active in the fitness community since 2008. It's been a decade. She's an expert in her field with a very loyal Philly, loyal following from Philadelphia after working in New York City as a personal trainer at prestigious sports

clubs. She is the partner in nutrition director for Unite Fitness Studio franchises, a rapidly growing group in personal training studio, helping to craft Unite's trademark; heart, muscle, mind workout methodology.

Juliet appears as a regular contributor on Fox and ABC News. She helps educate people on the topics of fitness, health and nutrition. When she's not in the studio, Juliet loves to connect with nature and frequently takes trips to Woodstock, New York area to hike and relax.

All right, welcome back, Juliet.

[00:04:28] JB: Hello. That was a mouthful.

[00:04:31] AS: I know. Did you hear me go blah-blah-blah.

[00:04:34] JB: It's okay. You did a great job.

[00:04:37] AS: Thank you.

[00:04:39] JB: I love that you didn't think that you are a dog person.

[00:04:42] AS: Yeah, right?

[00:04:44] JB: I had a similar experience with that growing up. I was always afraid of dogs, and that's why I just said, "Oh, I'm a cat person," because they just didn't scare me as much as dogs.

[00:04:53] AS: I didn't know you were afraid – Yeah.

[00:04:55] JB: Yeah, and my mom, she like got bit by a dog when she was younger, and so we didn't have dogs growing up. Her saying, "Oh, they're dangerous," or she got bit by one. Of course, when you're young and you hear that and then it made me afraid of dogs. I only ever want to be near the little dogs, but the little ones actually sometimes are more scary than the big ones.

[00:05:17] AS: Right. That's what I've learned and that's what I think is hysterical, because people think that they just like relate this certain way to food, right? Then you get more clear. But, yeah. I realized I've never had a bad experience with a dog, but I was always afraid of them and I realized I was just afraid of them because I didn't know how to have the skillset around them.

[00:05:34] JB: Yeah, it's just the unknown, right? So then we just cut ourselves off by just being like, "Nope, not going there."

[00:05:41] AS: Yes, yes, and that's why I'm so excited that we are going to talk about that what triggers us was social media today, because I'm going to give everybody a tool that we're going to kind of go through to talk about why social media triggers us so much. But one of the main emotions is the unknown and we'll get more into that.

But one of the things before we get into this tool that I'm going to share and that it's the first tool that we use in why am I eating this now, is both of us – We talked about this episode. It's important for people to realize that of all the triggers we're going to be talking about this season, all of them are inherently neutral and it's more about what it triggers in us. Right, Juliet? Like we can say we hate social media, but it's what does it bring up in us that is the reason that it's so triggering?

[00:06:29] JB: Yeah, because there are lots of positives to things. It's just what sensation and what emotion do you bring to the table when you're saying that, "Oh, I hate social media." It's so bad for people. It's this, it's that. But what is it triggering in

you that's making you feel that way? Because, inherently, it's just a platform, right? It's just like anything else. There's a lot of positives and there are negatives, but they're different for each person. Yeah, I think we want to talk about what is it for you, Ali? What is it or me? A lot of our listeners I'm sure can relate.

[00:07:01] AS: Oh, yeah. In fact, I asked a bunch of my clients who have given me permission to share their questions and experiences just to get me back into that place of what people are really struggling with.

So I'm going to give you this tool and, again, it's a clarity tool. We talk a lot on this podcast about being self-critical being self-aware, and what we're often doing when we're checking in with ourselves, we think we're checking in with ourselves, but we're actually trying to manage how other people are reacting to us.

So I really want you to practice what this tool bringing a beginners' mind. Like, do I really know myself? The tool is what is at the TAIL end of this? And tail stands for tired. What's really interesting and kind of what people have lack of clarity around is how depleted they are. At the end of the day when they're turning, in this case, to social media, but really it's a purely energy piece.

The A stands for anxious. I hear all people, like I think everyone tells me I've heard people say they're anxious, they have anxiety. What's usually under that is uncertainty, the unknown that Juliet and I were talking about with dogs. We'll talk about how the uncertainty gets triggered with social media today. A lot of it is what am I missing? Am I behind? How does everyone else have their life so together, right? It's like this anxiousness, but really what's under it is uncertainty.

The I stands for inadequate. So, ugh! This is often when people will feel like, "Well, I'm not enough," or "Oh my God! It's going to take me so much to do this, and I just can't do that." So, inadequacy. How am I feeling less than? Being triggered to feel less than.

Then the last is lonely. So why does this make me feel lonely? That I'm different? That's I'm isolating myself? I think it's really important to realize that with isolation. You can be around other people. In fact, they think that's often the most insidious. Often, my clients will say, "Ugh! I have to be on." When you feel like you have to be on, chances are you're going to feel lonely in that, because you're not connecting on an intimate level

So, now Julie and I are going to kind of go through our own experiences with TAIL related to social media and then we're going to kind of answer some questions from clients that I got and also just show you how to have some healthier habits. So, Juliet, what's your experience, first of all, with social media in general? Because one thing I noticed is we were going into this. I looked at both of our feeds, because I think kind of just a psych 101 lesson for everybody, is that all of us, myself included, Juliet included, we post what affirms what the identities that we like about ourselves.

So everybody is putting their best foot forward, and when I looked at – I have a question for you, Juliet, because I noticed that you post a lot of pictures of your body and I noticed that I'm really comfortable with my intellect. So I post a lot of things that are intellectual.

[00:10:01] JB: Yeah, and I would say that – You said we post – Say this again. So we post the identity that we feel like most certain about us is what you're saying, or that we feel confident about?

[00:10:13] AS: And that we want to affirm.

[00:10:14] JB: That we want to affirm. Okay.

[00:10:15] AS: So, for example –

[00:10:17] JB: Well, because I was – I'm sorry. I was going to say, I think that most people, myself included, are posting the identity of what we think others like about us.

[00:10:28] AS: Well, and that's often the identity that we like about ourselves.

[00:10:30] JB: Okay.

[00:10:31] AS: So a really concrete example, I've noticed this, especially as I've started to think about being more strategic with a social media strategy for my company, is that everyone will share when they're drinking a green smoothie, or when they've just made a healthy choice, right?

But no one is showing you when they're bingeing alone at night. No one's taking a picture of all that food. That's a very – We want people to think we're healthy. We want to think we're healthy, right?

[00:10:56] JB: Yes. Yeah.

[00:10:58] AS: So that's just – I want people to think I'm smart, right? And that's something I've been very confident about in my life.

[00:11:04] JB: For sure. For sure.

[00:11:05] AS: So it's not that I won't take pictures of me. It's just not what I lead with.

[00:11:09] JB: Do you think that there's a level of insecurity that comes with the reason why you might not post certain things versus others, or just simply is just not meaningful to you?

[00:11:21] AS: Yeah, I think if anything, I laugh about the lighting game on social media. I feel like I'm not good at the lighting game. You know what I mean?

[00:11:32] JB: As you're listening, guys. That's – the fact that she even said 'game'. This is not real-life, right? This is a snapshot of time. It's just little snapshots of time and often very curated.

[00:11:50] AS: I'm so glad you brought that up, because one of the biggest questions that I got was, "What are some of the ways to separate yourself and not internalize what you're seeing in social media since some of us have a tendency to make what we see about us." I think this is the important piece, is we all know it's a game logically, right? We know this is like someone's highlight reel, one of my clients even said.

But why do we keep scrolling? It's because – Again, it's what it triggers in us, right? So, for example, we'll go right to – Well, I kind of wanted to go on order so it will be easier.

[00:12:24] JB: Sure. And I just want to say this, and we can come back to this. But I think that it's because most people are very unfulfilled.

[00:12:30] AS: Yes, or they – One of my clients was saying, Kristi, and she gave me permission to use her name. It's like she often is like feeling uncertain in her career, right? She's in a big transition point and she's like, "I just wish it would be easier to figure it out. When I look to other people, it's like it almost seems like they have the answers," and that's part of that uncertainty of the TAIL trigger, the anxiousness of like, "What should I be doing? What is fulfilling?" Right?

[00:12:58] JB: Yeah.

[00:12:59] AS: So it's not that we don't know that other people are only using their highlight reel, but it triggers this doubt in ourselves. I know when we get to the A, I'll

share my own experience with that. But we can't separate that it's just a game because we make it mean something about us rather than what the people are posting.

[00:13:20] JB: Yeah, and I just was listening to somebody say, like, you're the average of who you hang out with, or if you want to get rich, then hang out with rich people, right? It's like if you're feeling uncertain in your job and you're looking to social media to kind of see what everybody is doing, I think that that's not the same as actually being with people. Just trying to look at their photos and sort of you're making up your own story about somebody. It's not actually what's going on. You're creating all the meaning and making all the stories.

[00:13:50] AS: Yes, I love that you said that, because that's what the crux of my work is, is that especially the less data you have, the bigger the story, right? So it's like you're only saying one of that. I would just say – Okay, because I am so cynical about most social media memes. If you want to be rich, be born a white dude. Okay?

[00:14:11] JB: Right? I know. So you want to go to being depleted.

[00:14:16] AS: Yeah, because I realized that this is a big reason that I turn to social media, and I want to just kind of put a plugin for one of the things that I'm really working on on a physical level, is what I have learned – I think we all have learned about lighting and the blue light from the computer. But did you know that that robs you of dopamine and then it makes you literally feel down and depressed on a physical level and then you need more and more of the blue light to kind of replenish. It's kind of like sugar. Like sugar depletes you nutritionally, but then you like crave more and more and you need more and more to be sensitive to it? I think that's a really overlooked physical reason that we are addicted to social media.

[00:14:56] JB: Yeah, the endless scroll.

[00:14:58] AS: Yes, but the blue light, and the more that you're on it, then the more that you kind of are getting the dopamine from intermittent rewards, right? Because that's the other piece for this, social media works. It's kind of like you never know when you're going to get an email. You never know when you're going to get a like.

[00:15:12] JB: Yeah. Full disclosure everybody, I'm highly addicted to social media. So I scroll in bed before – I scroll when I wake up. I go immediately to Instagram, and it's unconscious, and my husband started to do it recently, and then that's when I started to get scared. Because if he's doing it. He was like – Like, "Oh, I need to look to him to get out of this cycle," and I noticed now that when his alarm goes off in the morning, he instantly goes to Instagram, and the same with me. There's no reason to do it. It's just – It's complete unconscious learned behavior.

[00:15:51] AS: Right. But then on like – And we'll go through the different physical emotional and soul levels of why we're getting it. I think it's unconscious, but I also think a lot of people wake up tired, right? It's like, "Oh, let me see what happened overnight." It's like that intermittent reward. It's almost like your cup of coffee before your coffee. Do you know what I mean?

[00:16:12] JB: Yeah, it becomes like – People used to read the paper, right? Now, people are just looking at their social media. I mean, there's always been that of sort of distracting yourself from the day's tasks or what you have to do, because you're exhausted, you don't want to actually become present with, "Okay, what do I have to accomplish?" Because it just sounds – Maybe it does seem overwhelming or exhausting, so it's easier to sort of just distract yourself.

[00:16:36] AS: Yes. Yes. Yes. Well, and what I found after I've been learning so much about the importance of light and sunlight and all those stuff, I've been trying – I realized the big reason I was turning to social media was I was generally tired and I

wanted to get feel up again, right? We're like addicting to feeling up. This is something I have to work on.

I started to like go outside. That's kind of like a really concrete tip that someone – It's like, "Go outside and get some sunlight, and maybe you can tell yourself like, "I'll go back to social media afterwards." But if you're really tried, getting out in the sun or walking around is actually going to be the root cause and solve the issue. But I think that's my experience with being tired in social media. Of course, I feel more depleted as I'm doing the endless scroll.

[00:17:20] JB: I have to say something from me with being depleted at the end of the day, especially because I'm so physically active all day, is I always have this feeling like there's more to do when I get home, right? Dishes, laundry, paying attention to the cats, there's two of them. I feel bad, I always love my one cat more than the other guys. It's so sad. But she's my first baby.

Then work, of course, because I run a business. When you run a business – Or I think for most of us with work now, there's always homework, right? I mean, God bless you if you can go to the office and like leave everything behind and then you come home, and like home is the safe haven and you don't have to think about work until you go back the next day?

But for me I have just constant stream going on of the to-do, of what I need to get done. I've come to realize that I'm not going to get a lot done, but it's still like on my mind. So the scrolling through Instagram, that thing, that I just sit there on the couch and do, and it's very depressing, and I know in the moment I'm conscious of this isn't making me feel good. You're starting to compare yourself or you're getting that feeling, like that feeling of missing out on something. Someone's having fun. Someone's at a concert on a Wednesday night, whatever it may be. I think before this

existed, I would have never seen that. I would have never been able to be in that person's world for a moment.

So at the end of the day, I think I tend to feel guilty for not being able to do it all, and that's part of my depletion and like distraction, is like, "I wish that I had more time in the day to get things done," and instead I just sit there and look at Instagram for like an hour of my life.

[00:19:14] AS: Yeah. A new study just came out recently that said three people are times more likely to feel depressed after checking social media. You're not alone on that.

[00:19:24] JB: Yeah. I'm aware of it, and awareness doesn't mean change. You talked about that, like you can have the knowledge, right?

[00:19:32] AS: Right.

[00:19:33] JB: But it doesn't actually shift anything. To know isn't to change.

[00:19:37] AS: Right. Well, totally. But I think what's happening, and especially I look at – In *Why Am I Eating This Now*, we look at the trigger, the stress response and the behaviors and then how to change that. But what's happening is you're kind of – You're depleted. The first trigger is being tired, and then you're feeling doubt, right? Why can't I get this all done? Which is the anxious part of this. Then it's probably the competitor in you that has set unrealistic deadlines and is like, "I want to get ahead," right?

So that is part of that awareness of piece of like, "Why am I feeling behind? Why am I feeling like I can't get it all done? Why is there so much on my plate?" and looking at those fears, I think, it's really, really important.

[00:20:18] JB: Yeah, for sure.

[00:20:20] AS: We'll get to how we've kind of – Well, I can share how I've kind of got out of some of these cycles. But, yeah. I think you bring up a great point too about – And I just want to say here, like all of our emotions are valid, right? The doubt is valid, the depletion is valid, the loneliness is valid. Where we can have some agency or independent choice is how we choose to respond in our behaviors. I feel like our behaviors are our responsibility, but it doesn't happen overnight. You still need to have compassion.

But I think often times people think feelings are bad, when really they can bring a lot of awareness. Especially, the more you stay with them, you start to get the insights that you need. So I just wanted to put that out there.

Okay. So let go to anxious, because I think that's a big one for both of us, because we both had considerable trauma in our lives. What's your experience been with this trigger in terms of – I mean, you just shared like am I missing out? FOMO, or whatnot.

[00:21:19] JB: Yeah, well the anxiety is that competitive side. I think you hit the nail on the head with that. It's like staying ahead, staying on the game. It's this weird – Not weird, but it's like this aggressive side of me that I know is one of my strengths in life and it's what's gotten me very far in life and I'm always about getting things done. If I want something, I'm going to get it.

For example, I just told Ali, I booked a trip to Greece. It's always been like this for me, I tell my husband, like, "I book the trip. I book the hotel. I did this." It's like, "I got it done." It's like, "I'm amazing." Even though there's a lot of anxiety that comes along with all of that. So it's that needing to do things and get ahead. When I look at other people, I'm like, "Am I staying on the path? What are they doing? Am I doing the right thing?"

Cutting edge of the boutique studio world, I follow so many different businesses and I'm like, "What their social media look like? What are their Instagram stories look like? What do their emails look like?" It's so much of that. That's a lot of anxiety.

[00:22:37] AS: Yeah. Well, I love that you brought that up, because that's where the nuance comes into this, is that it is so much of your strength and it's so much of my strength too of like, "I'm actually not someone who I think needs a whole lot of rest." When I was like in the thick of building my business in graduate school, I used to go on social media and be like, "Do you remember –" I don't know if they're still doing this, because this just is not – I've cut out following people. The people who are like, they're usually business coaches and they're like, "Oh, I'm in Greece again," or "I'm in Japan again," or "I'm just relaxing getting a pedicure." I was like, "How are they doing that?"

[00:23:13] JB: Oh! I see that all the time. That's one of the things that's a complete anomaly to me, like, "I don't understand it at all. How did they have like a coaching practice and run retreats or have –" I guess they can work from anywhere. The story that you create is, "Okay, yes they're in Fiji and they have a laptop." Have you ever tried to be on a laptop in the sun? It doesn't even work. Because I just moved to a place with a pool and the screen would explode. Like it's so hot, you can't – You know what I mean? You can't really enjoy yourself if you're like working on your computer and sunning. Maybe it's just not for me, but it seems very unrealistic.

[00:23:52] AS: Yeah, because I didn't know this whole chain that it was activating in me. What I realized is it was activating doubt. What am I doing wrong? I was so tired and it really prevented me from realizing that, first of all, I'm not someone who wants to travel all the time. You can be adventurous by staying put and reading and learning about yourself in the world. That's not the only way to be adventurous.

I'm someone who's actually really needs in-person connection and having a community. Again, what it was bringing up in me. Not so much with those people

were doing. So just a little bit about my own evolution with this and how I basically solved it for myself on some level. So when social media first came out, it used to trigger me when people would post about, "Oh, this causes cancer, or this does not," and I didn't know enough about cancer and my body and health at the time to not feel so triggered by that. I was like, "Should I stop doing that?" It was like genuine full body fear. I don't know. Have you ever had that with that, "Maybe I have that?"

[00:25:01] JB: No, but I was just thinking even today, because on BBC News, there's an article from page that said low carb diets could shorten your life and how we really need to be going more plant-based. It's just, again, to be front page news in BBC and there's several studies published in here, like public health study.

But I remember we had this with eggs, we have had this with so many different things over the years that at this point I'm just like, "I have to eat for me, not for what BBC tells me."

[00:25:39] AS: Yeah, exactly. Exactly. But that's trusting yourself.

[00:25:43] JB: But there is that little inner part of us sort of like, "Hmm."

[00:25:47] AS: Yeah. I think the important thing is to learn to detach from it, because you still want to be open to information. You don't want to just like – Like the same way that you need to still check in on those boutique studios. It's just how you dose it, right? That's kind of a next ring around the staircase that I realized with social media, and I shared about it a little bit. But it, really, like comparing myself from a business perspective to other people was just – And it was always women and it was kind of this pattern of feeling like I didn't belong.

I think a lot of the emotional hunger that we have when we come on social media is, “I am going to be visible? Am I going to be invisible?” So what I doing to make sure that that’s not happening, instead of figuring out what’s important for us to be recognized by and like the values.

Now, I’ve started to realize – So what I did for people who are helping, because someone was like, “How do you just not care?” I think the important thing is to realize that, actually, the healthier you get, the more you’re going to care. The more you care about the world. That was part of my problem is like a lot of the people that I would compare myself too on social media is I wasn’t even doing the same things as them. They had a very different – Like it was more about shopping and pleasure and all those kind of stuff. But I made myself wrong for having the values that I had.

What actually helped me stop comparing myself wasn’t that I stopped caring. It was that I found people both professionally. First of all, it had to be professional, that shared the same values as me. So I started connecting to other – Because I had really isolated myself in the wellness industry, because as Juliet said, it’s a game and that, unfortunately, wellness has been turned into his capitalistic enterprise and I don’t really like a lot of the wellness industry. I shouldn’t say I don’t like. It’s just not the right fit.

[00:27:33] JB: I think you can say that. I think you can be very candid about that, because I agree. I don’t like it. I don’t agree with it. A lot of feels like really disingenuous and almost like immoral. Just preying on people’s insecurities and –

[00:27:52] AS: And making it more complicated.

[00:27:54] JB: Yeah – making it complex, and also it’s all for profit. But a lot of it is for profit.

[00:28:02] AS: Totally. I was like, "What am I missing?" the doubt. My competitor mode was like, "I'm so behind. I don't understand how these people have these all figured out. What happened was as I started to connect with colleagues online, actually, most of it, and finding people who had the same sense of rootedness and kind of evidence-based approach to things. I'm talking about like Dr. Kelly Brogan, like you, my friend Amy Valpone from the Healthy Apple, and Jolene Hart who's also in Philly and like really connecting with people who have the same values. That gave me the sense of belonging. That gave me the sense of safety that it was okay to not be in that rat race.

What I did is I stopped following the people who made me feel really bad. However, and this is kind of the nuance bit of it, those are people are amazing at marketing. I have an educational approach to marketing. I'm not interested in like scarcity marketing and signaling wealth, right? Which is what I realized a lot of these marketing people do, and I'm not interested in dumbing down what's required.

However, what I will do now is if I am at a marketing standpoint, I will look at those feeds and see what they're doing and see what I can extract and learn from, but not replicate. Is that clear?

[00:29:24] JB: Yeah, I think I'm in the same place and I was going to say competitive analysis, it's not a bad thing. It's good thing. It helps business grow. One of the issues is though you have to be mindful of your resources. Sometimes you might have very, very different resources than a business that is a multimillion dollar business. It's their ability to have all these online advertisements that reach all these people. That might not be where you are. Then to compare yourself and be distressed over that, you just have to take a step back sometimes and realize that you have two different business models or in two different situations. Maybe that business is twice as old as you or they had three times as much money as you.

[00:30:15] AS: Well, and you were talking about we create these stories is exactly. I had no idea, because I grew up so middle class and I just didn't grow up around people who had trust funds or had partners who supported them, and there's nothing wrong with those things. I would use them if I have them. But I didn't know that people had either outside support, or they were spending so much money and going in debt, or all of these things were happening. Instead I just made it that I was wrong and that I sucked at marketing. That was the story that I made, which increased my doubt, increased my isolation and it was just so triggering. So I'm glad that you –

Yeah. No. A lot of people have different financial circumstances. Look, I probably have it better than many other people coming from a middle class family. So it's like at the end of the day though, I do think that's an important part. Sometimes we have to surrender to the race that we're – It's okay to be competitive, but I think part of being un-triggered is really grounding into the race that we're running and being okay with that race. I'm calling it a race. Maybe it's more a wandering path. I don't know the metaphor.

But that does take some surrendering too, I think, to just be like – Carlos is always like, because Carlos grow up like lower class and he's always been aware of class. I really didn't become super aware of class until moving to Philadelphia, because people in Pittsburgh, there's just a whole different level of wealth in Philly and New York, and Pittsburgh.

He was like, "Oh! This is so cute, Ali. You don't understand the limitations of class," but I grew up in a time when middle class was actually a thing and it was – I don't know. That the gap between me and the next level of my friends that I grew up with and who went to State College with me wasn't as great as when I moved to Philly. I was like, "Wow! This is completely other level, especially at Penn."

[00:32:06] JB: Yeah.

[00:32:07] AS: So it's just accepting that. But honestly that was really relieving to me. I was like, "Oh, I'm not wrong, and I can handle that I don't have anyone funding this other than myself." It was actually relieving, because I was like, "Then it's just a matter of skills." It's not that I – And approaching things differently and being more resourceful, which ultimately has proved to be a huge benefit for me, which is something that's really interesting.

[00:32:36] JB: Before I forget this, because it's on my mind as just thinking about something. When I told somebody that was going to Greece for a vacation, the first thing they said was, "Oh my God! That's going to be so good for your Instagram." In the moment I'm like, "I'm not even going to take a fucking picture there. How about that?" It was like this rebellious – I'm not even going to like document my trip. But I probably will.

Yeah. I mean, people, like, "Oh, those pictures are going to be so Instagramable. Everyone's going to be watching and have so much FOMO while you're there."

[00:33:19] AS: Yeah, I think what's – I mean, you're 10 years younger than me. So where I'm definitely in the generation that like grew up in an analogue – Like we grew up learning cursive and not with the internet. So I think –

[00:33:30] JB: I learned cursive – No, I know what you mean though. But I'm also in the fitness industry and it's like the Instagram world of fitness professionals is like – Well, I mean there're business coaches too and holistic professionals as well. But the fitness industry – When you brought up, like when you looked at my Instagram, it's pictures of my body. It's like I think the fitness industry on social media is the worst. It's the most –

[00:33:55] AS: Well, and you guys are such a visual industry.

[00:33:58] JB: Yeah, exactly. Well, the thing is like it's not – We are, but we're not. You know what I mean? Really, what it comes down to my beliefs is creating healthy, happy souls and bodies that can take you far in your life. It's not about just having some abs.

[00:34:18] AS: That's true, but that's what sells.

[00:34:20] JB: But that's what sells and that's what gets people interested in working with you is that they see that you have that. Then they're like, "Oh, well she must know what she's doing."

[00:34:30] AS: Right. I feel like this is the chicken or the egg. Like people, consumers want less sugar in ketchup. But then I think it was Heinz, they like decreased the ketchup and no one would buy it, right? I feel like it's like we want people to show more natural, more holistic ways, but then our people buying it. I don't know, because you're in the fitness industry.

[00:34:52] JB: I mean, I've had clients tell me, like, "I didn't want to work with this trainer because I don't like their body. I would never want a body like that," versus, "I want to work with that trainer because their body is so great," which is it's so fucked up. But I have people tell me. I'm not saying everyone is like this, but I've heard that before from clients.

[00:35:12] AS: Yeah. That's good to know. I mean, again, you're in a different – Like even though we're in the same wellness industry, I'm just not about – I don't even approach the aesthetic side, but I'm not training people.

[00:35:23] JB: Yup.

[00:35:23] AS: Then I'll just show you my recent social media edge as well. I actually have become – I won't say I'm addicted to social media. I definitely think I need to help with this. But I recently figured out why. So I was not on social media that much. Then after the election, I realized – It took me a year. I was checking media constantly as a news source, not as a – Once I got clear on who I needed to follow on social media, because they had the same values as me, it didn't trigger me because I was like, "Oh, they're talking about things that I want people to be hearing about, and I'm rooting for them and I'm learning." So that's kind of a tip. It's like curate based on what your intension is on social media. I've decided to make social media a learning platform for me in a way to collaborate with people who are like-minded.

I think this is a question that my – Again, my client Kristi Broden, she gave me permission to use her name, but she was saying like after Truce With Food, she no longer eats. She used to eat while she was on social media, like numbing out with it. Now she just does the scroll.

What's interesting, and I love that she shared this and allowed me to share it, is because once you stop eating, you're going to feel your emotions more intensely, right? So part of this is to not not care, but to find the people that actually – This is where we can use it healthfully, like actually are like, "Hey, I want to be doing that kind of work in the world." "Hey, I want to learn from that person," and actually gives you – Fulfills the intention of why you're going on there.

So after the election, what I can now put language to is I was so blindsided by the election. Yes, maybe it's because I'm a white privileged middle class woman, whatever. The point is, is it really put me back in that place similar to when I had cancer. The world that I know is crumbling around me.

Elizabeth Cronise McLaughlin who we've had on the podcast, and she's someone who runs this. It's called Resistance Live. As it's gotten worse and worse. It's worse than

I even imagine. She's like, "All of us who cried on the night of election," she's like, "We knew what was coming," and I do think my intuition knew the same way that I cried when the doctor said, "We're going to biopsy you." Even though it's probably nothing. My intuition knew it's going to be a shit show, and it has been a shit show.

I realized that it reactivated that would of uncertainty and it was like my way of protecting against uncertainty is to learn as much as possible. That's my protective mechanism, because if I know what's coming, I have a better shot. At least that's the logic. It's not really true.

So I've really become conscious that that's why I was kind of glued to social media. Now, it's actually just been the last week or two. I've been able to titrate it better, because I realized what uncertainty and anxiety it was triggering in me and really realizing that what I've come to realize is this election was just magnifying. It's a diagnosis. It's not – Like this stuff wasn't already happening and now we can't look away.

So it's like, "Okay, you have to get to the root of us," and the media is not helping. In my co-working space, they have CNN on. I hate CNN. I'm like yesterday in Florida, they declared a state of the emergency because of ride tide there. It's killing tons – Literally, tons of fish, like our food supply. What do you think CNN is talking about today? Amoroso's tapes. I'm like, "You guys are part of the problem."

[00:38:56] JB: yeah.

[00:38:56] AS: So I've just realized if you actually want to make a difference, Ali, you have to get to the root here. You have to dig your heels in and you can't get enraged every day or you're not going to be able to sustain yourself.

So, again, part of what's helped me get off of it is connecting with people, especially in real-life or connecting with people who are working on the same issues that I am, because action is the anecdote to anxiety. That's how I've really worked with, because I know the news has been a big source for a lot of clients. I mean, therapists have reported that therapy people are up with therapy constantly glued in. I think it's because we're largely a society of unresolved trauma both little Ts and big Ts. So I just wanted to bring that up, because that's kind of what I'm dealing with, my challenge with social media these days.

[00:39:42] JB: Yeah, I love that you realized I'm not being productive. I know that you want to make a difference in the world. Like you said, action trumps anxiety, and that's huge. But such a good insight.

[00:39:56] AS: Yes. Yes. This is where I will use my platform to remind people to call on certain issues or highlight certain issues, because that's why I think social media has been really amazing, right? It's like I just posted – I went to this smudge class on Sunday about plant medicine, and Alison from Native Apothecary, you can follow her online. She's based here on Pittsburgh. She's an herbalist. She as talking white sage is native to the Navajo and another First Nation's tribe. They use white sage in [inaudible 00:40:31] and in other ceremonial things, and it's not on the endangered species list, because all the white people want to use it and goddess circles or whatever, right?

She was saying like, "It's really not ours to use," and actually from a plant medicine standpoint, it makes more sense to use what's in your family lineage. We were using mugwort, which is really in the lineage of all European people including Eastern European, which is where I'm from. I posted about that online and like so many people DM'ed me and they were like, "Thank you for posting about this. I had no idea. No one else is talking about this."

I was like, "Yeah." I was like, "I'm learning here." I'm like, "I'm misappropriating all over the place." I mean, saying not intentionally, but we do need to learn and we can use it as a great platform. So it is about taking action and educating people and stuff. Not just reading and consuming, I guess, is my little plug for getting actively involved in whatever issue you care about.

[00:41:27] JB: Yeah, I think that goes to say with the entire thing of social is it is helpful, it is useful. It's a way of connecting with people in a way we've never able to connect before. So there are so many positives. But you have to decipher the feelings behind what you're doing. If you're having negative sensations, anxiety, depression, just like lethargy, whatever it comes with your scrolling on social. You have to get present with that and, okay, what are the actionable steps that I can take to making this more of a positive and beneficial experience for me if I'm going to partake in social media?

[00:42:05] AS: Yes. We're going to be back in just a second with some more tips for that and some more diving into the inadequacy and lonely feelings. So we're going to take a break and we will be right back after we here from our sponsor.

[SPONSOR MESSAGE]

[00:42:22] AS: This Insatiable episode is sponsored by my client described life-changing program; Why Am I Eating This Now, if you are tired of the on/off cycle, want food to stop being worth it in the moment, but not afterwards, and you want to stop self-sabotaging with food? This live program is for you.

Early bird registration begins on September 10th. So visit alishapiro.com/foodfreedom2018 to sign up to be notified when registration opens for this year's live session. Want to know a little bit more? Stay tuned to the end of this episode.

[INTERVIEW CONTINUED]

[00:43:07] AS: All right, Juliet. We're back. So let's move on to inadequacy. This is a big one. This is the not enough feeling. Everyone's like, "I guess I just feel not enough." I'm like, "We all do." We got to get more specific.

[00:43:21] JB: Yeah. Every single person including the people that you think, the ones that you think have it all when you're looking on social.

[00:43:28] AS: Right? If we think back to the – We post, either what we want people to think about us or what we're trying to tell ourselves. The people who are always telling you to think positive, I think they're the most depressed. I'm convinced.

Do you walk around being like, "I'm a pretty content person. I don't walk around feeling like I have to think positive."

[00:43:46] JB: You don't walk around thinking like you have to think positive. No. I actually like being a jaded bitch.

[00:43:52] AS: I call that discernment, Juliet.

[00:43:55] JB: I was actually joking with my husband about this yesterday, because I was like, "Oh! This person's so up and they're so positive." I'm like, "I just like being negative, just funny." You know what I mean? I not really negative, and I'm actually quite positive as a person. But it's more of the attitude. I don't know. I guess I'm a little more of like a cynical New Yorker.

[00:44:16] AS: Well, but I would also say your actions are very positive and optimistic. You've started your own company. What do they say? Do as I do, not as I say.

[00:44:28] JB: My husband and I have this joke though, like we absolutely can't stand those life is good t-shirts and stickers and hats that you see like on vacation. They always have the life is good stores if you're in Martha's vineyard or something.

[00:44:42] AS: Yes. Of course would you. I was just in Martha's vineyard, which is beautiful. Okay, to have a house on Martha's vineyard is like \$2 billion. Of course, life is good when you're wealthy.

[00:44:51] JB: I was like, "I want a fucking shirt and sticker that says, "Life is hard." It's not to be like an ass. It's just like life is hard, but I embrace that about it. You know what I mean? I think that that's something that we need to learn more when we're growing up. It's just like trauma is going to happen. Shit is going to go down. You're going to have so many failures. It's like always going to happen. So you have to just build up that tough skin and resiliency, which is part of why I like working out so hard, is that I get through these hard-ass workouts and then I just feel like a badass. Like I feel like I have like a shell that is impervious to things can kind of like fly my way.

[00:45:37] AS: Yes. The shirt should say, "Life is hard", and then on the back, "but I'm boss as fuck." That's what it should say on the back, right?

[00:45:45] JB: Yeah. Now, I lost my train of thought what we were talking about.

[00:45:49] AS: Oh, yeah. So inadequacy. So I want to give some ways that this shows up, because I think this is really – It's really sneaky. One of my client who said that I could identify her stuff, so that she finds that when she gets interested in something, I quote, "Research it to death." She's like, "Then I start following Instagram accounts related to it."

For example, gluten free, and I get overwhelmed, then I shut down. She said, "So I'm learning to try and be more selective and even resist this temptation to follow people related to something new."

[00:46:18] JB: Choice.

[00:46:19] AS: Yeah, and she said, "I can have the same issues with Pinterest.

[00:46:22] JB: Can have the same interest with ice cream. There's too many fucking choices everywhere.

[00:46:26] AS: I know. But I think this puts up a really interesting nuanced example and talking about how we have to know how our patterns play out. So, oh my God! I have to be gluten free, right? If you have to be gluten free, you don't want to do it wrong. That's the inadequacy. How do I do this? Then what happens is if we're someone who likes to research, because I like to research too. That can be a positive thing to your point about how your hard work has gotten you in a lot of places.

Researching is really effective, but there's a tipping point, right? When does it turn into the avoider pattern? Now I'm doing this to just procrastinate from really having to go gluten free versus learning more about it, right? Guys, often, learning more about nutrition and wellness is an avoiding technique. It really, really is, because ultimately you just have to try it. You're going to get glutened. You're going to miss a workout. You're going to eat sugar again and you got to figure out how to learn from that.

[00:47:24] JB: Or maybe you need to trust an expert. Maybe you're somebody who needs somebody to actually guide you along throughout the process. I mean, that's for – Typically, I can do so much research and then I get kind of paralyzed by all of the different information, and that's where I just enlist the help of someone and kind of take the choice out of my hands.

[00:47:43] AS: Yes. But getting the right help is also important, because, yeah, on social media, what'd I learn people do from a marketing standpoint that I kind of don't like is like they'll be kind of mysterious about this formula that they have, or this like, "I just discovered," and it's like da-da-da-da-ad-da and then like they want you to engage with them, which is a marketing technique I never learned about until recently. So they'll kind of leave you hanging, but they kind of position themselves as like Wizard of Oz. have you seen that?

[00:48:15] JB: Oh, yeah. I mean, my favorite one is like – it's like this little banana guy that pops up when you're on a website, a popup ad, and it's like the 10 foods you've been eating your whole life that you think are healthy, but had been keeping you fat. You can't help to click it, and it's like for 10.99 you can get this guide. I never bought it, but I heard that this person who has this is a millionaire, and it's a PDF, Ali, but so many people are like, "Okay, I'm willing to risk \$11 or whatever to get this top 10 –" It's like bananas, they're high in sugar. It's ridiculous.

[00:49:11] AS: Well, and that's part of the inadequacy. When we feel inadequate, we think that there's like something we're missing out on. So we think it's one thing, right? Even gluten free – Even if you have to go gluten free, I promise you you still have emotional work to do. You still have like all these other stuff to do. Like you have to get enough sunlight, all that stuff. So I think for people listening, a really important tip is like it's never one thing. It's never the top 10 things. Anybody who tells me that, I don't click on that stuff anymore, seriously. It took me a while, but I was like, "These people, this is a marketing sell, not a health information." I now read the articles that are like the answer depends.

[00:49:54] JB: And it's a crazy world we live in with this industry, health and wellness industry and entrepreneurs and the internet, because anybody can start a business and anybody can make money by having advertisements and creating a PDF and

not necessarily being an expert in their field, but being really good at marketing themselves, or being very charismatic on camera and basically convincing you that they have the answer.

[00:50:25] AS: I think that's such a good point. The more someone's a better marketer, probably the less – No, I don't –

[00:50:32] JB: We don't know that for sure.

[00:50:33] AS: No. I know. I know.

[00:50:34] JB: You could be triple threat, right? You could sing and dance and act and do it all. I mean, there are people like that who have the knowledge behind what they're talking about and then they also know that they need to market themselves, and so they're really good at that.

Yeah, you don't know what you're going to get, especially in the internet or social media. Going back to like Instagram or Facebook, just so many advertisements now. I mean, that's what we use for advertising in my business. We don't do directly mailers anymore. We don't do – Even as much SEO. It's more paid, buying Facebook ads and Instagram ads.

[00:51:12] AS: Interesting. Interesting.

[00:51:15] JB: Everybody is on there, Instagram particular. It's just because of how many hours a day someone's on there. If you have an ad that pops up over and over again on Instagram, that's how people are seeing you now.

[00:51:28] AS: I do like Instagram, and I've started doing stories just because they're fun, and like so many people DM me. I love it. I'm like –

[00:51:35] JB: Do you think it's like your little journal? I was thinking about that, like when I was a kid, I used to have a tape recorder and I would talk into it. Although nobody would listen to me, it was just me. Now, when I'm like Instagram stories, I'm like it's sort of like that when I was a kid, instead that I don't go as deep. I could, but would that be too much?

[00:51:55] AS: Well, and I think this is getting to the L in TAIL, is I think a lot of us are lonely. I say that in the sense of like, yes, I have people around me. I have really strong relationships, but I don't work with the team at work. There are so many times that I'm like, "I want someone to see my dog doing this hilarious thing," or like, "Hey, I have this thought," and I'm such a teacher at heart. I'm like, "Hey, I think that this would really help people," and I like, "I want to hear what people say about it," and I think that's another thing I wanted to mention, is you've got to understand also if you're an extrovert, versus introvert.

As an extrovert, part of what I've had to do to manage my energy around social media is be like, "I get so much energy from interacting with people," but then there's a tipping point, right? Where it's like, "Oh my God!" But being an extrovert, like I love using it because, yeah, I can teach. I can connect with people. I think so many of us are lonely in the sense – I'll give you an example, of after the election, and just half of my friends were really engaged, and half weren't. It made me feel really lonely.

Again, just because they weren't sharing on social media does not mean that they didn't care. But I felt really alone. It felt like I was carrying a disproportionate amount compared to everybody else, and that made me feel really alone. I'm like, "Am I psycho? Am I crazy? Am I overreacting?" I think a lot of us feel lonely. Then we isolate ourselves even further, right?

[00:53:22] JB: Yeah. I think that there's different sides to it. I think that for someone like yourself, it's a great outlet and tool. I think that there's a negative side and that – And this is a little, and I think that I'm struggling with is myself, is I am being attention seeking? Because that's something that I've always dealt with in my life is wanting the approval of others and wanting people to like me and something I really work on.

So with social media, I feel like that a little bit sometimes, like am I just doing this because I want the reaction of others and I want the likes, and I want somebody to comment and I want them – I mean, research shows you do get a dopamine hit when people like or comment. It's like I almost think of it like getting a piece of mail. I mean, not any piece of mail. I mean, all my mails that is like bills now, or like Home Depot discounts, but – “Why am I getting –” It's always Bed, Bad & Beyond 15% off and then like a utility bill. It's very exciting.

But before, like everything was email, we get more like a card from someone, a postcard and it would give you that little, “Oh my God! I got a piece of mail.” I think with comments and messages, direct messages, you get that feeling.

[00:54:48] AS: What I was saying about intermittent rewards, it's like gambling. You never know when you're going to get the comments. So, yes, this is why people who have created these apps don't let their children use them, right?

[00:55:00] JB: Oh my gosh!

[00:55:02] AS: It's really, really bad. Yeah, we know all these stuff logically.

[00:55:07] JB: I think it can affect your identity a little bit, because when we create this identity of what we think others like about us or what's affirming, sometimes we get very stuck in that identity. Then can it can be hard to not live that identity, or what if you want – I have a girlfriend who was talking to me about this, how she is like, “I need

to move." I'm like, "Why do you need to move?" She's like, "Because my identity here is me as this person and I don't want that anymore. I want my life to change. I don't want to have that career path anymore. It's not making me happy."

So she wanted to run away. She's like, "And my Instagram, all it is is this, and what would people think of me if I wasn't posting that anymore?" I feel like it's almost like she has fans and they rely on her.

[00:55:58] AS: Yeah. Tell her she's in the avoider pattern. Running away is avoiding.

[00:56:03] JB: Oh, 100%. But it just goes back to how deep this could be for people and how much meaning they've made out of their social platform.

[00:56:12] AS: Yeah. No, and I commend you for asking that of yourself, especially at 30-years-old. I mean, that all ages are the same, but I definitely can see that being as your more figuring out who you are as you're younger.

Again, if you are looking to the outside world, which I think – I just want to back up a second, is I think ultimately why we still emotionally tune into this stuff, why we're triggered from it even though we know all the logic. One of my clients wrote in, and at first I was like, "How would you like to be identified?" She was like, "Goddess," which was hilarious because was not what I expected, but she's like, "You can call me Lori." She was talking about she used to share like all the highlights of her children's lives, and she knew that – But she stopped doing that. So she knew that other people were doing that still, but she was still triggered by it even though she knew it wasn't real and she was like, "Why is that? How do we separate ourselves?" I think at the deepest level, we are worried that are wrong in some way.

[00:57:12] JB: So then did she start showing just random moments in her children's life?

[00:57:18] AS: No. She just doesn't really post anymore.

[00:57:21] JB: Oh, because I was going to say, there's a lot of judgment from people when you post something that's not picturesque. I've posted what I call like an ugly selfie, which is like me making a dumb face and there's no lighting, there's no nothing. It's just like, "Oh, silly face." I've had people be like, "Why do you post that? Nobody wants to see that." That's the problem. That's what I'm saying. These are curated pages, most people's Instagrams, especially if you're using it for your business, which I'm using it for my business. I know you use it for your business. Most of it is just curated and it's thought out and it's like, "Okay, I need to make sure that I post the thing that is going to let people know who I am and what I have to offer as a marketing tool."

[00:58:05] AS: Yeah. But because it's so tied into our emotional – I think on an emotional – Okay, on a physical level, I think it's like we're all dopamine depleted from the blue light itself and it's giving us intermittent rewards and we need more and more. But on an emotional level, it's like, "Am I right? Do I belong? Am I visible? Do people see me?"

[00:58:25] JB: Am I worthy?

[00:58:26] AS: Yeah. On a soul level, it's like, "Is my life meaningful? Will I be recognized for the gifts and talents that I have?" That takes a lot of fucking work to figure out, right? That takes a lot of work to figure out who am I really versus who I want people to think I am.

So I think that's why we get triggered so deeply, is I think it really brings up these deep issues, like, again, when I think about how I unraveled from being addicted to news, I was like, "Wow! I just want people to confirm my outrage," and I can get that, right? I can curate my feeds so people are just as angry and outraged as me. I was like, "But I know enough people care," which has been really exciting to learn, and I'm going to

follow the people who are just a little bit more even measured. They've been in this game longer, because that's how I learn best.

So I get that I'm not alone in my activism and I'm learning from people who are going to keep me calm and steady because that's how I work best. Other people are different, right? That's my process. I think when we can really honor that this is – Oh, what I wanted to say on the soul level is that often we think that we're jealous of other people, and yet I think what we can start to realize is in [inaudible 00:59:44] psychology, there's called the golden shadow and the dark shadow.

If you're really judging someone – Like I used to judge those people who were like always traveling and I'm like, "Aren't they working?" Because I really value working hard. I knew I needed more rest in my life, right? So it's like my judgment was really a sign that I needed like homeopathic doses or rest. So when we're judging, it can be really clues about what we need. Then we're jealous of people, it can be hints of what we want for ourselves, right?

When I was like – I don't know if I would say jealous, because I thought I was doing something wrong. But what I realized in people who were getting especially book deals, it's like, "I want a book deal." I didn't really care about how big the platform was, and I had connected that you need a big platform to get a book deal, which I've since learned, is because I have a lot of friends and colleagues who have big platforms. I could still potentially get a book deal even without having these large social media numbers. But it was able for me to say like, "Wait, the only reason I'm triggered is I think there's a scarcity of book deals, and I think someone else is ahead of me."

Again, if we really look at, and we do this in *Why Am I Eating This Now*, getting to collaboration with my own path. It's like my path is just taking longer. It is what it is. But I can still write a book, right? There's no timeline on getting a book deal. In fact, by

comparing myself and just being jealous and not learning about it, I didn't learn the skillset that actually it takes a book deal, because no one's chosen to get a book deal, even on social media will make it seem like it was so easy, right? And I wanted more ease in my life. Is that clear of how we can also get clues about what is important to us and what we really do want and what we need from it?

[01:01:25] JB: I love that. Yeah, I think that's so true, because the jealousy or the judgment of others, I think it's so telling of what you're missing within yourself, and that person is just showing you, it's just shining a light on it.

[01:01:44] AS: Yes. Yes. And I would also say just in general, taking less of a competitor, avoiding social media to numb out, a combinatory lens. Again, I'm looking at this through the Why Am I Eating This Now? Truce With Food framework, is to think about how can social media work for you? How can you collaborate with it? I'll give you an example of – I posted that thing about using mugwort over white sage, and Molly Morse who we've had on the podcast. Her episode is the astrology. She chimed in about this plant book that if I was really interested in other plant, it would tell you where they originated. I was like, "This is the best of social media."

If you really get clear on what you value, then you will start to – Like it can be a collaborative tool to learn and have great discussion, which is the best way, I think the best outcome of social media. But you have to start getting clear on what's really important to you and you can actually use your emotions to figure that out. Anything else?

[01:02:45] JB: Have we exhausted the social media topic? Never. We could do the endless scroll of talking about social media.

No, I really think that's it. I mean, I think that this isn't a conversation about cleansing yourself from social media or going on a one-week hiatus. Recently, somebody I know

did a 30-day hiatus. I don't think that – I mean, if you want to do that, great, and just experiment with that. I don't think there's anything wrong with it. But I do think for most of us, in keeping with the times, it's a useful tool and you just have to respect it and be mindful of how much you're using it in the same way when television first came out. It was probably similar, and that it's rotting your brain, remember?

[01:03:37] AS: Oh, yeah. But it did rot our brands. Seeing what's on TV –

[01:03:42] JB: But there are habits, like television hygiene. We can all practice a little social media hygiene.

[01:03:51] AS: Yes. Actually, some of my clients who have really great habits with it gave me a couple of recommendations. One my clients, I love what she does, is – Again, because it's not triggering – she's been able to tactically manage these triggers. Jess Ivans said I could use her name, and she said that she checks Facebook feed about once a week.

What she was talking about, and I've used this too. There's a Chrome extension app that you can block the newsfeed. So if you're in any Facebook groups or you want to get notifications. For her, it was really important to see people's birthdays and their baby pictures. She sets a timer for 10 to 15 minutes. She browses the feed, reacts to posts and then she comments on posts.

When the timer goes off, she closes the feed. She says she does it once a week so she doesn't miss major announcements, like engagements, having babies. She said even deaths. Yes, sadly, I found out about some deaths through Facebook. Again, she uses a shortcut so that she can login – She said she logs in almost every day. I'm sorry. She only uses the feed. She only looks at her feed once a week, but then logs into Facebook every day. She uses a shortcut that just goes directly to her profile page. I

use the Chrome extension to just block the feed, and then she can check in with notifications.

Another client said that she uses AppDetox, which allows you to create rules for how many times you can open an app for a day and how many minutes. I know, I like that concept, because –

[01:05:18] JB: You are cutoff, lady.

[01:05:19] AS: Yeah. She said another one is called Space, which is eye-opening. It tell you how many hours you've been on your phone.

[01:05:27] JB: Oh, that I don't want. Just so I feel like it would just make me so sad inside. Feel very sad about myself.

[01:05:38] AS: But I think, I was like, "That might be really –" I wouldn't want to see it, but I think that would really work for me, because I'd be like, "Oh my God! On my deathbed, do I wish that I spent like a total of a year on Facebook?"

[01:05:50] JB: Oh God!

[01:05:52] AS: My client, Eva, said that she turns off all her notifications, because she said she had like a compulsion to clear the red dots, which I could totally see that, right? Like, "Oh, I've done something productive. Check it off." She puts it on airplane mode at night and when she's at work and she said she's un-followed certain people who made me feel bad, because I compared myself to them, or I wish I was better friends with them. She wrote the cool kids. That was a big way. Like I thought I was so uncool when I was competing in my business. Let me tell you, the cool kids have issues too, right?

[01:06:21] JB: Yeah, and you don't really know each other. That's the thing that's so bizarre. Again, you don't really know these people. They don't know you. For people that we're kind of idolizing as having better lives than us.

[01:06:35] AS: Well, and we also make it one dimensional, right? So it's like, "Oh, they must be cool because they do X, Y and Z," versus "Have you ever like met someone in real-life?" You're like, "We have nothing in common."

[01:06:44] JB: Oh, I have met so many really douche people that like online envy their life, their vacations, their business, whatever, and then I meet them and they're like, "Oh my God! They're so mean," or they're just like not a nice person.

[01:06:57] AS: Or not interesting.

[01:06:58] JB: Yeah. Oh, I've also seen that a lot, where you think someone is extremely charismatic and extroverted and then you meet in your life and they're like a wet noodle.

[01:07:09] AS: Yeah.

[01:07:10] JB: You realize that you can create whole story through captions and pictures and people can think that that's their outlet maybe, to be extroverted, because they're not.

[01:07:28] AS: Mm-hmm. Mm-hmm. Mm-hmm. I love that. You're right, we're kind of doing the endless scroll with this episode. So I just want to do one – Just a couple of more questions to lead people with. Again, use the TAIL tool. Start to check in. You will be surprised at how often you can't even locate your feelings, because you're so worried about managing your – What it looks like to other people. But start to say

what is at the tail end of why I'm scrolling through social media and eating while on social media.

When you're triggered, what you want to ask yourself is, "What does it mean if so and so has this?" Often, it's that we inherently feel wrong somehow, or we doubt in some way. You can ask yourself, "What feel unsettling about this?"

Again, I would put an asterisk, scarcity mentality comes in here big. Like, "Oh, I can't have that," or "I'm missing out." Not that you can't do it again, etc. That's my own kind of pro tip. Then what are clues of what I need? What I want and what's important to me here, which is basically your values. Just wanted to give people those questions to start to get even more clarity and start to better manage social media so you can really make great connections, because that's one thing Eva said, who turns off her notifications. She's like, "I can't stop social media." She's gotten job offers and she's becoming a health coach and needs to be more visible. But I think if we can start to create discernment based on what's important to us and why we're using it, it can really be a great tool and we can root into who we are, and when we're rooted into who we are, we're less likely to be triggered. I know that was a case for me as I started to really develop a network of people that I felt I could relate to and really connect with on a level deeper just than being "cool" or whatnot.

So anything else before we wrap up, Juliet?

[01:09:17] JB: No, I think you've said it perfectly.

[01:09:19] AS: Okay. This Insatiable episode is sponsored by my client described life changing program Why Am I Eating This Now, and that's not an exaggeration. Session after session, clients tell me this program changed their life, or in the case of Shelly who said, "I wish I could bottle this feeling up and give it to everyone."

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[END OF EPISODE]

[01:10:47] AS: Thank you, health rebels, for tuning in today. Have a reaction, question or want the transcript form today's episode? Find me at alishapiro.com. I'd love if you leave a review on Apple Podcast and tell your friends and family about Insatiable. It helps us grow our community and share a new way of approaching health and our bodies. Thanks for engaging in a different kind of conversation. Remember always, your body truths are unique, profound, real and liberating.

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