

The 30-Day Unfollow, Together

For teachers, counselors, coaches, and youth leaders. The challenge from *Unfollowed* by Remy Hale, run as a group. Free to copy for your group.

READ THIS FIRST (IT'S DIFFERENT FOR THIS ONE)

This is skills practice, not group therapy, and it is not treatment. The Unfollow teaches research-backed skills for everyday comparison and confidence — spotting manufactured insecurity, the spotlight effect, building confidence through small brave reps. It does not diagnose anyone and it is not a substitute for a counselor, therapist, or doctor. Say that to the group, out loud, on day one.

One ground rule is non-negotiable: no appearance talk. This challenge sits next to body-image territory, so the group version never discusses anyone's body, face, weight, food, or looks — no compliments, no critiques, no comparisons, nobody's "before and after." Every prompt below is about the *machines and the skills*, never about how anyone looks. Set that rule on day one and hold it.

Sharing is always optional — design for it. No going around the circle. A student who does the whole month silently has done it perfectly. The evidence file, the contingency audit, and the "who I am when nobody's watching" sentence are *private by design* — never collected, never read aloud, never graded.

Know your routing before you start. If a student shows or shares something heavier than everyday comparison — food or exercise rules running their days, checking or hiding a "flaw" others don't see, a world that's shrinking, hopelessness, or any mention of self-harm — that's a same-day connection to your school counselor, per your school's protocol; these are real, treatable conditions, and earlier is easier. Crisis lines, for you and for them: call or text **988**, or text **HOME** to **741741** (free, confidential, 24/7). Chapter 9 of *Unfollowed* is the full how-to-get-help map — point a worried kid (or parent) there first.

The rhythm: hand out the tracker day one; read tomorrow's move aloud daily; ten optional- sharing minutes weekly (prompts below); mark the wall tracker (page 2) as a group, never per student. A missed day is not a failed challenge.

WEEKLY DISCUSSION PROMPTS (MACHINES AND SKILLS, NOT DISCLOSURE)

Week 1 — See the Machine.

- A 1920s mouthwash ad invented a fear to sell the cure. Where does that same play run today?
- What does a like count actually measure? List everything that has to happen before one like lands.
- Why do you prefer your mirror image while your friends prefer the photo? (There's a real study.)

Week 2 — Drop the Act.

- The t-shirt experiment: people guessed double the real number of observers. What changes if you believe it?
- Everyone's nerves are mostly invisible — so everyone looks calm — so everyone thinks they're the only one faking. What breaks that loop?
- Why does an experience you don't post still count? Whose interests does the "it didn't count" feeling serve?

Week 3 — Build the Base.

- "Just believe in yourself" was tested for decades and mostly failed. What actually builds confidence?
- What's the difference between worth that's staked on outcomes and worth that isn't? Which one takes more risks?
- Why keep an evidence file when you have a memory? What does memory do to wins vs. fails?

Week 4 — Own the Verdict.

- Fitting in vs. belonging: same jacket, opposite moves. What's the difference, and why can't the first one deliver the second?
- What survives the dead battery? (Not a disclosure question — a design question: how would a person find out?)
- What would you tell a younger student about the comparison machine, in one sentence?

REWIRED The 30-Day Unfollow

Our group started on _____. Mark each day we practiced.

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30

Practice, not perfect.

If it's heavier than a challenge: call or text **988**, or text **HOME** to **741741**.

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