



THE SLEEP REVOLUTION

Social Media Ideas

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Discussion Questions on *The Sleep Revolution*

Book being discussed: *The Sleep Revolution: Transforming Your Life, One Night at a Time*
Author: Arianna Huffington (@ariannahuff)
Hashtag: #SleepRevolution / #SlumberParty

These discussion questions can be used during the in-person book club meetings (#SlumberParty) that you hold with your friends to discuss *The Sleep Revolution*. A selection of the questions below can also be posed to all readers on social media during an official *The Sleep Revolution* social media book club discussion (#SlumberParty / #SleepRevolution).

- 1) What is your favorite lesson from the book?
- 2) What questions did this book raise in your mind?
- 3) What does *The Sleep Revolution* mean to you? What does your personal sleep revolution look like?
- 4) Arianna writes that “sleep gives us a chance to refocus on the essence of who we are.” Do you agree with this statement? What does it mean to you?
- 5) How did you define a good sleep before reading *The Sleep Revolution*? How about now?
- 6) What statistic, tool, or part of *The Sleep Revolution* did you find most surprising?
- 7) What are your sleep goals?
- 8) Do you meditate? What’s your practice? Has it changed your life? If so, how?
- 9) Do you have a routine before bed? If so, what is it?
- 10) What is the last dream you recall having? How did it make you feel?
- 11) What is the happiest dream you have ever had?
- 12) What’s your biggest question about sleep?
- 13) How do the concepts of sleep and surrender intersect/connect? How much of our collective sleep difficulties are because of our fear of surrendering control?
- 14) What’s your favorite part of your bedroom? Send us a photo using the hashtag #SleepSpace
- 15) How was sleep treated in your childhood? Was it treated as a valuable activity or as a punishment for bad behaviour?
- 16) How is sleep treated in your home now? A respected aspect of the day? Revered? As a punishment for bad behaviour?
- 17) Did you have a bedtime routine as a child? What was it?
- 18) What is the one thing you wish you could change in your life that you believe would allow you to get more sleep?
- 19) Where is your phone when you go to sleep?
- 20) Have *The Sleep Revolution’s* suggestions around technology and its use before bed affected your relationship with your devices? If so, how?
- 21) If you have trouble falling asleep, what do you think is the cause? What thoughts or feelings keep you up at night?
- 22) Has *The Sleep Revolution* made you think differently about sleep? If so, how?
- 23) Do you have a gratitude practice in your own life? Do you keep a gratitude journal or list?
- 24) What are 3 things you are grateful for? Share them with us.
- 25) What do you think is the biggest factor in you not getting enough sleep?
- 26) What do you think helps you get the best sleep?
- 27) What are your favorite quotes from this book?
- 28) Have you asked other people to read the book? Have they? What has been their reaction?

#SleepSocial: Social Media Outreach Strategies for *The Sleep Revolution*

This section includes ideas for both in-person events and social media strategies to harness the power of *The Sleep Revolution* and spread its message to the widest possible audience with the goal of encouraging a global change in our approach to sleep. The focus is primarily on social media ideas that will bring the global community together.

- **Slumber Party:**
 - **In-Person:** We encourage readers to hold in-person book club discussions with friends and colleagues on *The Sleep Revolution*. The discussion questions included above can be the basis of the conversation and exploration of the topics covered in the book.
 - People can share photos of their in-person “Slumber Party” events (book club discussions/meet-ups) on all social media platforms using the hashtags #SleepRevolution and #SlumberParty
 - **Social Media:** Host a discussion on Twitter and Facebook where selected discussion questions (from the list above) are posed to participants. The event would be organized for a specific date and time so that participants can follow along, track the conversation, and share their contributions using the hashtag. Suggested hashtags include: #SleepRevolution and #SlumberParty
- **#TurnOffTech Pledge:** Readers can share an official image of their phones with the words #TurnOffTech on all of their social media platforms at night/before bed to share their commitment to turning off all phones and electronic devices before bed or at least committing to not bringing them into the bedroom.
- **#SleepSquad:** The “Sleep Squad” will be your accountability team. It can be the group with which you host the “Slumber Party” (described above) or your “Sleep Squad” could be your family and the commitments your family is making to get more sleep. Your “Sleep Squad” will be who you check in with about sleep, seek support, and work with towards the common goal of getting more sleep.
 - **Slumber Parties and Sleep Squads:** People who share photos of their “Slumber Party” events can take group photos and send them in on social media using the hashtag #SleepSquad to indicate the people they are working with in order to make a collective commitment to more sleep.
 - **Families:** Families can share family photos with the hashtag #SleepSquad to indicate their collective commitment to get more sleep.
 - **Accountability:** The #SleepSquad will also call you out if they see you using your devices after a commonly chosen hour, etc.

- **#SleepSquadGoals:** “Squad goals” is a recent term which means “an inspirational term for what you'd like your group of friends to be or accomplish.” “Sleep Squad Goals” is a play on this term and seeks to share the goals and wishes your #SleepSquad has for sleep.
 - Examples of #SleepSquadGoals include an amount of hours of sleep a night, a specific bedtime, a specific bedtime ritual, no phones or technology after a certain time, no devices in your bedroom, etc.
- **#TeamSleep or #ReadySetSleep:** The book talks about how many researchers track the hashtags #cantsleep or #teamnosleep. Under this campaign, readers can send out a tweet or post after dinner or before they turn off their devices using the hashtag #teamsleep or #ReadySetSleep indicating that they are turning off their devices and getting ready for bed. This will also be a signal to their fellow #SleepSquad accountability members to say something if they see the person tweeting or posting on social media after posting they were heading to bed.
- **#AsleepOnTheJob:** Under this initiative, companies and workplaces can share innovative, exciting changes they are making to prioritize sleep for all employees. Examples include but are not limited to: nap rooms at work, having a policy (like in France for the tech sector) that employees can/must turn off phones after work/after their shift, later start times to encourage better sleep, meditation spaces, exercise facilities, etc.
- **#SleepAtSchool:** Student organizations, schools and universities can share what they are doing to ensure that students get more sleep and that a higher priority is placed on sleep and its important link to learning and health. Examples include: class schedule amendments, rest spaces on campus, group meditation forums, etc.
- **Periscope / Facebook Livestream Meditations:** The beautiful guided meditation created for *The Sleep Revolution* can be shared via Periscope or Facebook Livestream with the world. Arianna can lead the guided meditation over Periscope / Facebook Livestream and viewers can later share their thoughts and experiences on sharing this global meditation experience together.
- **#AttitudeOfGratitude:** Arianna shared how her daughter keeps a gratitude list/journal before bed sharing things for which she is grateful. As part of *The Sleep Revolution* and #SleepSquadGoals, readers can share on social media things they are grateful for each day to underscore gratitude’s positive impact on our lives and our sleep.
- **#PillowTalk:** Readers can share photos of pillows with their favorite quotes from *The Sleep Revolution* written on the image. The #SleepRevolution social team can also create these images for the official Instagram account and share their favorite reader-generated photos.



Prasanna Ranganathan is a lawyer, writer, social media strategist, and communications/marketing specialist. After attending Columbia Law School (as a Canada-U.S. Fulbright Scholar), Prasanna has enjoyed a rich and diverse career as a lawyer with the Government of Canada designing and managing justice sector reform and development projects in partnership with governments and courts around the world. In addition to his work as a lawyer, Prasanna is a contributing writer on *The Huffington Post* and a social media strategist, having created innovative online campaigns including Twitter book clubs and Twitter movie discussions with prominent authors, actors, film studios, and filmmakers. He organized Twitter discussions for films such as *Selma*, *The Hundred-Foot Journey*, and *Lee Daniels' The Butler* for Oprah Winfrey and the Oprah Winfrey Network and serves as the Director of Marketing and Curriculum Development for *Dream, Girl*, a forthcoming documentary film on female entrepreneurs. In January 2014, Prasanna served as the Social Media Correspondent for the entertainment news program *The Insider* on CBS at the 2014 Screen Actors Guild Awards in Los Angeles.

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