

# SOCIAL MEDIA IS BAD FOR YOUR BACK

*3/4 of UK social media users suffer from back pain – what's going on?*

Peacehaven Chiropractic knows that some of you have experienced back or neck pain caused by the way you use your computer. This means that you could be one of the many Brits suffering from 'Social Media Back'.

## **The facts:**

200 social media users in a recent study revealed the Internet has put us out of touch with our bodies

74% reported backache, a headache or eyestrain due to their extended computer use.

94% of users are spending up to 15 hours in front of their computers

Nearly six in ten (58%) aren't taking any precautions to protect their posture and back

Bloggers admit to accessing the Internet in front of the TV (95%) or even in bed (94%) allowing poor posture and serious damage to their backs.

## **The help:**

At Peacehaven Chiropractic in Peacehaven (located in between Brighton and Saltdean), our Chiropractor has found that *many people* spend long hours in front of the computer and suffer with *back and neck pain*.

He says "Simple postural improvements from the outset can make all the difference in the long run, however if you find you are getting symptoms then a well functioning spine and good muscle balance/control can be what's needed".

## **The things you can do:**

- Don't slouch – sit up straight, imagine you're being lifted by a thread through the top of your head
- Sit on chairs that support your back
- Bend your knees, not your back if you need to lift something
- Don't twist and lift at the same time
- Walk around at regular intervals to do something else
- Don't cross your legs while sitting down
- Distribute your weight evenly when you're sitting at a desk – feet shoulder width apart
- Don't put all your weight on one foot with your hip jutting out when you're standing
- Exercise - Pilates, walking or swimming are excellent ways to keep you in good general health
- Strong core muscles can reduce your chance of back injury

## **Contact Peacehaven Chiropractic now to book a free first visit:**

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