

WORDS: MAYA GUDKA

SOCIAL MEDIA

Reorganize your home

POSITIVE

WE'VE ALL DONE IT, FOUND OURSELVES DOWN A RABBIT-HOLE ON OUR PHONES, WHETHER ON SOCIAL MEDIA OR OTHER APPS WHICH DEMAND OUR ATTENTION. RANDOMLY ENDED UP ON BOLLYWOOD ACTOR SITES ON INSTAGRAM? VIEWING SOMEONE'S HOLIDAY WITH A MIXTURE OF JOY AND SADNESS ABOUT YOUR OWN GREY SURROUNDS? NOT ONLY DOES THIS DRAIN OUR TIME, IT DOESN'T MAKE US FEEL GOOD.

SOCIAL MEDIA: THE UPSIDE!

Today there is plenty of discussion about using our phones less and 'detoxing' from social media. While this is important, I am here to talk about something more optimistic: how to make the time that you choose to spend on your phone, count.

Used well, social media has the power to do many things, from enhancing relationships to boosting our careers. It can connect us to our interests, or to those with shared interests, and help us collect our visual ideas in ways that are shareable and organised. But we need to be intentional rather than haphazard, mindful rather than

mindless in the way we use these platforms. So let's zoom into ways that you can use social media to supercharge your House and Home projects, whether these involve decoration, decluttering or DIY.

PINTEREST CAN BE YOUR BEST FRIEND HERE

Here's why: Whilst Pinterest doesn't really need an

introduction, it functions slightly differently to the other main platforms, so it's worth clarifying. Think of Pinterest as an online version of a pinboard, where you can store all your virtual 'clippings' in one place. The beauty of Pinterest, as one of my dedicated Pinterest buddies put it, is that you can 'use Pinterest to store all references you like from all over the Internet in one place'. Let's consider some of the benefits of using Pinterest for your home decoration projects:

1 Daydreaming!
You might not be planning to do your renovation for a while, but that doesn't mean you need to stop the fun of researching it! All those beautiful images

DECORATING & RENOVATING
FIRST THINGS FIRST, WHAT DO YOU WANT YOUR SPACE TO LOOK LIKE? WHAT'S THE OVERALL AESTHETIC, LAYOUT AND COLOUR PALETTE? THIS IS ABOUT PLANNING YOUR INTERIORS, POSSIBLY EVEN SOME RENOVATION WORK.



that you find can be perfectly organised and ready for when you start your works. During the busy design and build phase, you won't be faffing around searching for images you saw once upon a time, you'll have it all ready to share.

2 Room by room organisation! On Pinterest you can create boards: from your profile, click '+', 'create board', then decide the name, who you want to share it with and whether it is public or private. You can build up different boards for different rooms. I have a different board for every single room in my house – and we're not planning to renovate this year! I enjoy the process of collating and editing these boards to capture all the different elements of each room, and it feels like a more productive way to spend time on the screen than mindless scrolling!

3 A picture saves many hours.

Pinterest boards work brilliantly if you're working with interior designers, architects or builders. They also save hours of time liaising with your partner or whoever else is important to

your house projects. Having been through one renovation myself, with images and links flying around over email and text, for my next renovation, everything is being filed onto private Pinterest boards: from your profile, click '+' and then 'Pin' and pin Photos, links or things that you find in your Pinterest feed.

HOW TO MAKE IT WORK FOR YOU:

Pinterest is pretty smart at learning what you like and showing you that type of content. Still, sometimes it can be hard to get exactly what you are looking for. Be patient. It will often update you with relevant content in the days after you search.

You can personalise your Pinterest feed by searching with your partner or whoever else is important to

Pinterest is pretty smart at learning what you like and showing you that type of content. Be patient. It will often update you with relevant content in the days after you search.

RABBIT-HOLE ALERT!

If Pinterest has decided that you like pictures of the Royal family, it might repeatedly send you pictures of them – yep, I've been there! You can tap on the '...' at the bottom of the image and select hide pin, and tell Pinterest why you are not interested in this content. Be consistent about doing this and you'll get more of what you want and less distracting nonsense!

styles, or 'colour pop' will give you very different feeds. For extensions or renovations, Pinterest can also give you great ideas for how these might look – simple 'open plan living room' searches will get the ball rolling.

The other go-to platform for interiors inspiration is Instagram. You'll need to spend some time digging out the styles you like - start with the big generic interiors' hashtags and then put in a few more specific hashtags, e.g. in my case 'Edwardian' as well as certain styles like 'colour pop'. Some of my favourites are @agi_at_59, @littlehouseinlondon as well as 'HowIHome' hashtag.

Instagram spend some time digging out the styles you like - start with the big generic interiors' hashtags and then put in a few more specific hashtags



RABBIT-HOLE ALERT!

Whilst you're on Facebook, be mindful of getting sucked into other mindless scrolling – just bookmark that group so you go to it directly rather than wading through the rest of the Facebook candy shop. And if you're really intentional about your time, look at this via the laptop rather than your phone. Digital Minimalist Cal Newport advises this as a way to detach from mindless phone scrolling habits.

INSTA-PINTEREST CROSSOVER -

Once you've found the accounts you like, you can pin pictures of these to your Pinterest boards – just click on the '...' at the top right of each Instagram post you want to keep, click 'copy link', and then paste this onto the relevant Pinterest board. As Pinterest registers these images, it will start to show you similar images in your feed.

DIY – TAP INTO THE HIVE MIND!

So you've figured out the look you're going for and this might involve a little DIY. Let's start with the nuts and bolts, so to

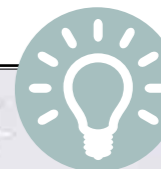
speak! Try some of the fantastic groups out there dedicated to this. 'DIY on a Budget Official' and 'DIY on a Budget UK' are great example of the 'hive mind' at its best! Tapping into this sort of special interest group can short circuit a lot of unnecessary googling and empower you to

see that others can do it, and therefore so can you.

DECLUTTERING

So you've nailed the DIY (no pun intended!), figured out your interior palettes, and now you want to think about how to organise and keep it decluttered so that you can show it off in the best light.

If this is something you want to work on for your house, there are some fantastic ways that social media can support you. Apart from the decluttering titans, like @MarieKondo and the @thhomeedit, there are lots of other accounts on Instagram such as the @artofdecluttering and @theorganisedlife, giving daily and specific inspiration on



FAB IDEA!

TRY SOME OF THESE FANTASTIC GROUPS: 'DIY ON A BUDGET OFFICIAL' AND 'DIY ON A BUDGET UK'. GREAT EXAMPLE OF THE 'HIVE MIND' AT ITS BEST!



micro decluttering, and before and after to keep you inspired – and why not upload your own before and after for a little accountability?

OVER TO YOU...

This gives you a taste of some of the fantastic, personalised resources now available to help with your home projects. What will you try first? Let me know at @mayagudka.

Our expert

MAYA GUDKA IS AN EXECUTIVE COACH AND RESEARCHER AT LONDON BUSINESS SCHOOL. SHE FOCUSES ON POSITIVE PSYCHOLOGY RESEARCH AND IS CURRENTLY RESEARCHING POSITIVE SOCIAL MEDIA.

