

INT. STUDIO, SET (BACKGROUND SONG: SARAH MCLAUHLAN "ANGEL")

CEWEBRITY #1 (SERIOUS TONE)  
1 in 3 people suffer from this  
disease.

CEWEBRITY #2 (SERIOUS TONE)  
Some...can't sleep.

CEWEBRITY #3 (SERIOUS TONE)  
Others lose the ability to have  
genuine social interactions.

CEWEBRITY #4 (SERIOUS TONE)  
In fact, 62% of high school  
relationships end because of it.

CEWEBRITY #5 (SERIOUS TONE)  
And...the more followers you have,  
the WORSE it gets.  
(dramatic sound effect)

CEWEBRITY #6 (SERIOUS TONE)  
Instacurity.

CUT TO:

TEXT ON SCREEN, DEFINED (FADE IN)

#in-sta-cur-ity (n.): an excessive concern with one's social  
media presence, influence, and/or likeability

CUT TO:

INT. STUDIO, SET

CEWEBRITY #1  
Instacurity affects 92.6% of girls  
who take "selfies"

CEWEBRITY #2  
Instacurity has led to an excessive  
hashtag epidemic.

(HASHTAGS JUST FILL THE  
ENTIRE SCREEN TIL YOU  
HAVE NO SPACE, IT'S ALL  
HASHTAGS ON HASHTAGS ON  
HASHTAGS)

CEWEBRITY #3

And Instacurity has resulted in a  
56% drop in productivity at work,  
school...

CEWEBRITY #4

...and in bed.  
(*TALENT MAKES AWKWARD  
FACE, DISAPPOINTMENT*)

CEWEBRITY #5

(TESTIMONIAL)

I knew I was suffering from  
Instacurity when I posted about my  
dead Grandma on Facebook JUST to  
get likes.

(BEAT)

She died before I was born.

(BEAT)

Miss you grandma...

CEWEBRITY #2

I knew I was suffering from  
Instacurity when I would get 10  
likes on an Instagram, and I'd have  
to like it myself just for that  
11th...so I wouldn't see names on  
the screen.

CEWEBRITY #6

(TESTIMONIAL)

I knew I was suffering from  
Instacurity when I spent 30 minutes  
debating between Lo-Fi and  
Hefe...only to decide on hashtag-no-  
filter.

(cover-with-scene of CEWEBRITY #6 switching back and forth  
between filters, tight shot on phone...possibly time lapse  
thing with background beyond phone)

CEWEBRITY #1

Instacurity.

CEWEBRITY #3

Instacurity.

CEWEBRITY #5

Instacurity.

CEWEBRITY #2  
Insta...curity.

CEWEBRITY #4  
Because we're all living our lives  
to be liked...

CEWEBRITY #6  
...on the Internet.

FADE TO BLACK, FADE BACK UP

DOCTOR  
(walks into shot)  
If you or someone you know suffers  
from social media insecurities,  
don't wait. Log onto instacurity  
dot com and share your  
story...before it's too late.

CUT TO:

BLACK SCREEN WITH DEAD IPHONE LOGO, BLINKING DEAD BATTERY

FADE TO BLACK.