

# A **Guide** to Digital Wellbeing for Companies



# Foreward



**Matt Sarson**

CMO  
Visitor  
Analytics

Digital overload has become a real struggle for large swaths of the global population, with the omni-connected nature of modern life keeping us at the mercy of intrusive notifications and near-constant FOMO.

For those of us working in digital roles, this battle can be all the more brutal.

COVID, of course, added an extra dimension to this too, as the line between work and relaxation became increasingly blurred - and we became increasingly dependent on our digital devices.

Within this context, the world is waking up to the crucial role that digital wellbeing can play in both our personal and professional lives.

In this Guide, we will introduce some of the key components of digital wellbeing and offer some guidance to companies looking to support their employees, clients, and wider community to this end.

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# Productivity: a Superpower in a World of Distractions

The internet - and the digital technologies that drive it - is the foundation of modern life, with people spending nearly seven hours staring into their screens every day (DataReportal).

Our relationship with this online world has a real bearing on how happy we are; if we don't take care of our digital wellbeing, we can suffer things like sleep deprivation, depression, and anxiety.

Ultimately, we can become easily distracted or frustrated at work - reducing our productivity and affecting our colleagues negatively.

**This guide acts as a concise introduction to the concept of digital wellbeing, and lays out what companies can do to improve the relationship of employees with the devices, software, and platforms they use.**

# What is Digital Wellbeing?

Digital wellbeing, wellness, or digital health refers to the state of having a healthy relationship with the internet and technology, as well as the pursuit of it.

Screen time is a key metric of this, with less time spent with devices shown to improve the mental health of many.

But beyond internet addiction and permanent 24/7 connectivity, it's not really how long we're online, but what we're doing there that matters.

Things like misinformation, arguing in forums, and being tricked online by unscrupulous people will affect everyone differently, but we can still identify the habits that are able to optimize digital wellness.

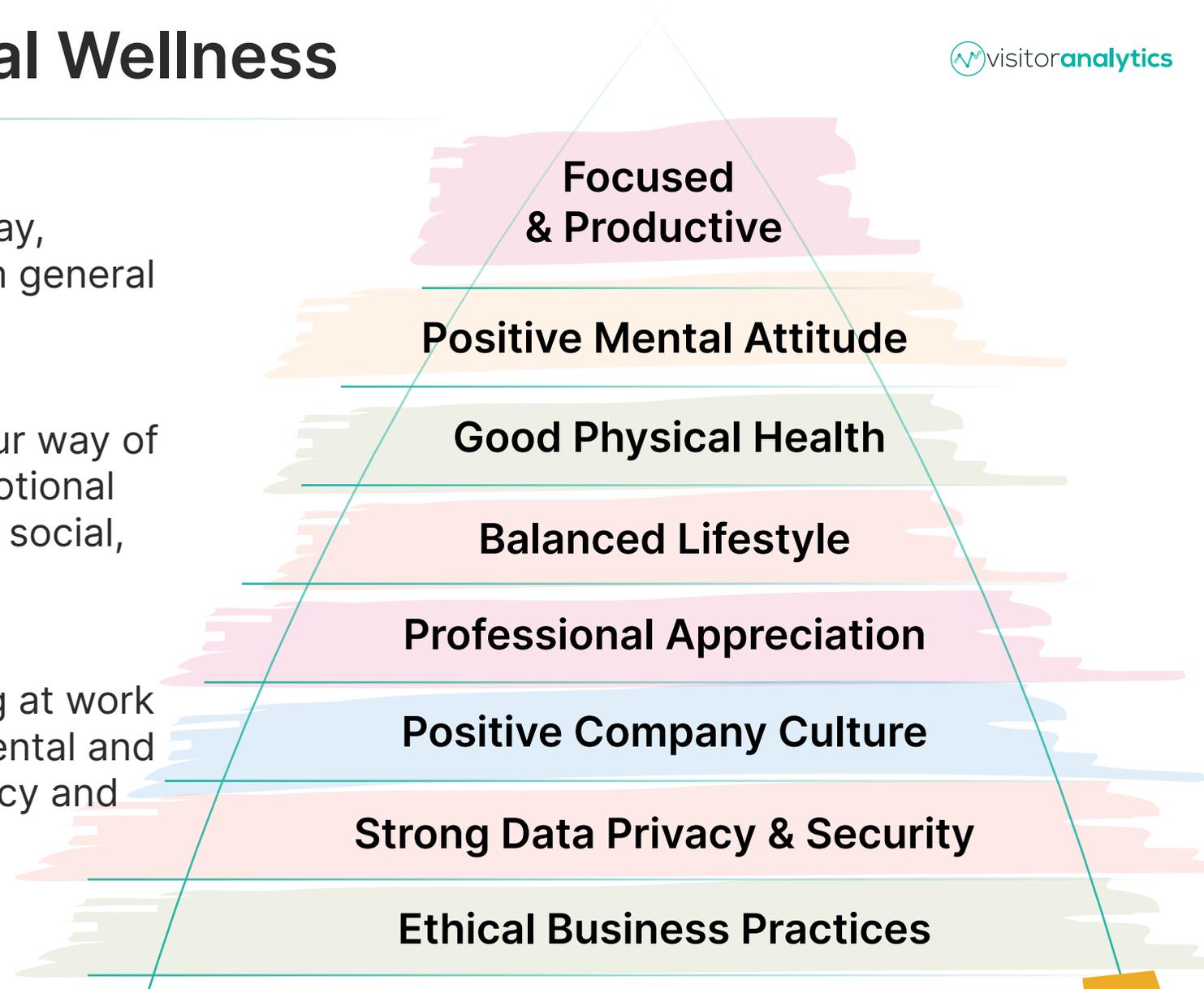


# Key Factors Behind Digital Wellness

Our 24/7 online immersion means that today, digital wellness is difficult to separate from general wellbeing.

It is formed by our daily habits, and how our way of living affects our physical, mental, and emotional health - digital wellness even has spiritual, social, political, and environmental components.

For companies, promoting digital wellbeing at work means considering everything from the mental and physical health of staff, to good data privacy and security practices.



# Quote from Our Own Wellbeing Champion



**Anca Suci**

Head of HR, Talent  
Acquisition, and  
Feel Good

**Visitor  
Analytics**

We've introduced our own digital wellbeing program here at Visitor Analytics, and it includes policies that promote a healthy work-life balance, fun group activities that improve morale, and rules on communication that keep distractions to a minimum.

It's always been a great place to work; but since launching this Feel Good Initiative, there's been a noticeable difference in the culture here - people are happier, they're working better together, and our software is getting even better reviews from its users.

# Benefits of Promoting Digital Wellness at Work

Poor digital wellbeing among employees will result in poor mental health - increasing their potential to suffer stress, burnout, and low morale.

The physical matters too, with 60% of workers experiencing health problems from using technology, or staying at their desk for too long (Harris Interactive).

Taken together, this can result in inferior performance or absenteeism, and a poor company culture that includes high staff turnover.

Because of this, investing in digital wellness is a highly effective way for companies to improve the productivity of their employees.

**Its significance will only increase in the future, with the next generation to enter the workforce born after the launch of the iPhone.**

# Digital Wellness is More Important Than Ever

For companies, the digital wellbeing of their employees has increased in line with how much time they spend with their devices.

The COVID-19 pandemic has accelerated pre existing trends towards the digitization of society; more people work remotely than ever before, and this new working pattern is here to stay.

Many employees welcome this new reality, but companies need to question the effectiveness of any hasty digital transition, and how policies and procedures minimize risks and maximize their wellness.

This digitization also needs to be understood within a working environment that is saturated with potentially distracting and frustrating technologies - if digital wellbeing is not integrated into company culture.



# Essential Facts About Digital Wellness at Work

**29%**

People doing nothing to improve their digital wellness

Deloitte

**71%**

Americans working remotely at least once a week in 2022

PEW Research

**25%**

Teleworkers aged 45+ who see technology as their #1 challenge

PEW Research

**60%**

Americans with health problems from using tech or sitting at a desk

Harris Interactive

**80%+**

Employees keeping their work email open at all times

The Economist

**400% ROI**

Company returns on digital wellbeing investment

Deloitte

**\$80.64Bn**

Value of corporate wellness market in 2020

Precedence Research

**85%**

Firms lifting productivity through tech-powered flexi-working

Merchant Savvy

# How Employees Can Improve Their Digital Wellbeing

Digital wellness for employees means developing - and sustaining - healthy relationships with the digital technologies that they use every day:

- Focus on work, ignoring personal devices
- Ensure correct posture when at their workstation
- Take regular breaks from their desk
- Stretch and do some form of exercise every day
- Learn to use new technology and equipment properly
- Look after eyesight and prevent strain
- Establish digital boundaries
- Keep meetings to a minimum
- “Switch off” on breaks and outside work



**Download our Personal Digital Wellbeing Checklist to create a clear path to improvement**

[Download Now →](#)

# Useful Tools for Employee Wellness

## Tools for Digital Wellness

Provide staff with mobile apps for HR, including payroll, benefits, time off, etc.

Use good project management software, like Basecamp, Slack, and Teamwork

Raise awareness about issues related to screen time

Make blue-light glasses available to staff on request

Provide staff with the right furniture, like standing desks and orthopedic chairs

Integrate digital wellness ideas into internal communications

# Useful Tools for Employee Wellness

## Tools for General Wellness

Enable flexibility for teleworking and travel

Engage in social activism and offer volunteer opportunities

Provide team-building opportunities

Ensure effective digital wellbeing communication and transparency

Allow for time off, and push for staff to take all allocated holiday

Provide insurance options

Offer mentorship

Give financial advice

Fitness and nutrition plans or services

Demand mental health breaks

Create a positive work environment

# Establishing a Digital Wellness Initiative

- 1.** Create a report on what technologies are used by employees, and what digital wellness tools and policies are already in place
- 2.** Learn about your employees' digital habits, and what wellbeing elements they want
- 3.** Set your wellbeing goals(s); examples include lowering absenteeism or staff turnover, increasing usage of company health perks, and reducing the number of meetings
- 4.** Ensure that company management is invested in wellness and promote it across the company
- 5.** Integrate wellness objectives into staff appraisals
- 6.** Regularly assess effectiveness of policies and identify problem areas to work on

# Further Advice on Optimizing Wellness at Work

## Ensure Employees Can “Switch Off”

Instruct staff to work set hours and to only send emails during this time unless urgent. Direct them to turn off alerts during downtime.

## Enable Staff to Focus

Direct them to pause distracting apps, to use notification statuses, and to respect those of others.

## Limit Non-essential Contact

Tell employees to only message when necessary and look for ways to streamline communication.



## Further Advice on Optimizing Wellness at Work

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### Minimize Meeting Fatigue

Limit them as much as possible and only invite staff that are essential to the conversation.

### Introduce Wellbeing Sessions

Organize fun group activities, bring in experts to talk about wellness, and participate in national awareness days.

### Incentivize Wellness

Make wellbeing an integral part of performance management, and look for ways to improve the digital habits of staff.

### Share Wellness Content

Create a resource for wellness policies and content, designate an ambassador, and ensure staff talk about wellness.

# Digital Wellness in a Data-Powered World

People worry today about what information about them is available online, how secure it is, and what happens to this data – making it an important component of digital wellbeing.

This makes it also an important consideration for companies, particularly in the context of modern data privacy laws that make them responsible for how personal data is managed.

Those that don't comply risk huge financial penalties, with Europe's data protection agencies on their own handing out fines worth €1.6 billion since 2018.

Companies that fail to meet data privacy requirements can also have their online activities blocked and have to prepare for frequent audits.

Ultimately, the damage of all this to revenue streams has a real impact on job security and other measurements of business success.

visitor**analytics**



# Let Visitor Analytics Help

Your Privacy-Perfect Website Intelligence Platform

Marketing is a distracting profession, and marketers control key data privacy and security touchpoints.

Register Today For A Free Trial →

# Your Complete Website Intelligence Platform

Our software provides companies with a complete toolkit with which to analyze both statistics and visitors - all in one app. This means it can help with the digital wellbeing of marketers; as an all-in-one suite, it reduces the number of platforms used, reducing the number of distractions and letting them focus better.



## Performance Statistics

The foundation for effective site auditing and building your online presence.

- ✓ Visitor statistics
- ✓ Page performance
- ✓ Hardware information
- ✓ Campaign performance



## User Behavior

Comprehensive toolkit for analyzing how users interact with your website on every level.

- ✓ Events tracking
- ✓ Session recordings
- ✓ Heatmaps
- ✓ Conversion funnels



## Visitor Communication

Supplement statistical and behavioral data with direct website user engagement.

- ✓ Polls
- ✓ Surveys

Register Today For A Free Trial →

# Join a Privacy-Perfect Community of 2.5M+

- ✔ Data privacy will continue to be our first priority. We offer settings that comply with every data privacy law: CCPA, GDPR, TTDSG, ePrivacy, and more. And as these laws change, our first priority will be to stay up to date so your data is always safe with us.
- ✔ With more than 2.5 million active users from 190 countries and offering a complete website intelligence platform for any business, **Visitor Analytics is one of the leading online analytical solutions worldwide.**



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