108 - Why We Suggest You Dump "Social Media Content Dumps" in the Bin

Laura Davis: [00:00:00] On today's show, we're diving into content dumps and sharing our unfiltered thoughts on this new Instagram fad.

Laura Moore: Welcome to another episode of "JFDI with The Two Lauras", where we are sharing tips and advice for social media managers. If you're new to the show, welcome. Thank you for tuning in. We are The Two Lauras, and every week we're here in your ears helping freelance social media managers who want to create a business that they love working in and helping you get the freedom you want in that business.

We take this deeper in our signature product, "The Social Media Manager's Toolkit" and our membership, "The Inner Hub", both of which we're going to link to in the show notes.

And in today's episode, we're pulling apart the advice to content dump on your Instagram feed. And talking about whether we think this is a strategy worth considering for you or for your clients.

We're going to talk about the good, the bad and the ugly. But let's start by explaining what exactly we mean by a content dump.

Laura Davis: Well, as the name suggests, you do a dump [00:01:00] with your content. So we, people are creating 30 pieces of content, like a month's worth of content, or 10 pieces of content, whatever it is, and then they just post it all at once, in one hit, and then they bugger off and you don't see them again, until the next time they come to do a dump.

And I think it's quite an apt name, don't you?

Laura Moore: You what, because it's a bit shit?

Laura Davis: Yeah! So there's no, uh, there's no long intro into our thoughts on this because I think you can probably tell.

Laura Moore: Should we just end the podcast here?

Laura Davis: Yeah. So, uh, content dumps are shit, as the name would suggest. The end. See you next week.

Laura Moore: Maybe we should just, just dive a little bit deeper as to why we think they're shit. So yeah, keep listening!

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Laura Davis: I think this comes [00:02:00] from, and I might be wrong because I've done no research on why people are doing this, but I suspect it's people are like, fed up, they're fed up that their content's not working anymore.

And then they think, oh, well, this is what I'm going to do instead. And, because they can't be arsed to waste time on Instagram. And I've said it, I've talked with, chatted with someone in comments the other day on our Instagram. I think it's easier for people to do something like this, than to to admit that their content is shit, especially when they consider themselves like some kind of marketing influencer, it's easy just to say, oh, I'm mixing it up a bit.

But the people we do know who do this aren't, it doesn't appear to be working. And I know you can't see the success of someone's marketing from face value, but it doesn't look great from where we're sitting,

Laura Moore: But logically it's not going to. Like, it's just logical that it's not gonna work.

Laura Davis: No, [00:03:00] I, I know.

Laura Moore: It's just, it, it blows my mind that people would think that it would work, and that they are trying something new, in case it does work, but it's not gonna, because like, logically it can't physically work. Unless you are someone like Kim Kardashian, who has got billions of followers, who are going to look for your content, and if you are Kim Kardashian, welcome to the show, um, I just can't, I just can't see how logically it can work.

Laura Davis: Well I think on the very purest basis of, if you say on the first of the month I'm gonna post my dump, what happens if your audience don't log on that day?

Laura Moore: Yeah.

Laura Davis: Like we all know, your audiences will follow probably a couple of hundred people, accounts.

Laura Moore: Oh, way more than that probably, normal average.

Laura Davis: Average, average non marketing, like um, I'm thinking like from a B2C I guess, but I don't know why I'm thinking that.

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Anyway, just however many, a few hundred. So when they go [00:04:00] on socials, they, your content is competing. You know, that the,

Laura Moore: Hang on, hang on. I've just opened my Instagram while you're saying that. I've just gone to look at one of my friends who is an average Joe who doesn't, is not a freelancer, is not a marketer, doesn't have a business.

But buys a load of stuff off the internet. She's following 2,900 people.

Laura Davis: Okay, well that's a bit ridiculous.

Laura Moore: It's crazy.

Laura Davis: My point being, irrelevant of how many people we follow, is that your audience are overwhelmed by content as it is.

Laura Moore: Yeah.

Laura Davis: And there's so much content out there. The algorithms are working to make sure the right content is shown by the right people at the right times, et cetera, et cetera, et cetera.

And we all know on Instagram in particular, your content doesn't really last very long. It's not like you post it and in, you know, three weeks time you're still getting engagement on it.

Laura Moore: Yeah it's not YouTube.

Laura Davis: It generally doesn't work like that. And so to, to assume that your audience will see the content on the day [00:05:00] that you post it alone is pretty naive and,

Laura Moore: And pretty arrogant to be honest.

Laura Davis: Yeah. Well, yeah, and I know it's not as simple as that, but I'm, I am just trying to simplify it to the point of trying to prove a point and, and just on thinking about kind of your audience's use of social media. It would really, really fucking annoy me. If I went on, happened to go on on the first of the month, and Jo Bloggs has posted her dump, and all I

can see is a load of shit content, and it floods my feed, that is not going to give me a good feeling.

Laura Moore: But also, even if it was amazing content, and you've seen two or three posts, you're like, okay, the next one, you'd be like, oh my god, what is she saying now? Oh my god, another one?

Laura Davis: Yeah, exactly.

Laura Moore: Like, come on, get over yourself. It just doesn't look good, does it?

Laura Davis: We all know that even if we were online and she he posted 30 posts, we know we're not going to see those 30 posts.

But even if I [00:06:00] saw two pieces of content from the same person, I think it would annoy me. I like the variety. Now, obviously there may be some people who want to see everything everybody posts.

But if that was the case, you probably wouldn't be needing to do content dumps anyway, because you've probably got good content that people are kind of seeking out anyway and therefore got good engagement, et cetera, et cetera.

Laura Moore: But what's also interesting on that point is that there are people who regularly post couple of times a day, not as a content dump, but like that's their strategy, they're posting multiple times a day. But yet we wouldn't see all of those pieces of content every day. So if we're not seeing them and that's their strategy, they're doing it consistently, why would we randomly see it once a month from somebody who's dumping?

Like, just logically, it doesn't make sense.

Laura Davis: No.

Laura Moore: And there's a lot of logic that doesn't make sense in this.

Laura Davis: I know.

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Laura Moore: It seems like such a waste. You're going to spend hours in Canva, or you're going to pay loads of money to your graphic designer to create all of this content. And then you're just going to waste it on one day.

[00:07:00] Whereas you could just spend another half an hour in a scheduler and schedule it out over a period of time. I just don't understand why you would just chuck it all out the same day. It's like getting a load of leaflets and just chucking them all in one house. What's the point?

Laura Davis: And I think that goes back to the reason people are doing content dumps is because their content isn't working for them.

So what makes people think, if you're posting one piece of content a day, for example, or one piece a week, and it's not working, what makes people think that posting 30 pieces of shit content in one day is suddenly going to work. Like, I just don't get it.

Laura Moore: I wonder if they don't think it's going to work.

They don't really understand maybe how Instagram works. They don't understand that we see pieces of content in the newsfeed and explore and discover, you know, all of these different places. And they think that people only see their content by going to visit their profile. So therefore, by there being loads of content, when you go and visit your profile, because you've chosen to show up on the profile, [00:08:00] you can then choose to go and look at all this content.

But, and I can't find any official stats about this, about how many profile visits, like the average Instagram account gets, but if you just look at how many profile visits you get from your content that you are putting out, it's probably not very many. So it's like really risky to assume that the people who are going to see your content are the people who are going to go and visit your profile.

Because realistically, how many people are going to visit your profile if they haven't got a reason to because you're not showing up in their feed?

Laura Davis: Oh, well, exactly. The only time I would go to someone's profile is if I've seen a piece of content in their feed and wanted to maybe go and read their bio to understand more about what they do or I want to click through.

I don't ever really go on someone's profile. And then just sit and scroll down and binge all of their content.

Laura Moore: No, not unless you're being really nosy.

Laura Davis: No, yeah. And so I think if after that dump has taken place, and that person thinks, I'm not going to post again for 30 days, by probably day [00:09:00] two, people aren't going to be seeing your content for 28 days.

So they're not seeing anything to enable them to get to your profile to see the rest. So yes, you might have a couple of pieces of content that might do okay. Yes they might maybe appear in the explore. Yes maybe if you've worked on the keywords, you maybe find your content is discoverable.

But not all 30 of them. So what's the point? Like, what is the point?

Laura Moore: Yeah. And I think, like, I, I am not for this at all. But I, being devil's advocate, I feel like there is maybe one time that this could be a good read, good thing to do. If you, if Instagram is not your place and you are not planning to market your business on Instagram, but maybe you're running ads, then I think it is a good idea to have a load of content on your page so that, like me, I often see ads and I go and click to see if they're legit.

And if I land on their profile and there's no content or they don't even have an account, then I know they're not legit. [00:10:00] And I won't go and like click on all the posts and see how old they are, but if I can at least see there's some content there, then it makes me feel like they're legit. Uh, a legitimate business, but I still think it would be better for that content to be dripped out over a period of time, unless maybe you are, I don't know, I'm just trying to think of like reasons why it might be a good idea.

If you're a brand new business that is starting to run ads, you know you're not going to market on Instagram. You're just going to do ads on Facebook. But you want, when somebody lands on there, for them to see, oh, okay, well there is a lot of content here, you know, maybe they are legitimate, and somebody's not going to look into it further because they don't really understand marketing, you know, their B2C, whatever, and they're not

going to go and check on the dates and see how long that, that account or that content's been around, like, you know, us marketers might do, then maybe it might be a good idea.

But I just still feel like it's a waste.

Laura Davis: I still don't, I would still argue, because I am someone who goes and looks at how recently someone posts, [00:11:00] but admittedly, obviously I am in the marketing social media world. So that's not probably a very, that's quite a biased view maybe, but equally, if you're going, like you said earlier, if you're going to create 30 pieces of content, just put them in a scheduler.

Laura Moore: Yeah.

Laura Davis: And so at least you know that you've got one piece of content going, going out a week. One good piece of content going out a week is better than 30 dumps. No, one dump of 30.

Laura Moore: Yeah.

Laura Davis: Yeah.

Laura Moore: It's really weird, isn't it? So, so what if a social media manager has a client say to them, I don't need you to manage my account.

I just want you to create a load of content because I'm going to dump it. Like I, and I feel like that could happen because I feel like people are starting to talk about them. Admittedly, I'm only seeing people talking about this on Threads. So maybe it's not like spreading wider, but maybe that could start to happen.

Like what, what should we be saying to them?

Laura Davis: Well, I think this is like anything, isn't it? It's like when a client says, oh, [00:12:00] I've seen that you can buy followers. Let's buy followers, but you just need to educate them. You should be, you can be creating content now about content dumps and about why they're crap.

And, or if that's your opinion, obviously you might think differently and that's okay. Um, but you can educate them and it's down to you to understand what to say to them. Now, in

our opinion, I would be pushing back to my client and saying, uh, no, I would just be saying no. And I would be saying that is not social media marketing, therefore you don't need my skills anymore.

So I quit. I'm out.

Laura Moore: But I, but I think there's a lot to be said for asking the question why. Because I think a lot of times clients might have been told that it's a good idea. They might see other people doing it and think it's a good idea. They might think it's going to cost them less money. And, you know, they might be trying to cost cut.

So I think there's a good, I think why it's always a good [00:13:00] question to try and understand why somebody wants to do things so that you can then push back in better ways to keep them as a client if you do want to. And then, yeah, like you said, explain the pros and cons. Not everyone can just go and fire their clients like our Laura Davis.

Laura Davis: Well, no, I can't really just willy nilly, but I just think they need to understand that that's not what social media marketing is.

Laura Moore: Yeah, totally.

Laura Davis: And yeah, maybe I would, and I say that probably from a slightly arrogant perspective because I do think my client would listen to me.

Laura Moore: Yeah.

Laura Davis: But maybe if I wasn't in such a confident position, I possibly wouldn't be so cocky confident.

Laura Moore: Yeah, and it's hard, isn't it? When there's content out there, and this goes for any strategy that there's content about, and the person is putting it out and it's like, this is what you need to do, it's hard to then be like, is it? Because you kind of start questioning, don't you, like, not us, but like a client might start questioning.

But yeah but so and so says that this is the thing to do, and then you kind of just have to really stand your ground and be like, yeah, but so and so's a dick, so let's not [00:14:00] listen to them. Let's not do a content dump.

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Laura Davis: Ever the professional.

Laura Moore: Of course. So instead of content dumps, if people are feeling like, deflated with Instagram, not getting the results they want, or their clients are not getting the results they want.

Should we talk about some things to do instead of a content dump?

Laura Davis: Yes, let's. I think a large, like I said right at the start, I think a lot of this will come from people's frustrations of Instagram and their content not work, or they feel like they're not, their content's not working for them.

Laura Moore: Yeah, or they kind of want to treat it like a landing page which is weird, is it not?

Laura Davis: Yeah, yeah, yeah, yeah. And I, I do think, and I, I say this based on a wide range of businesses that I've worked with over the years, I do think it's very easy for businesses to get wrapped up in what influencers are doing and not necessarily social media marketing professionals, you know, people who have [00:15:00] grown big accounts, you know, there might be an interiors account and they've got, you know, 500,000 followers and they say, oh, I think we should all be doing this.

And they listen to them. Which is very different, you know, someone who's a content creator, their issues are going to be very different to a business that is trying to sell products. But I do think businesses do get very wrapped up in and can fall down rabbit holes based on lots of fads like this one.

Like, like everything else that's out there that people talk about and people do, which isn't necessarily right or ethical. And I think you just have to step away at first and just think, what actually am I trying to achieve here? You know, you're not trying to be an influencer or maybe you are, but you're just trying to get sales or you're just trying to get leads and just remind yourself what you are actually trying to do, because I do think we can all get a bit blindsided.

Laura Moore: Yeah. [00:16:00]

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Laura Davis: And I think it's, it's, it's useful to be prepared to change and to have to accept that. The amount of times we see, oh, my content used to work and now it's not, so the algorithms have changed.

Laura Moore: Yeah.

Laura Davis: The algorithms change all the time. They change daily. They change like all the time, but how people consume content changes, what people are interested in - trends, all of that changes constantly.

So if you're not keeping up with the times, and sometimes you have to be a bit honest with yourself and you might be a bit like, well, I really like my content. Well, no offense. It's not about what you like. It's about what your audience resonates with and take action on. So I do think we have to just be honest and say, this isn't about what I want.

This is about creating content that I know my audience wants to see or hear, so ask them or find out what they're engaging with, you know, go and do a bit of research and [00:17:00] just kind of keep an open mind and be prepared to make some changes.

Laura Moore: Yeah, I agree. And I think it's not just like asking the question is it, it's going and doing research and going and seeing what kind of content they're engaging with elsewhere, you know, who they're following, what those people are posting, and are they getting engagement on the same sort of topics, maybe all of those sorts of things.

And looking, and we've said this on numerous podcasts before, but looking in the comments, of your competitors or other people that they're following and creating content that answer those questions or solve those frustrations, all of that sort of thing. Because if people are on social media and they're, they're, they're looking for something, most of the time we're looking for is something that's entertaining.

Sometimes we might be looking for education. Sometimes we might be looking to solve a problem to buy a gift for somebody or, you know, fix a boiler, whatever it is. And then if we don't get that, then we get frustrated. Whereas if you know what people are looking for and you can give that to them, then you're going to solve [00:18:00] that frustration for them and for you, because they're going to engage with you.

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But I think quite often people just get stuck in this little rut of I've always done this. And this is what I'm always going to do because it's always worked. And then people like, you know, I've moved on, you know, if I think about the kind of content that I would have looked at or the things that I was interested in two years ago, or even like, you know, back in the pandemic would have been totally different to what we're interested in now. And if we're not keeping up with that, a content dump isn't going to help. So no, yeah.

Laura Davis: And I think probably before all of this, what people need to have done is gone into their analytics, gone into their Google Analytics or whatever kind of analytics data platforms they use, whether it be Shopify or what have you.

And people need to go and have a look as to whether your gut feeling is reality.

Laura Moore: Yeah, yeah.

Laura Davis: Because it's all very well saying, oh, my content's not working very well, because maybe you're not getting, you used to get 200 likes, and now you're only getting 100 likes. Because unfortunately, we, people do [00:19:00] form an opinion based on that kind of metric.

Whereas actually, if you went and looked in your Google Analytics, your traffic might be up. Your sales from socials might be up. We can assume a lot based on vanity metrics and actually the reality is very, very different. So go have a look in your analytics, find out what, if you know, find out actually is there a problem or do we just think there's a problem because we're not getting the likes and the engagement in that way.

Laura Moore: Yeah.

And reminding yourself of what the content was there for in the first place. Like if you were putting out sales content, you can't realistically think that you're going to get clicks over to a website and get people commenting and get people sharing. Like you're not, that's not going to happen. So if you always remember what that reaction goal was for that piece of content before you start judging yourself based on the analytics of what happened on that piece of content, well, it will just keep your sanity.

Laura Davis: Yeah, you've just got to start to try to identify what has worked, even if [00:20:00] it's just minutely worked compared to something else, versus what hasn't

worked, and then kind of focus on that, focus on how can you keep, kind of rinse and repeat that to try to make that better.

Laura Moore: Yeah.

Laura Davis: You've got to be led by data, really, because it's all, you can't be led by people going do a content dump, it's way better.

Because, that's,

Laura Moore: Although there is, I think there's one, one time that you can be led by something that isn't data. And that is if you are thinking I'm going to do a content dump because I'm so bored of my content. Well, if you're bored of your content, what do you think your audience is feeling? They're probably feeling the same.

So, and you don't need data for that. So mix it up.

Laura Davis: Yeah, definitely. Another thing is, which might be a little bit controversial, but if you're really feeling like this isn't working for me, I'm a slave to the scheduler or slave to the content creating and it's not working and you need to take a bit [00:21:00] of a step back, I think that's okay.

But I would never just go, okay, I'm just going to step back and not post anymore. I would up my ads. I'd be like right. I'm gonna do more ads. I'm still gonna keep a presence as we've just talked about before, it's still important. You can't just abandon ship, so I'm still gonna make sure I've got some content going out each week, but I'm going to go all in on ads.

Laura Moore: Yeah. And this is what we do. Yeah. This is actually what we do.

Laura Davis: Yeah. And this is what I've done with clients as well. This isn't just about our business. And sometimes there have been quieter periods where we've gone, okay, we're not going to bother with that. Let's just go in all in on ads.

And, and that's. That's okay. You know, obviously don't just, you know, faff about and try to figure it out. And we're not talking about boosted posts here. You want to be confident doing actual ads management. So if you need more advice or [00:22:00] training on that,

remember we have got "The Ads Manager Academy", which is in "The Social Media Managers' Toolkit."

Laura Moore: Yeah, I think there is a case where, and again, don't do this unless you know what to do, but I think there is a case where boosting some content that has worked really well in the past, or is working now, is a good strategy, and we do do this, if we've got a post that's working really well for us, depending on what the goal of that post was, and depending on whether spending money on it would align with the rest of our strategy, then we will boost that post, but obviously we will make sure we know exactly what we're doing.

We would never go and advise you to just go and hit boost on a random piece of content and hope the best, but yeah, I just want to just kind of point out that sometimes there is a good reason to do that.

Laura Davis: Yeah. And just to be clear, just to kind of highlight what you're saying. There's no point in putting money behind a shit post.

Laura Moore: No, no.

Laura Davis: It's got to be a post that has historically, whether it be yesterday or three months ago was [00:23:00] working and that by working, it was helping you to achieve your ultimate game, uh, goal. It's not about just getting more likes on a post because you feel like it will make you feel better. So yeah, there's no point chucking money at a shit post.

Laura Moore: Yeah. Agreed. And also, I think there's a lot to be said by, for not taking advice of people who are less qualified or less experienced than you, or in a different kind of, they're using social media for a different reason. Like you were saying earlier about influencers and content creators telling you to do something.

They're using social media for a different reason than you're using it for your own business or for your clients. They're using it because the whole point of them getting massive views is that they get paid for that. Whereas you and your clients don't get paid for views. You get paid for people going on the website and buying stuff.

So making sure that you're taking advice from people who are trying to do similar things who have got experience doing similar things [00:24:00] I think is really important and kind of filtering out all of the rest of it because otherwise it starts to become overwhelming and stressful and you start questioning your knowledge and you just, that, that can just be what makes you think you're doing a shit job where actually you're not.

Laura Davis: Yeah, a hundred percent. And on that point, I think it's worth saying that old Mosseri, our mate in the cardigan.

Laura Moore: Oh, God.

Laura Davis: He's speaking to everybody. He is not just speaking to people who are business owners.

Laura Moore: And in fact, I would say he's not speaking to them at all because he wants them to spend money on apps.

Laura Davis: Well, possibly. Yeah.

So he is, I think, predominantly speaking to content creators, and that could be the mum down the road who just likes to document her life as a mum. It could be the farmer up the road who's just documenting life as being a farmer. They're not trying to monetise it, they're just creating content out of pure [00:25:00] enjoyment.

So you've got to remember that although yes, Mosseri obviously knows Instagram kinda like when he's speaking, he's not speaking to all, all marketers. He's not speaking to us as social media marketers. He's not speaking to business owners. He is speaking to everybody who uses Instagram and that is a lot.

So you have to be able to think kind of critically about what he's saying and to be able to translate that into what's relevant for you and ignore the stuff that isn't relevant.

Laura Moore: And also think about why he's saying it, because he's saying it because he wants people to use his app. He's saying it because he knows that if he tells creators how to get more views on it, then they will create more content and then more people will stay on the app to watch it and then he can monetise the platform with more ads.

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So just always question, why is he saying this? Is this relevant to me? And most of the time what he's saying probably isn't.

Laura Davis: Yeah. He's - just be that critical thinker of every everything. Remember everybody. When they're saying, do this, do that, do [00:26:00] this, they're just social, well not always, but they're sometimes social media marketers like you are.

They're just owning something and, and marketing themselves and positioning themselves. That doesn't mean it's the right strategy. It doesn't mean it's the right thing to do.

Laura Moore: No. Well, just like us, we're saying content dumps are not the right strategy. If you've tested and find that they work for you, great, but you have to test it.

Like, even if you think, oh, well, I'm going to do a content dump because it sounds easier. Just remember that all that content still needs creating, whether you're going to dump it all in one go tomorrow, or you're going to like spread it out over a month. It's still the same amount of work to go and create it.

Think of the ideas, do the research, get in Canva or outsource it to a graphic designer. All of that is still the same. The only difference is whether you're putting it in Instagram or you're putting it in a scheduler and probably there's no difference time wise there either.

Laura Davis: So your point really is that we, regardless of whether you dump it or not, you still have to create all [00:27:00] this content.

And the problem may actually be that you're just struggling for different ideas and you don't know what to create. And you're in a bit of a bit of a rut in your content creating and if that is the case and you're stuck for ideas for your content then you can grab our "Ultimate Guide to Remixing Your Content" where we show you a ton of ways to take your key method and create all sorts of content for your audience in a really simple way so you just need to go to thetwolauras.com/remix So thetwolauras.com/remix and that will give you lots of ideas.

Laura Moore: Yeah, we'll put that link in the show notes for you. So there we go. Let us know whether you have been considering taking a content dump, whether you already have taken a dump. Um, drop into our Instagram DMs and let us know.

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We are, uh, "thetwolauras" on all platforms. But yeah, drop into our DMs and let us know what you think about the whole content dump scenario. I'm really intrigued to hear what people [00:28:00] think about this, you know.

Laura Davis: Yeah, and me. We're here for the dump gossip.

Laura Moore: Anyway, we will be back same time, same place next week.

We'll see you then. Au revoir!

Laura Davis: Ta ra!