

# 110: Taking Time Off this Summer as a Social Media Manager: Part 2 -

**Laura Davis:** [00:00:00] On today's show, we're talking about how you can manage your client's relationships so you can take a well earned break this summer.

**Laura Moore:** Welcome to another episode of JFDI with The Two Lauras. This is the podcast for freelance social media managers where we share tips, advice, and hopefully inspiration to help you in your business as a freelance social media manager.

Today's show is the second part of our two part miniseries helping you to get organised for a summer break. If you missed the last episode, definitely make time to go back and listen to that next, because we shared tons of advice to help you get organised when it comes to creating your content, so you can take time off this summer.

And on today's episode, we're talking about those client relationships and having the conversations you need to have, so you can take that time off without them messaging you while you're sitting on a sun lounger drinking a daiquiri.

**Laura Davis:** Pina colada. After this episode, you're probably going to have tons of questions and we'd love to help answer those for you. [00:01:00] After all, there's only so much we can cover on a podcast. So we'd love to invite you to come and hang out with us in our free Facebook community. It's called the Social Media Managers Hub, and it's where all of our podcast listeners hang out.

To join the group, all you need to do is search The Social Media Managers Hub on Facebook or go to [thesocialmediamanagershub.com](https://thesocialmediamanagershub.com), pop your email address in to request to join, and we'll let you in as soon as we can to continue chatting about everything that we dive into today. Okay, so let's get started.

**Laura Moore:** Okay, so we're talking about those relationships with clients and conversations, awkward probably conversations that we need to have.

But I think it probably starts with decisions you need to make, so let's maybe dive into those first because there's a few decisions you need to make before you can even, like, start to have those conversations. Like, how much time are you going to have off? Are you, like, off completely or are you going to be checking your phone still?

Are you going to do anything? Do they need to do anything? Like there's [00:02:00] tons of things we probably need to talk about.



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**Laura Davis:** Yeah, so, and this is going to be different for everybody. We're all, we all will approach our summer differently. Some people will just want to take a week off because they're going on holiday.

Other people are going to be working slightly differently because it's the school holidays. Yeah. And there is no kind of right or wrong way. It is about having conversations with, you know, your clients. So they just, and I don't think it has to be awkward.

**Laura Moore:** No, it doesn't. I don't think it's awkward at all, but I think it feel, it can feel awkward. And I think that awkwardness comes from not being prepared, not having made these decisions.

**Laura Davis:** Probably, yeah. So, I, so I, for example, will take, will go on holiday, as in I will get on a plane and I will go on holiday and in that time I will be doing, hopefully, jack shit on any of my clients accounts. But also, I will work very differently through the summer holidays when I've got my children at home, so I might be more likely to [00:03:00] work on an evening or they'll only be set days that I'll be hopefully fingers crossed child free and and I will make that plan now like I will sit down with my husband and I will say, "when are you taking annual leave so you can look after your children so I can take some work days".

I will then be speaking to all of extended family to which everyone will ignore me and no one will offer to help me. And I think it's about organising yourself now. So then you can have those conversations with your clients, but you've got to figure out how are you going to juggle that holiday? And there are loads of different ways to do it.

Like the Sarah Richards, one of our members, I know, I don't, I can't remember the details exactly, but I know in years gone by she's only worked with clients essentially September to July. They don't want her in the summer, she doesn't want them in the summer. And that's how [00:04:00] she's, she's worked her business and that, and that's great.

It's a bit like if you work and you would get term time only jobs. And if you can get your business to work like that, and that's what you want, then, then, then that's great. And obviously not all clients will want to pause over the summer. So, you know, we've got to take that into account. You might just be, you might not be going away, but you might only be working evenings because you've got no childcare.



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Whatever it is, there is no right or wrong, but you've got to get your calendar out and think, right, how am I getting through the summer? And what am I going to do? And what do I want to do? And what do I not want to do? Especially if you're actually having a, a proper break.

**Laura Moore:** And I think there's also like the practicalities of things.

Like if you are having a break, Are you taking your laptop? Do they have Wi-Fi? You know, all of those sorts of things are probably things to consider as well, because you might be thinking, well, it's fine, I'm going on holiday, but I'm quite happy to work while I'm there. Well, great, but do they have Wi-Fi so you can do that? You [00:05:00] know, not everywhere does.

**Laura Davis:** And I think it's worth saying, There is nothing wrong with that. There is nothing wrong with you taking your laptop on holiday and wanting to do a bit of work. And I just think, I feel like there's this stigma, like if you can't take two weeks off and not work, then you're a bad business owner. Sometimes people quite like it.

**Laura Moore:** It's like, my friend, as an insult, called me a workaholic the other day. And I'm like, how is that an insult? Like, it's just weird. It's like, so what if I work a lot?

**Laura Davis:** I just think, like, I've been away and taken my laptop and not actually opened it. But I've taken it more because it's my peace of mind. I think, not because of socials, because you can generally deal with everything on your mobile. But because of ads, if I've had big ad campaigns running, I've just thought it's so much if there's a problem, it's so much easier to fix it on a laptop. So I [00:06:00] have taken laptops on holiday.

And like, I remember my husband in the past, it would kind of roll his eyes saying "it's a holiday. You've got to have a break. Oh, you'll be working." And it's like, well, no, actually, this actually makes me feel better. I can relax more knowing that if I needed to, I could do, and I've had, I've been on holiday and I've had a client call because there's been a major kickoff and some prat's complaining and leaving reviews, and he didn't know how to deal with it, and bless him he tried, and he was very apologetic, and it's fine.

**Laura Moore:** Yeah, but I think it like, even not in social media, like my dad has his own business, everyone in my family has had their own business, and when they went away, if



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something happened in their business, it's expected that they would take a phone call to sort it. That's just normal. I just, you know, it's just normal.

But like, I'm the sort of person who I wouldn't be able to switch off entirely. I remember I went on holiday a few years ago now and I'd taken my laptop and planned to work and what have you. [00:07:00] And the very first day I got there, I got flu and I spent the whole week in bed.

**Laura Davis:** I remember that.

**Laura Moore:** During that holiday, I didn't check my phone once and oh my God, the stress when I opened it afterwards.

And I had like 500 Facebook notifications and stuff. I don't want to come back from a holiday with that. I want to, you know, at least know a little bit of what's going on so that it's not stressful when I come back.

**Laura Davis:** Yeah, yeah. And I think you have to be realistic, don't you? At the end of the day, you're a, you're a business owner.

Yeah. You've got to take the rough with the smooth, you know. Yes, you, and that's not to say that you can't take fully the summer off, but at the end of the day, the buck stops with you. And this is, the difference with employment is that you take a, take annual leave, and in theory no one should be contacting you, and you're very protected in this employee annual leave bubble.

But the, the CEO or the managing director of that company, I bet they have their phone with them on holiday in case anything goes wrong. And it's like, when I got, you [00:08:00] know, I'm, was lucky enough to go on this cruise last year and I'm stood there on the balcony most days filming bloody B roll. Like, but that was okay with me and that's fine.

And I'm happy to do that. So we've all got our own boundaries and we'll, we'll all have our own limitations and we, and there is, my point being is that there's nothing wrong. With whatever decision you choose to make. You can, don't let anybody make you feel. If you want to take two weeks fully off, fine.



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If you want to take six weeks off, cause you're backpacking round Peru, fine. If you want to take your laptop and do a little bit of work every morning, fine. There is nothing wrong with any of those. You've just got to decide what you're going to do, what your limitations are. And therefore, how are you going to handle that with a client?

What resources do you need to put in place? Are you going to ask them to keep an eye on the engagement or the complaints or what have you? Do they know how to do that? Maybe you need to create like a bit of a crib [00:09:00] sheet. Maybe they don't even know how to log in. You know, it's those kind of things where you can start to think once you've made your decisions on how you want to handle your summer, you can then start to create a plan.

**Laura Moore:** Yeah, definitely. And it might be that they don't know how to log in and you need to create them some sort of tutorials. They don't want to do the engagement, but equally, you don't. So maybe you need to bring someone in who can help you. There's all of those sorts of things to kind of have a little think about.

And then in terms of like, the conversations. Like I said earlier, like this can feel awkward. It, it feels awkward if you feel guilt, but you need to remember that you are entitled to a break. Every single person who has a job has paid holiday. They are entitled to those breaks and they are entitled not to get hassled by their employer.

And this is slightly different. Like we said, the buck stops with you, but you are entitled to set those boundaries with a client. To remove the possibility of them, you know, hassling you about little things. Yes, they may well contact you because something [00:10:00] massively has gone wrong. You know, their ad account's been hacked, for example.

**Laura Davis:** Or they've just forgotten.

**Laura Moore:** Yeah, or they've forgotten. But it's on you to set those boundaries and have those conversations. And they don't have to be awkward because they won't be shocked that you're going on holiday, they're probably having a holiday too. And if they're not, they've had one in the past, you know.

Their staff will be having holidays if they've got holidays. If they've got children, they won't be shocked that summer holidays, you've got to look after your kids. None of this is new



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information. So it won't be a shock to any of them and you just have to have these conversations and just be really honest with them and tell them what's happening when and you don't have to justify yourself.

You don't have to say to them, I've had a really, really tough year so I really need to go lay on a sun lounger. Like, it doesn't matter. You know, you just say, I'm going on holiday. Yeah. Bye. I'll be gone on these dates. Yeah. This is what's going to happen while I'm away. Yeah. That's it.

**Laura Davis:** You tell them. You're not asking.

**Laura Moore:** No. You're not asking permission.

**Laura Davis:** Yeah. You're not requesting annual leave. You're not an [00:11:00] employee. And this is the benefit. That you can go on holiday whenever you god damn want. You're just telling your client, I am going on holiday on these days. And I, like I've been away in the past. I've been on like weekends away.

I think I've even done a week. I've not even told my client, they don't need to know. No. Because I've gone with knowing that I might do a little bit of work. Yep. And that's fine, whereas my summer holiday is the one where I do try to be a bit more hands off. So you don't even have to tell them if you're just having like a weekend away.

Like if they wouldn't normally speak to you on a weekend, then why do they need to know?

**Laura Moore:** Yeah, like if you, if you wouldn't normally speak to them during the time that you're away, they don't need to know.

**Laura Davis:** Yeah. It's like I, I wouldn't tell my clients, oh just to let you know I'm going to Drayton Manor Park today, you know, I'm going to the zoo.

Like, if they happen to ring and I choose to answer when I'm in the queue to the corkscrew then, fine, but you don't have [00:12:00] to answer, like you're not a 24/7 service, so you don't, you don't need to be telling, they don't need your access to your diary, I think is what I'm trying to say.

**Laura Moore:** Yeah, I definitely agree, definitely agree.



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But if you do want to, tell them, and you are, this is something that you're going to do with, with clients, and you do want people to know when you're going to go away, then obviously make those decisions and start having those conversations as early as you possibly can. And then you can just do really subtle things to try and remind them of these things.

Like we've seen people have like a PS in their email signature, which works really well. PS I'm going, I'm not going to be around for blah, blah, blah, blah, blah, blah dates. This is what's going to happen, or this is what I need in advance, or, you know. In the meantime, this is how you can help yourself type thing.

You know, there's lots of different ways that you can kind of inform people in advance if you need, if you need to, you may not need to. So obviously that will be different for everybody. And if you are going to be talking to your clients about this, they will have questions. They need to know what's going to happen when you're not around.

Who's going to handle the account? Like, [00:13:00] is there still going to be content going out? What's going to happen if someone comments and has a question. All of those things, you need to have a plan in place that you can present to them and have conversations with them. You know, is there someone in your team who can do this?

Or do you want me to find someone else in my team who can do this? All of those things probably need a, a conversation.

**Laura Davis:** Yeah, and there are a variety of options, aren't there? And it will depend on the client's kind of setup, but it could be your client is a one man band and you can just say to them, would you mind just monitoring the engagement?

Because we, you know, really, that's because you can schedule all the content. It could be. You know, people, or maybe you've built a bit of a team where people can do that on your behalf for you. And obviously you should tell your client that someone else has access to their account. Don't, that doesn't need to be a secret.

I seem to have seen people do all the time. Like I would just say to my client, I'm going on holiday. If you don't have anyone in [00:14:00] the business who can adequately respond



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to comments, I can find someone here, whoever, you know, so just be really open and honest. Or yeah, if they've got team members, do they know how to do it?

Have they got admin access? You want to be having those kinds of conversations and don't be ashamed or embarrassed about saying I need someone else to do this for a couple of weeks because I'm going to sit on a beach.

**Laura Moore:** Yeah, definitely. Definitely. So it's just all those conversations, isn't it? And, and I know that somebody probably will have had this conversation as well in the past of clients expecting you to reduce your fee because you, how dare you have two weeks off?

That means I'm only going to pay for two weeks. Uh, no, that's not how this thing, these things work.

**Laura Davis:** Yeah. Look, I've never had that, but I know people have had that. I personally would just say no.

**Laura Moore:** Yeah, totally.

**Laura Davis:** Because the content will still be going [00:15:00] out.

**Laura Moore:** Yeah, the whole strategy is still in place. You still spent the same amount of time sorting out the content and you know, like either you or somebody in the business or you know, someone in your business is still dealing with all of the like little things that need to be done.

When you come back from your break, you're still going to be reporting. All of those other things are still happening. The only thing that isn't happening possibly is that you are not checking in on the account during that time that you're having a break or you're working different hours and they're not paying you for your output per hour, the hours you're working, they're paying you for everything that you're doing to help them to meet their objective.

And if they want to reduce what they're paying, they lose their space. You replace them, you know, because why should your income suffer? Because they've made that decision that they don't want to pay. That's not how it works. That's not how it would work with their staff. They're still having to pay their staff and their staff are going on holiday. Yeah.





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It's just a very strange mindset that I [00:16:00] think some businesses have. But yeah, say no.

**Laura Davis:** I think a lot of it is down to your relationship with your, with your clients. Like, I've worked with my clients for a long time now. They trust me.

I, they wouldn't begrudge me having a couple of weeks off and they would probably be like, no, absolutely. You go have a lovely time. We'll be fine. Which is great. If I'd have taken on a client in May and I was going away in, in July, you're not going to have built up much of a relationship to be fair. And although you still have the right to say no, I'm not invoicing you less.

I can understand why that conversation could be more difficult and I can understand it from the perspective of the business owner as well. And I think ultimately there is no right or wrong. I would say no and I would not reduce my invoice. I would say that too. But if it means that you are going to go on [00:17:00] holiday feeling guilty, feeling like you're going to have to do stuff that you didn't want to be doing, as in like having to log on and engage and work because you didn't want to reduce your fee, and it, you feel guilty for that and you know that you're not going to relax and switch off.

Then knock them a couple of hundred quid off the bill, if that's what, maybe not that much. Like, but -

**Laura Moore:** I'll give you £20 cash back.

**Laura Davis:** Just do whatever you think.

**Laura Moore:** Here's a Deliveroo voucher, treat yourself to a takeaway. I'll send you a postcard.

**Laura Davis:** Just do whatever is right for you. Again, there is no right or wrong here. And if you just want, if it gives you peace of mind, And it means that you're going to have a holiday, then yes, just say to a client, okay, fine, I'll reduce my bill. I wouldn't offer to do that.

**Laura Moore:** No, no, no.



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**Laura Davis:** But then if you do do that, you 100 percent shouldn't be logging into that account and doing absolutely anything. [00:18:00] And then going forward, if that's happened, think, right, I need to make sure when I'm pricing for my next client, I take into account that I'm going to have a reduced bill in the summer because I'm going away for two weeks or whatever it may be.

And therefore increase your fees. So it essentially covers that. But yeah, don't feel guilty and just don't, just do whatever works best for you. But personally, I'd say bugger off.

**Laura Moore:** Yeah, I agree. And then I think there's like the time when you're actually not around and you're having that break, it's important that you set those boundaries so that if you have got the clients that are, you know, maybe they've forgotten that you've gone away or, you know, that you're not around on that day.

And they dare to message you or they dare to email you. You've got boundaries in place so you don't get distracted or upset or feel like you need to reply to them. The boundaries are on you. Yeah. To, to decide whether or not you're gonna reply to an email or not. It's not on somebody else to decide [00:19:00] not to email you.

You know, I, I find it odd that people think, oh, how dare they email me out of hours? Well, email me whenever it's convenient for you. If I don't reply, that's on me. And I think you need to have those boundaries and be really willing to put them in place. You know, and so if, for example, during the summer, you're, you've told your client you're away for two weeks and you see an email come in, don't reply to it.

**Laura Davis:** Yeah.

**Laura Moore:** If it's on your mind, you can write the reply, but schedule it to be sent when you come back and then it's off your mind, it's done. But don't send it whilst you're not actually meant to be working because then that means to them, Oh, she's around, I'll send her another reply now.

**Laura Davis:** It takes, it makes a mockery of the boundaries that you've tried to set. It just wipes them all out.

**Laura Moore:** Yeah. Totally.



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**Laura Davis:** A hundred percent. Like the chances are I will a hundred percent hear from my client while I'm on holiday. Yeah. Like whether I choose to reply or not is a whole different, and that's not because he's gone "She's on holiday I'm gonna email." It's [00:20:00] because he'll have forgotten.

**Laura Moore:** Yeah. Yeah.

**Laura Davis:** Or he'll have done something and we can't be expected to remember everyone else's timescales. No, and he'll get my out of office and then it will go whoops. But he wouldn't expect a reply Unless I, you know, unless I choose to reply to him, but as you say, I would schedule that response. I wouldn't, there'd be no way that I would be to ing and fro ing.

Because that would have been the boundary and the, that I would have set that expectation with him. If I hadn't and I'd have just bugged off on holiday and he hadn't got a clue, then well that's my fault. I've not set those boundaries. So it's really important you are really clear on what you want to happen and what your expectations are.

And it might clash, they might not like it, but that's down to you to have that conversation and find a way to make it work.

**Laura Moore:** Yeah, and I think it would be the, the, the small minority that don't like it or have a problem with [00:21:00] it. Because I think the vast majority of humans are good humans who understand that people need a break.

**Laura Davis:** People who don't, people who are probably jealous is generally how it goes. Cause they're not going on holiday.

**Laura Moore:** Yeah. The people who don't are probably not great clients and should probably get rid of them anyway. But yeah, that's a whole other story. Um, and I think there's just one other thing that you really need to make sure you know what's going to happen when you're away and that there's a plan in place.

What if something does go terribly wrong when you're away? What if, for example, there's a massive world event and you've got content scheduled and it's not appropriate for that to go out? What if there's a massive kickoff in the business and there's real negative sentiment on the content that is going out?



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All of those sorts of things just need to have a think and a conversation with clients and you need to have like a, a crisis management document in place. There is by the way, a template for this inside The Social Media Managers' Toolkit. So if you've got access to that, go log in and [00:22:00] go and find that it's in the business blueprint.

If you don't have access to The Social Media Managers' Toolkit, we'll pop the link in the show notes or you can just go to the [twolauras.com/toolkit](http://twolauras.com/toolkit) and, and realistically a crisis management document is something you should have in place all year round, really, isn't it? Not just when you're going away.

So that you know what's going to happen, you've already kind of made these agreements with clients of what would happen. So like, I remember when the Queen died. Like, everyone kind of knew what would happen when the Queen died. They knew that their content would be paused and they kind of, even if it wasn't written, it was like a mental idea of what you would do.

But there's big events can happen all the time and it might be localised to you. It might be something terrible like a war or a terrorist attack. It might be you're a local business and the shop down the road is burnt down. You know, all of these things need to just kind of be thought about how, what will you do?

What content will go out, if any? If it's not going out, what will the first post back be? You know, how do you need to handle that? What conversations need to [00:23:00] be had? If there's complaints, who in the business does that need to be escalated to? Who's going to be the person that draws up the reply? What do you say in the meantime to that person who's complained?

To kind of placate them, so it doesn't go even you know, more kind of viral in a negative way. All of those things need to be documented.

**Laura Davis:** And it's not just the, the kind of strategy behind that is it can, especially if you're on holiday, you know, walking around Borneo, it's literally what buttons need to be pressed.

Like sometimes we've got clients who are very savvy. They know how the platforms work. They know how to get into Ads Manager, for example, or they know how to get into a



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scheduler and pause it and or they could figure it out like others will not have a clue and so having a document that literally says if you need, this is the scheduler we use, this is how you log in, this is the password, this is, you know, this, this is the [00:24:00] pause button or when someone leaves a negative review on your Facebook page, this is where you can go and find them, this is how you can reply to them, this, you know, it's those things that we all take for granted.

And if we haven't given them the, the knowledge on how to deal with them, and you're saying I'm off on holiday, if anything goes wrong, here's your crisis management document, but you've omitted that bit, and then you bugger off, of course they're going to ring you and say, you know, the Queen's dead, how do I, how do I turn things off, or -

**Laura Moore:** It would be pretty impressive if she died twice.

**Laura Davis:** No, but I didn't want to say the King's dead, because then I'd suddenly thought, what, I shouldn't I shouldn't say that should I? Anyway, and you know, yeah, how do I deal with the complaint that, they're gonna ring, they're gonna ring you. Of course they are because they'll have their knickers in a twist because you've not helped them to understand that.

So a crisis management document is, is essential really all year round. [00:25:00] particularly if you're off on holiday.

**Laura Moore:** Yeah, I would agree. So hopefully all of that has kind of helped you think about all those conversations you've got to have. Don't forget, if you missed last week's episode, go and dive into that next.

In that episode, we were helping you to get organised in terms of your content. So you can get all of your content ready to cover that summer break, both content for yourself and content for your clients. So go and dive into that next. We would love to hear from you. If you're enjoying the podcast, let us know, and take two minutes to rate and review the show, wherever it is you're listening.

We would be so, so grateful because those reviews really help us. They signal to the podcast platforms that people are listening to the show and that they're enjoying them, which means that we can then reach more social media managers. And we're always



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grateful when you do take a second to do that. So yeah, thank you in advance if you are going to do that, very helpful person.

And we will be back same time next week with more tips, more advice to help you in your social media business. We'll see you then.

**Laura Davis:** Ta ra!

**Laura Moore:** Ta [00:26:00] ra!

