

175 - Stop Burning Out! How Social Media Managers Can Reduce Overwhelm & Save Their Sanity

Laura Davis: [00:00:00] In this episode, we are going to cover how freelance social media managers can save their sanity, reduce the overwhelm, and avoid burnout.

Laura Moore: Welcome back to another episode of JFDI with The Two Lauras. This is the podcast for freelance social media managers. But we talk about all sorts of things in relation to running your freelance business. One of the main reasons that people leave the freelance world is because of burnout. And when you've gone freelance because you want that freedom, burnout is one of those things you wanna avoid.

So in today's episode, we're gonna talk about how you can save your sanity, how you can avoid that burnout, and you can reduce the overwhelm in your business by doing various different things. Before we get into it, I just wanna remind you that we love reading your comments and we love reading your reviews, so please, please, please, wherever you are.

This is a bit of a beg. Please leave us a review. If you're enjoying the podcast, maybe you know, tap on the five stars, but, and if you think we're worth it. It really helps us to [00:01:00] understand whether you are enjoying the show and also to get the show into the ears of more listeners, and of course, come and chat with us on Instagram.

We're over there on Instagram as @thetwolauras. Right. Let's dive in. Why are social media managers burnt out?

Laura Davis: I think there's multiple reasons. So I'm just gonna describe how I always feel. No, no I'm joking, I think there are multiple reasons really. I think one of them is it's constant, isn't it? It's like the laundry pile.

It never ends, isn't it? Yeah. And just as you get to the bottom, it's full again, it's the same with that content creation kind of, it's it. There is always something more to do. You never finish. So that can be a lot. And I think you add to that, in that thing, you have to be very reactive to things changing.

Things changing in the social media world, things [00:02:00] changing in your client's businesses, things changing in your lives. So you are constantly like firefighting and being quite reactive as opposed to being pro proactive, which can be really hard, like frustrating. 'cause you, it's like treading, uh, what's, treading water? Treading through treacle, is that some, are they the correct phrases?

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Laura Moore: I think both of those are quite valid phrases from you. I'm quite surprised.

Laura Davis: Yeah. Wow.

Laura Moore: But yeah. Got it. Got it. Right. Well done.

Laura Davis: Yeah. I'd say they're the biggest like reasons.

Laura Moore: Yeah. And I think, I think sometimes there's a, there's a feeling like, oh, this is just relentless, blah, blah, blah.

If I go and get a proper in inverted commas job, I won't feel like this. But we have to remember that in most jobs we have that relentless churn of doing the same thing every single day. And you know, no matter what it is we are doing, whether you're pushing trolleys in Tesco's, there's always a trolley to collect, or whether you're doing, you know, bookkeeping in a, in a business, whatever it is, there's always something more, [00:03:00] isn't there?

Laura Davis: And I think nine times outta 10, if people leave the freelance world and go back into employment, it's to do social media marketing or similar or marketing roles. And so those things that, certainly those things I've just mentioned. Yeah. And I think the biggest. The biggest reason for those things is there's, there's kind of that lack of systems.

You, it's like you are always starting from scratch 'cause you've never had time to put some systems in place or tools or things to help you. So you are always like, oh God, I know I need to create a bit of a system for this or automate this, or whatever it may be, but I just don't have time, so I'll just do this, this, this time.

But then next time when I get a lead or next time when I wanna sell this or that, I'll develop the system then. And you are constantly firefighting and I think, but having those systems in place. It just provides a little bit of clarity, but [00:04:00] you do have to stop what you're doing and take your time to develop those.

Yeah, and also keep on top of them, like review them.

Laura Moore: Yeah. I think there's another thing as well is the constant kind of lack of boundaries between work and like personal life. So like if you're in any other job. Typically you'd walk out the office and you wouldn't think about it again, or you wouldn't do anything about it again until you walk back in the office the next day when you're working

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social media because it's on your phone and because you're using social media for your own entertainment.

It's like always there in front of you. Yeah. And so I can totally see why that would be like, it would just hurt your brain that you can't really switch off from work 'cause you're still looking at work even though you're not looking at work. Yeah. If that makes sense.

Laura Davis: Yeah. It's like. I'm trying to think of like a similar, it's like working in an office and then on an evening saying to your friends, Hey, let's go for a drink. We'll go sit and have a drink in the office.

Laura Moore: Yeah. Yes. Yeah.

Laura Davis: You know, it's, it, [00:05:00] it is very hard to have those boundaries.

Laura Moore: Have a sleepover in the office.

Laura Davis: Yeah. Yeah. Yeah. Yeah. And you know, add to that, you know, you've got potentially multiple clients, so multiple businesses to be thinking about. You've normally got 5,000 million tools.

You've gotta remember loads of passwords. You've got, you know, Google Authenticator is used more on your phone than speaking to your kids and your husband or children, or a wife, partner. Um, so. It's just a lot, isn't it?

Laura Moore: Yeah.

Laura Davis: Yeah. It can be. It's like worth it wouldn't change it for the world. Best thing I've ever done, but it can be a lot.

Yeah. And I think, you know, add to that, we've not even covered, you know, if you've got things going on in your personal life that can make. Any situation harder, can't it, from a work perspective. So, yeah. Um, it's, it's not

Laura Moore: God, it all sounds very depressing. Should we cheer, cheer it up and get rid of this, these issues?

Laura Davis: Well, I was gonna say if you've listened –

Laura Moore: Before everyone like just [00:06:00] tunes out. Don't leave. Don't leave.

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Laura Davis: Changes career. I think if you've listened to that, go. Yep, yep, yep, yep. A that just proves that we are the right people in your world because we've totally been there and can relate to it. But, um, but yeah, do keep listening 'cause we're gonna kind of try and tackle some of the ways that we can try to overcome that.

We can't completely take it away because social media is not unfortunately in our power. As much as maybe it should be some days. Yeah. But we're gonna give you some tips to help try and help make things a little bit easier.

Laura Moore: Okay. Let's go then. First, first tip. What's the first thing?

Laura Davis: Okay. I know this might seem, I think this is quite a basic one, but I see this come up in conversations a fair amount.

It's people not using schedulers. Yeah. Well, because the whole, yeah, but if I use a scheduler, my reach will reduce, uh, [00:07:00] no. Yeah, and it's like I've seen somebody, it was in a different group, a marketing group, and someone said, oh, my client won't let me schedule.

Laura Moore: Why has your client got a say in it?

Laura Davis: Yeah. It's the quickest reason to ditch a client ever like. A scheduler is, it's an essential tool.

Laura Moore: That's like saying to an accountant, you cannot use a calculator. Like, what the hell that's, or, that's so weird. I can't understand. And what, and I don't understand why a client would say that anyway, like what, what do they think is gonna happen if they use it? But also how does the client even know if you're using a scheduler? That's just blown my mind. Wow. Okay.

Laura Davis: So I think kind of using a scheduler, you can be much more organised. You can have those boundaries in place. You are not kind of. You know, there's people I, I've seen how they go right today. Oh shit, I've not done. I've not [00:08:00] like they, that, that firefighting thing. They're like, oh, I've not got anything in the scheduler for today. Oh, I'll just, whack out a post.

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Laura Moore: We would never, never do that, by the way, just as a, you know, we would, that would never happen in our business, just so you know. No, we've never, ever run out of content.

Laura Davis: But it's that, you know, so then they think, I'll, I'll just create that content now. So they create that content now, which means that they haven't got the time to then.

So then it's like the next day they're like, oh God, I still, I have, I haven't had time. Yeah. So I'll just post content today. And again, it's about stopping. It's about stopping where you are, batch creating content and getting it in the schedule. And now I know, like I've had clients where I can, I cannot schedule everything.

Because, and I think there's probably an argument to say that you shouldn't. Yeah. Yeah. And that it, you know, the, the product, it's very dynamic. Things were, there was. Like one product in, if it was sold, I couldn't talk about it. So I had to make sure I was fairly, like, nimble, bit on my toes, but [00:09:00] there was plenty of content I could schedule, so I was like, right, I'm gonna schedule as much as I can. That's more like the USPs of the business that, you know, rather than the actual individual products.

Laura Moore: Yeah, the evergreen stuff.

Laura Davis: Yeah. And then I, that's the word. And then, and then, so there, there are ways around that. But I do think you have, you, you have to use a scheduler.

Laura Moore: And I think like with the evergreen stuff that you've just said, the stuff that should be in the scheduler.

As marketers, that's the stuff we should be doing in advance and scheduling, because that's the stuff we should be testing. Yeah. The nimble stuff that you have to create on the go, you can't test that. Like if a, if a new product comes in and like you said, that they would only have one of each product, you can't test the messaging on that because once it's gone, it's gone.

Laura Davis: Yeah.

Laura Moore: Whereas the evergreen stuff that it stands to reason that you need to do that in advance and schedule it because you do need to test your messaging and test your formats and all of that stuff.

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Laura Davis: Yeah. I also think there's something to [00:10:00] be said for using schedulers because you'll create better work, especially I think for yourself, for your own business and your own content, which obviously as you know, you are all prioritising, aren't you?

And that is the first thing you do every week is your work on your own business and not somebody else. Yeah, of course. Obviously. So, and what I mean by that is we all, you know, imposter syndrome kicks in. Compare yourself to other people. If you are creating content on the fly, you are going to be letting those.

Emotions that imposter syndromes and go, oh, you know what? I'm just not gonna post it. Whereas if you sit down when you're in a positive frame of mind, you, you know, feeling good about everything, you create your content, you put it in a schedule that is go-, that content, which is singing your praises and.

Making out that you are the best person ever is gonna go out. Whereas if you've gotta create that on the fly, when you're feeling a little bit stressed and a bit overwhelmed and you looked at everyone else's content that [00:11:00] day, and everyone else's looks amazing, then you'll just go, oh, I'm just not gonna post it.

It's just not good enough. And then you don't post it. And I, so I think, that batch, batch creating of content and putting it out there will help you sing your praises more than when you are doing it.

Laura Moore: And I think it will also help you spot gaps, see that everything's working together. See like a whole journey in your content. Do it as a campaign, like it just all works better when you do it like that. Yeah.

Laura Davis: Yeah. You are taking your audience down a on a, on a journey. Yeah. Rather than going, oh shit, uh, what can I post about today? And that's, that goes for you and your clients' businesses.

Laura Moore: Yeah, I agree.

Laura Davis: So it's a basic one, and I bet people weren't expecting me to say that, but if you find yourself being someone who is posting without schedulers for one reason or another.

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This is your, this is your kinda wake up call to, to stop. 'cause that will help and it will help you with some of those boundaries. [00:12:00]

Laura Moore: Yeah, agree. Perfect. Okay. The second one is, and I know at least one person listening to this will go, I can't do that. Or, oh, that sounds a bit, bit like a bot. Automate. You need to automate in your business.

And I don't mean automate replies on your DM saying, oh, thank you for following me. I'm not talking about spammy like robotic automations. I'm talking about automations that reduce things that you, are like repetitive in your life, in your business, so you're not doing the same thing more than once. If you're doing the same thing more than once a day, more than once a week, whatever, and it's done the same way.

It can be automated so you don't have to waste time doing it. So things like if you are sending onboarding emails to a new client. Looking out for their payments, even sending invoices every month. All of those things can be automated, so you don't have to lift a finger. You can even automate if they haven't [00:13:00] paid you on time, so they get reminders so you don't have to feel icky chasing up their payments.

Like all of those sorts of things can be automated to save you time, save you the headache of having to think about all of the things you've gotta remember, and like the, like the stress of all of that. And all of that can then re reduce that overwhelm and that burnout. There's so many things that we automate in our business, isn't there?

Laura Davis: Yeah, and I think just to touch on what you've just said there in terms of like chasing payments, if they've not been made and. It's the same as like cha, you've sent a proposal, but you've not followed up by automating it again. So similar to what we were talking about before, it removes that kind of awkwardness for you.

It removes the emotion out of it. So instead of thinking, oh God, I don't wanna chase them 'cause they've not paid my invoice, it's just really awkward. Or I don't wanna chase them about the proposal. What happens if this, and what happens if that? It just takes that away from you. It systemises that and it makes it a process and it means that you don't have to. [00:14:00]

To have that worry and that angst about it. It just happens. And if it means that your client replies to you because you've followed up about your proposal and you've won, therefore won a client, then that is well worth it. Is it not?

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Laura Moore: Absolutely. And like you might think, yeah, but then it doesn't sound like me.

Well, an automation can still sound like you 'cause you are gonna write the emails. Yeah. They'll still sound exactly like you. But if you think about the amount of times in the past that you've ever like paid for something and maybe a credit card's failed. So you've then had an email saying, you know, this payment hasn't gone through, blah, blah, blah.

No matter what business is from, it's always been automated. And I bet you've never sat there and thought, how dare they chase my payment? You know, how dare they, how dare they ask me for this thing? Because like, it's just a normal way of life. And, but I know as freelancers, it can feel really uncomfortable to chase people up, especially when money's involved.

So automate it so you don't feel like that.

Laura Davis: There are clients that I've worked with in the past who said [00:15:00] to me, oh, I never pay my invoice when it comes in. I only ever pay it when the reminder comes. Wow. Which is obviously weird, but yeah, for me.

Laura Moore: So the people who are not

Laura Davis: chasing them up and never get paid well, they, I'm sure they will be eventually, because surely everybody eventually chases, but they've got themselves.

It's like weeks after that invoice should have been paid. It's been stressful. It's worrying. Yeah. You know, they wait, they push it back and push it back and try to give people the benefit of the doubt. 'cause they'll just pay it. And this person was like, oh, I always just waited for the reminder. 'cause then I knew that it had to be paid.

Laura Moore: Wow. Yeah. Love that. But there's loads of things that you can automate. Like you could even, you can even automate. Sales emails to go, like, maybe you've got a course or something and you've got a lead magnet. People come onto your, your, they sign up for your lead magnet. You can automate a whole campaign of emails that say, oh, you know, thanks for downloading this thing.

Now buy this other thing all automated. You're selling to people without even [00:16:00] having to think about it. There could be money going in your bank account without you

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ever having to send another email. Like all of those things can make your life so much easier.

Laura Davis: All of these things don't, you know, you might be listening to this thinking, oh my God, I, I totally need to do this.

You don't need to just sit down and go, right, I need to automate the shit out of my business and do it all in one sitting. You just need to sit down and think, right, what tasks are repeated within my business? And some might be more obvious than others, and then just over time build on that. But you, again, there's a running theme through this.

You've got to allow yourself time to stop what you're doing, work on your business, and these are the things that you could be doing within that time.

Laura Moore: Yeah. Yeah. Love it. When it comes to automations, by the way and schedulers that we've just been talking about, we are launching a new product soon called Hubsy.

And Hubsy will allow you to do all of these things. We've even built some of the automations for you so you don't have to think about how they could work. Um, and all you have to do is just go and personalise them and turn them on. [00:17:00] You can join The Inner Hub to get first access to Hubsy, we'll make sure the link is in the show notes.

So you can go to thetwolauras.com/innerhub, or you can put yourself on the waiting list for Hubsy if you're not urgently trying to get in ASAP. And again, we'll put the link for that in there. But the best way to make sure you can get early access and the best rates is to be in the Inner Hub. So do come and join us. Okay. Next thing that we can do –

Laura Davis: Just to add to that, if you want to hear more about Hubsy, you can go and listen to last week's episode if you haven't already. It's, I think it's episode 174.

Laura Moore: Nice.

Laura Davis: Um, so go have a read, uh, read, go and have a listen to that if, if all of this,

Laura Moore: Or read the transcript, you know, if you want to.

Laura Davis: Well, yeah, yeah. Whatever floats your boat.

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Laura Moore: Right. Next up then. Next tip.

Laura Davis: Next up is kind of removing unnecessary stuff in your business, like streamlining, you know, we talked about right at the start, reasons why. People can [00:18:00] get overwhelmed and it's things like using shed loads of tools. Spending your life in Google Authenticator, logging into everything, you know, making a decision.

Just what bloody tool to use. It's hard, you know, that's a massive blocker is something we see all the time of people going, I need to do this, but which of all these things should I use? Which is the best tool? So kind of streamlining some of that tech, removing that decision making.

Laura Moore: Yeah. And sometimes. Sometimes you just have to make a decision. Yeah. Like the longer you are thinking about it, the more overwhelmed you get with it. Yeah. And there's someone who I'm sure is probably listening to this podcast and will know exactly that I'm talking about them, but we know somebody who has been talking about launching something for a really, really long time and has tried every tried looking at every single tech option to get this thing out into the world.

And like it's probably been two years since we first had the first conversation about [00:19:00] this. And if they'd just picked a tool, it could have been out there already. But it's the procrastination of making the decision that sometimes will hold you back. So sometimes you just have to think, okay, I'm gonna use this.

If it doesn't work, I can move on and I can try something else. Yeah. But the whole time you're thinking about it. You're building the overwhelm in your, your mind and you are putting off, actually taking action. And we're all about taking action. That's why this podcast is called JFDI. By the way, lots of people still don't actually know what JFDI stands for.

Um, so you know, just effing do it is like our motto. And sometimes that applies to choosing a tool. You just have to just decide.

Laura Davis: Yeah. And I think, you know, there's this hidden kind of mental load isn't there about all of these decisions you have to make, all the different tools that you are already using, switching between them, like the whole login stuff, you know, like thinking.

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Right. And I, like, I, I can relate to this, like, we've been in that place before where we've had too much [00:20:00] stuff and then we had to kind of take a step back and strip it all down. You know, you've got one, you've got one tool for comms, you've got. Another to manage your projects. You've got another, for all your contracts and your invoices.

You've got one. You know something for booking your calls with your clients. You've got something for taking payments. It, it's a lot. Yeah. Yeah, it's a lot. So, you know, streamlining all of that and removing unnecessary stress and confusion. Is like the dream for me. Yeah, absolutely agree. So that tech overwhelm is one of the reasons, well, one of our biggest motivations for why we're launching Hubsy because it's literally going to give you everything you need under one roof.

So it removes that confusion, gives you that clarity. It kind of stops you wasting loads of time. Because it's something we see all the time. It's not just how we feel [00:21:00] about things and have felt about things in the past. It's, it's what we're seeing all the time in our communities. You know, we've worked with thousands and thousands of freelance social media managers, so, you know, Hubsy has very much been developed because of what we are seeing happening out there in the, in the big, wide world. And hopefully it will help solve that juggle.

Laura Moore: Yeah. And it's one decision. Yeah, like one decision. 'cause it's one tool that does all of it. Oh, I feel a headache already lifting. Honestly, I was just, as you were talking just then, I was just thinking, my God, all the amount of decisions we have to make in our day that are not even related to work.

No wonder we're overwhelmed for decision making. So, you know, if you can reduce your decision making, like Yeah. Perfect. Yeah. There we go. But I, I do feel like we've talked about a lot of different things that can kind of reduce the overwhelm and, you know, if you've been making notes throughout this podcast of all the different things, you can –

Laura Davis: Probably overwhelming,

Laura Moore: Yeah, exactly. You're probably overwhelmed with the list and thinking, oh [00:22:00] God, I've gotta go and do all these other things. That is the last thing we want you to feel is overwhelmed by all of the ways that you could reduce your overwhelm. Like that's the fastest way to burn out. What you need to do is just think about one thing.

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Like, what could you do? What one thing that could you do to simplify things for your client work, for your own work and your business with your tools? What, like, what is the one thing that you could do? What's the one thing that you could do today or this week or this month that would just simplify things a little bit?

And even if it was just what, what's one decision that you could make? Or what's one list that you could write? Like what is that one thing you could do? And it could be right, okay, I'm gonna make the decision. I'm gonna schedule my content. It could be, I'm gonna make a decision that I am going to set up an automation that chases people when they haven't paid me.

And hopefully that automation will never have to run because people pay you on time. But if it's done, you know it's in the background and it's, that's off your mind, you don't have to worry about it. You know, it could be that you are going to set up an [00:23:00] automation that is delivering a lead magnet. It could be anything that's just gonna reduce one thing that you have to do in your business.

What you don't wanna do is get sucked into the whole shiny object syndrome of everyone going, yeah, but you can do this, and you can do this, and you can do this, and you can do this. Just one thing at a time. Just simplify.

Laura Davis: Yeah. It sounds like the dream.

Laura Moore: Yeah. As I go and get off this podcast and give you a list of 10 things you need to do.

Laura Davis: Yeah, I definitely think that, just take it one step at a time. You know, we've mentioned that we've automated huge amount of stuff in our business, but that just didn't happen overnight.

Laura Moore: No, it's taken years. And some of those automations have literally been running for years. Yeah, probably need checking to be fair. Put it on the list.

Laura Davis: Okay. So if, you know, if, if you listen to this podcast thinking, my God, they're [00:24:00] like in my brain. Um, we aren't. Um, but we do, as we've said, understand the, the perils of being a freelance social media manager. So we hope Hubsy will be a huge answer to an awful lot of problems that freelancers are facing.

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Um, so as Laura mentioned, we will pop the link to Hubsy in the show notes so you can join the wait list and find out a little bit more about that as and when we roll that out. And I think, you know, burnout is not a badge of honor. It's not something we should all be aiming for. No. Um, so if there are things that you can do in your business now, you might be thinking, I feel fine.

What's burnout? Like that's great. Savour that feeling, but put things in place now that you don't get to that point. So you can kind of reclaim a little bit of time, space, sanity. But yeah, do come and ask us any questions. Just [00:25:00] come and give us a hollow, um, on Instagram.

Laura Moore: Yeah. And if, if there's things that you, you're thinking, oh, hang on a minute. I know that I would need to automate this, but I don't know how, or I know that I want to do this thing, but I don't know how, or, you know. If you're stuck on any of those little nitty gritty things, ask us, we will give you ideas and point you in the right direction to, to kind of relieve those stressful things.

Laura Davis: Absolutely. A hundred percent. Okay, we will be back next week. Um, we will see you then.

Laura Moore: Toodles.

Laura Davis: Bye.

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