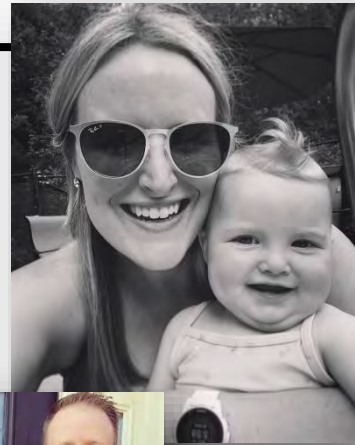




# TECHNOLOGY News, Social Media and Your Job BURNOUT

# HELLO.

## ANGELA THOMPSON



**“ WORK  
HARD AT  
WORK  
WORTH  
DOING.”**

*Theodore Roosevelt*

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SION+

helping  
communities  
communicate their  
unique identities  
and engage with  
residents in new  
exciting ways



MARKETING  
BRAND IDENTITY MANAGEMENT  
PUBLIC RELATIONS  
EVENT PLANNING  
SPEECHWRITING  
MEDIA RELATIONS  
SOCIAL MEDIA MANAGEMENT  
GRAPHIC DESIGN  
PHOTOGRAPHY  
INTERNAL COMMUNICATIONS

COMMUNICATIONS  
& OUTREACH DIRECTOR

— Est 1834 —  
**CANTON**  
GEORGIA



# OVERVIEW

defining burnout

signs & causes

tips & advice

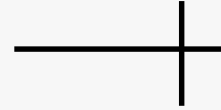
burn·out

According to Sprout Social,

**86%**

of social media  
professionals have  
experienced  
some form of burnout in  
their careers.

# AM I BURNED OUT?



**burn·out**  
'bɜrn, out/  
*noun*

1.  
the reduction of a fuel or substance to nothing through use or combustion.  
"good carbon burnout"
2.  
physical or mental collapse caused by overwork or stress.  
"high levels of professionalism that may result in burnout"



**IT'S DIFFERENT FOR EVERYONE**

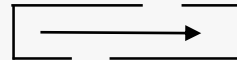
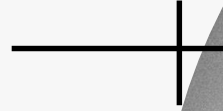




# HOW DID I GET HERE?

## TOP CONTRIBUTING FACTORS OF EMPLOYEE BURNOUT

- Unfair compensation (41 %)
- Unreasonable workload (32%)
- Too much overtime or after-hours work (32%)



**SOCIAL MEDIA BURNOUT**  
“Ambivalence, emotional  
exhaustion, and  
depersonalization caused by  
the constant bombardment of  
social media use.”

- Journal of Computer Information Systems



# WHAT CAUSES BURNOUT IN COMMUNICATIONS?



# BURNOUT @ its worst

Kansas City firefighter accused of spitting on child working desk duty job

Post Nation  
'Ain't nobody got time for this': 911 dispatcher sentenced to jail after hanging up on thousands of callers

Officials say postal worker hoarded over 17K pieces of mail





# Managing Public Expectations

*WITH THE 24/7 NEWS CYCLE*



- Instant information and access
- Disagreeing with strangers on the internet
- Trolls, bots, disinformation, oh my!
- Never a dull moment
- Weight of creating
- General wearing down (mental & physical)
- Privacy concerns



# TIPS & ADVICE

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## SOCIAL MEDIA MANAGERS

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- Disassociate from the brand
- No one is attacking you personally
- Scheduling software: Hootsuite, Tweetdeck
- Let things slide
- Don't let it manage you!



**“THEY DON'T KNOW WHO'S ON  
THE OTHER SIDE OF THE SCREEN.”**

# **SPEAK OUT BEFORE A FREAK OUT**



are you managing expectations for  
your social media response times?

## **EXTERNALLY**

- Where to post publicly about your response times/hours
- When/how to use chat auto-responders

## **INTERNALLY**

- Do directors need to be educated about response times? Is training in order?
- A conversation with your boss?



# TIPS & TRICKS

## WHY DO I DO THIS IN THE FIRST PLACE?

WHAT ABOUT YOUR JOB  
**EXCITES**  
YOU THE MOST?

- Do not dwell on things out of your control
- Prioritize yourself
- Perspective
- Learn & grow from failure
- Good posture, power pose
- Breathe

IT MAY BE TIME TO MOVE ON.  
FIND YOUR NEXT STEP. →







# Physical & Mental Health

- Healthy Habits
  - Workout
  - 10 minute walk
  - Dietary choices
  - Sleep = non-negotiable
- Take a break
- Change office culture
- Bend an ear, phone a friend

WORK IT 

# SET SOME PERSONAL SOCIAL MEDIA LIMITS

- Time restrictions
- Stop push notifications, unplug
- Real, live relationships
- Think before you react
- If you wouldn't say it in person, don't say it online



# A BALANCING ACT



- When is it safe for social managers to unplug?
- How can you be 'on call' for emergencies, but stay away from social media in your evenings?

## *Teamwork makes the dream work*

- Vacation days/ "Real time off"

“Never get so busy making a living that you forget to make a life.”

*Dolly Parton*

## ↓ GET INSPIRED

Dedicate time each day to being unplugged—this is when your best ideas might come.

Remember the relationships you've built offline—they can inspire new ways to engage with your community.

Don't sleep next to your phone—it's just not healthy.



# KEY TAKEAWAYS

Stay proactive, recognize signs

Set and adhere to expectations

Disassociate from the brand

Life balance

You are not alone

Use vacation days





# Questions?

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