

The Socialize Strategy!

March 15, 2024

Did you know that our newsletter is also available as a 15-min podcast? Today @themuthership shared lots of insights because she knows the endless battle of cranking out that content for all the channels!! [LISTEN HERE](#)



What to do when you are feeling content creation burnout?

If you are feeling burnt out about creating content for social media, you're definitely not alone. The endless grind of filming, editing, posting, engaging and more can take a toll. Here are some strategies to help you tackle your burnout!

Focus on creating videos that are FUN for you

When you aren't feeling excited to make content, the best way to combat it is trying to make something that is FUN. Even if it doesn't fit your niche, strategy, or content calendar, think about what type of content you would enjoy creating! Do a silly trend, lip sync a fun song, or dance to one that makes you happy. It can help serve as a reminder that making content should be an happy task and not a chore or obligation.

Psst... take a look at The Socialize Forecast for some fun trending videos and music suggestions!

Share a favorite creator's content!

An easy way to keep the flow going without any effort is to share your favorite creator's content to your story, or do a duet without being on camera! Many have dueted @themuthership's videos with just an image and/or title on the side [LIKE THIS](#). It's an easy way to keep things moving when you're uninspired.

Repost your own content

If you are feeling uninspired and uninterested in making something new, take a look back at content that performed well in the past and repost it with new music, captions, hashtags, or titles! This way you can maintain consistency without further fueling your burn out. Try to do this by using content WITHOUT the TikTok watermark so it doesn't look like an old video 😊 and if you forgot to save the video before you posted it, you can get the watermark off using [THIS HACK](#).

Make it easier for yourself

If part of the reason you are uninspired is because making videos feels like an intensive process, think of ways you can make quicker, scrappier videos. Pick up your phone and film directly in TikTok or Instagram and post a quick video of you talking to camera. Take a break from making content creation a full production and try to make a quick video that doesn't require a lot of set up, editing, or polishing!

Use CapCut or Instagram templates!!

An easy way to make quick content is using templates and plugging in your existing photos. This is so convenient because the app does the work for you. A bonus tip for making this even quicker and easier to execute is to use albums/folders on your phone to put photos that you might want to use for a template down the road. We make a practice of reviewing the content in our phones at the beginning of each month - look back at the month prior, grab a few of your favorites and put them in an album. This way when you need some quick content, it's easier to find without going through months of photos.

If you want to take a break, make a plan!

If none of these strategies work for you, plan to take a break! To keep your momentum, try and schedule out some content if you can to post while you are on a break to maintain consistency with the platforms. Even if its short, quick photos and videos. Or, when you plan to return to creating, understand you will need to work to get your views back to where they are!

Reminder: social media is not an emergency

But at the end of the day, if you are truly in a bad frame of mind due to social media, especially with everything going on in the world, we fully support taking a break. The apps, your followers, and the content will be there when you get back.

Our goal has always been to make achieving your goals on social media easier by being your content BFF, providing ideas, trends, tutorials and more, but as your BFF we're also here to say that if you need a break, take one! We'll be here waiting for you when you get back 🍷

QUESTIONS?

@themuthership has been answering questions at the end of the Friday podcast episodes. Make sure to listen to hear the details! And feel free to submit your questions below!

[Submit Questions](#)