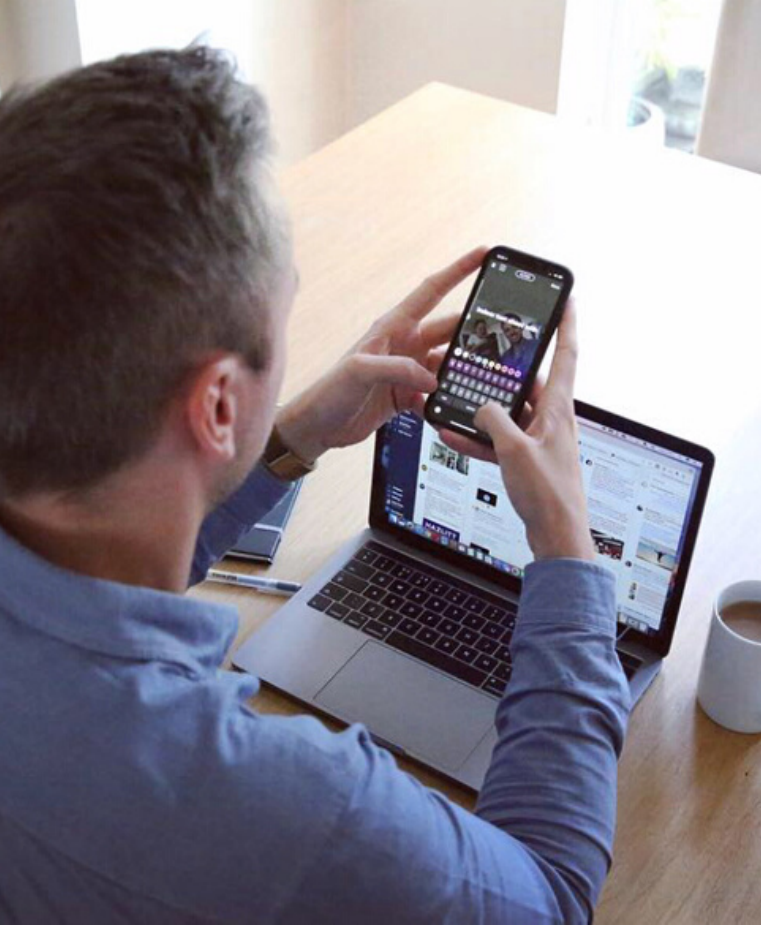




THE BUSINESS OF SHOW BUSINESS

SOCIAL MEDIA CHECK LIST

Everything you need to help you have a positive mental health experience online.



I always say that for creatives and freelancers social media is like doing your tax:

Whether you like it or not, you have to do it.

Social media is your shop front but you're not a robot, you are allowed to share elements of who you really are and take us behind the scenes of your life.

I also want to say, you don't have to use every platform for work. Look at the time you have and decide what platforms work best for you.

Matching who you are in person and in an audition or meeting, to who you are online is the best way to use your online presence to 'market' yourself. It's authentic!

It's so easy to get overwhelmed by social media and therefore not to see the full benefit of it. For freelancers, creatives and performers it gives you a chance to perform and entertain a mass audience - but, the offline you has to match the online you.

Find out more

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***SET PARAMETERS
SO YOU LEARN TO ENJOY SOCIAL
MEDIA AND MAKE THE MOST OF
YOUR ONLINE PRESENCE***

THE BUSINESS OF SHOW BUSINESS

I WOULD RECOMMEND LISTENING TO THE FOLLOWING PODCAST EPISODES TO HELP IMPLEMENT A SOCIAL MEDIA STRATEGY TO TAKE THE PRESSURE OFF OF POSTING AND TO LEARN HOW TO SPOT EASY OPPORTUNITIES TO CREATE CONTENT TO POST ON SOCIAL MEDIA.

[I also dive deeper into the points mentioned in this handout on episode 9: Positive mental health online](#)



[Episode One: Marketing for creatives](#)

[Episode Three: Online presence](#)

[Episode Five: What to post on social media](#)

Find out more

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The Business of Show Business

SOCIAL MEDIA MENTAL HEALTH CHECK LIST

Think of your social media as an extension of you. As a creative, you perform or entertain the audience in the theatre or at your event, but by being able to authentically bring yourself and your skills online, you are able to perform to a bigger audience.



What accounts am I on for work?

You don't have to be on every account for business, but if someone has contacted you for work from one of your accounts, then you will have to think about having some work images or content on there.

- 1 - Firstly, pick what accounts you have the time and aptitude to use
- 2 - Secondly, when posting about work try to use the rule of 3 to feel less awkward about doing it. For every three pictures or posts you use, one should be about your work/business.

Be proactive not just reactive



Set your time allowance on social media so you don't fall down a blackhole or lose your day scrolling. Decide what channels you are keeping completely personal, if any, and then figure out what aspects of your life you are comfortable sharing. Take control of what you see online and what people see about you. Plan, research and be SOCIAL on social media.

Marie Kondo your social media



Does it bring you joy? Only follow those who support, inspire, and make you feel good about yourself. No one actively wants to feel inferior to anyone else.

What do you want to see when you scroll on your social media?

The Power of muting



You can mute certain words and accounts on Twitter so you don't see their posts all the time; you can unmute that person or word at any point. You can also do the same on Instagram. It allows you to avoid the awkward unfollow if you feel that would be an issue.

1. Go to someone's profile on IG & hit those three little dots at the top.
2. Hit "mute" and then decide when you want to mute their stories, posts, or both.
3. Once you've chosen what you prefer, you will no longer see that person's content on your feed!

The Business of Show Business

SOCIAL MEDIA MENTAL HEALTH CHECK LIST



Inspiration station



Use other people's posts as inspiration rather than for comparison.

Use it to make you feel good or to motivate you to produce content as well. You can also use it as a conversation starter when networking and making new connections.



Saving posts

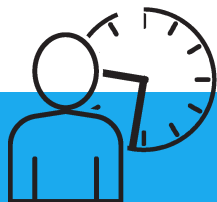


If you see a post that inspires you, makes you laugh or just generally happy, why not save it or bookmark the post so when you maybe feel a bit glum or unmotivated you can look at all of the posts that make you happy.

Going back to the above point of inspiration, save posts that inspire you for future reference.



Time management



Once you have decided what platforms you are using, then figure out how much time you spend on them for 'work' and how much is for leisure and then split your time accordingly.

Platform 1..... Work time allotted.....

Platform 2..... Work time allotted.....

Platform 3..... Work time allotted.....

Use apps like Forest to limit your time on social media



Checklist if you struggle with posting

Here is a social media checklist if you struggle with posting - going back to 'when you can post anything you post nothing' so we need to set parameters and keep you accountable.

If you are struggling to figure out if a post is a good match and authentic to you, think, *does it inspire, entertain, educate, or start a conversation?*

If it ticks one of those, then you can probably post it. Think before posting!