

# Teah Hopper

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Social Media Strategist  
Teah Hopper Consulting



# HOW TO HAVE MORE JOY IN YOUR SOCIAL MEDIA & AVOID BURNOUT

# SOCIAL MEDIA: Love it or Hate it?







# Digital Wellness

# How to have more joy in your social media

**1. Have a strategy and a system.**



# Strategy

- Brand Story
- Target Audience
- Goals

# System

- Content Calendar
- Batching Content
- Scheduling Posts



# Learn How To Create A Content Calendar using *Google Calendar*

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[teahopper.com/content-calendar-ebook](https://teahopper.com/content-calendar-ebook)

## 2. Don't just post to post.



[teahopper.com/content-map](https://teahopper.com/content-map)

# 3. Find your 90%.

# Digital Distraction



All men's miseries derive from not being able to sit in a quiet room alone.

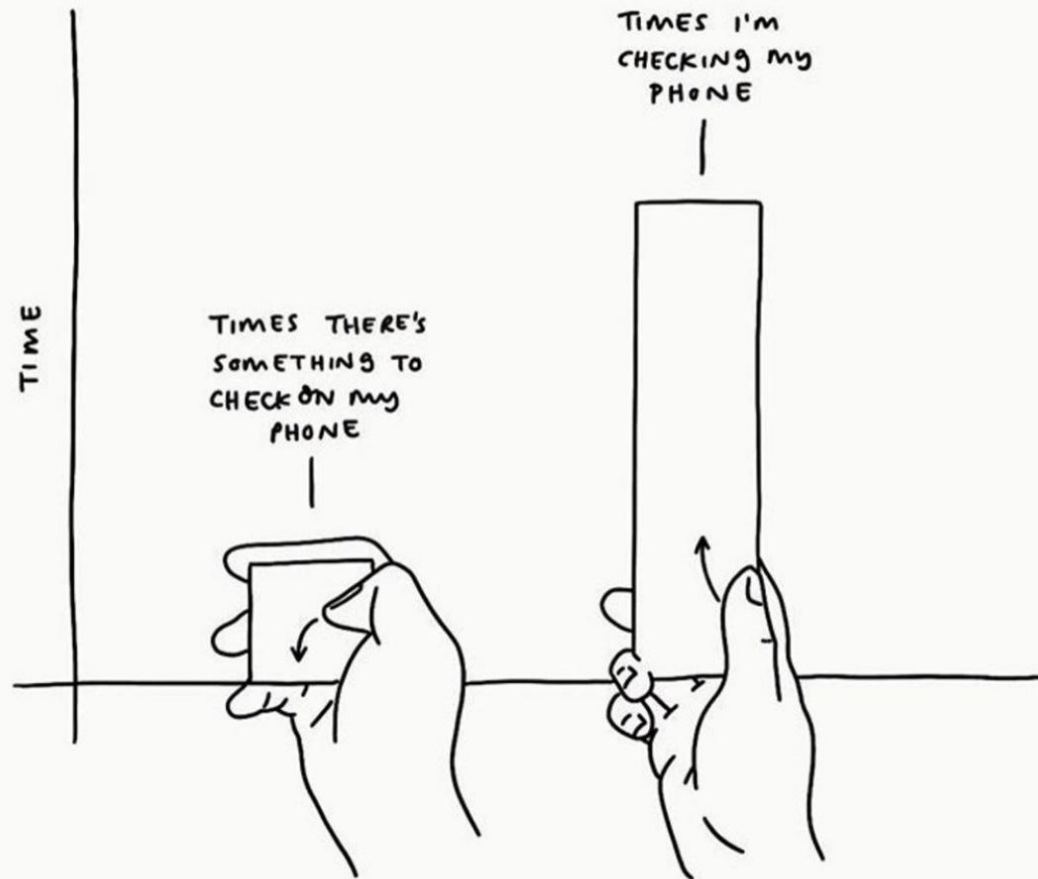
**Blaise Pascal**



**Distraction ---> Traction**

# Who is in control?

## A GRAPH ABOUT SCROLLING



# 10 tips to have more joy in your social media & avoid burnout

# 10 Tips to Avoid Burnout



**Silence your phone**



**Turn off notifications**



**Identify your triggers**



**Set aside time to check messages**



**Clear & organize home screen**



**Never touch a message more than twice**

# 10 Tips to Avoid Burnout



**Delete apps & check from computer**



**Set aside time for scrolling**



**Schedule time for social media**



**Airplane Mode**



If there's a secret to happiness, it's simple - presence to the moment. The more present we are to the now, the more joy we tap into.

**John Mark Comer**

# Questions?

# Contact Me

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# THANK YOU.

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