



CHECKLIST

Recognising and recovering from social media burnout

- ☐ Notice if you dread opening the scheduling tool or checking metrics rather than just feeling tired.

- ☐ Watch for a pattern of checking work accounts outside working hours and at night.

- ☐ Identify whether negative comments are affecting your mood for hours after you read them.

- ☐ Set a hard boundary between your work and personal social media use — use different devices or browsers where possible.

- ☐ Step back completely for one week: don't post, don't check metrics, don't read comments.

- ☐ After stepping back, restart with a smaller scope — fewer platforms or less frequent posting.

- ☐ Build in a fixed working window for social media each day and stop when the time is up.

- ☐ Review progress weekly or fortnightly rather than daily to reduce the pressure of constant tracking.
