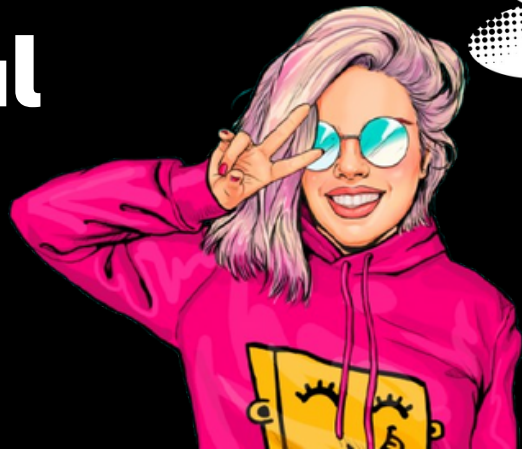


# Protect your social energy

Wellbeing tips for charity social media professionals



## 1. SET REALISTIC BOUNDARIES

Charity social media roles can feel emotionally urgent and morally driven. Define working hours and notification rules to prevent constant availability, reduce compassion fatigue, and protect recovery time without guilt.

## 2. CURATE WHAT YOU CONSUME

Regular exposure to distressing stories, crisis situations, and negative responses can take a toll. Actively manage feeds, mute triggers, and rotate challenging monitoring tasks between team members to reduce emotional overload while staying informed.

## 3. BUILD PAUSE POINTS INTO YOUR DAY

Processing sensitive content requires emotional as well as cognitive energy. Short screen-free breaks help regulate stress responses, restore focus, and reduce the cumulative impact of difficult content.

## 4. SEPARATE METRICS FROM SELF-WORTH

In charity work, engagement can reflect complex public emotions rather than performance. Viewing metrics as information, not judgement, helps protect confidence when content involves trauma, controversy, or limited reach.

## 5. TALK IT THROUGH EARLY

Holding others' stories and distress alone increases risk of burnout. Sharing challenges with colleagues, managers, or professionals creates psychological safety and ensures support before pressure becomes overwhelming.

# Further information & Support



Scan to access our Social  
Media Wellness Hub

- Check out our Blogs for useful tips from our experts, including some excellent advice from Joe Freeman of NHS England - [strawberrysocial.com/blog/social-media-managers-have-feelings-too](https://strawberrysocial.com/blog/social-media-managers-have-feelings-too)
- Talk to us about supporting your team's social media efforts - let us take the strain, especially out of hours. Give much needed downtime back to those who need it - [strawberrysocial.com/social-media-moderation-for-charities/](https://strawberrysocial.com/social-media-moderation-for-charities/)

Working with:



0203 873 1092

[info@strawberrysocial.com](mailto:info@strawberrysocial.com)  
[strawberrysocial.com](https://strawberrysocial.com)