



Protecting Your Social Media Team's Mental Health

Robbie Schneider, SMS, Social Media Manager, Franciscan Health



Outline/Agenda

- Focus: Learning how to manage stressors in the social media space and support your digital team members
- Learning objectives:
 1. Understand the impact of social media on mental health among those in the profession
 2. Identify risks of burnout and mental health concerns in team members and in themselves
 3. Identify process improvements and resources to reduce stress on social media teams

We Have A Problem

- 2/3 adults say lives forever changed from pandemic (American Psychological Association, 2022)
- 73% experience digital overload
- 1 in 5 adults are experiencing a mental illness – and nearly 1/3 are not able to get treatment they need
- 15% of adults reported a substance use disorder in the past year
- 10% have had an alcohol use disorder in the past year.

We Have A Problem

- 64% say work is significantly impacting stress levels
- 51% have felt burnt out at least one time – 84% of millennials
- 44% of employees say they experienced a lot of stress the previous day

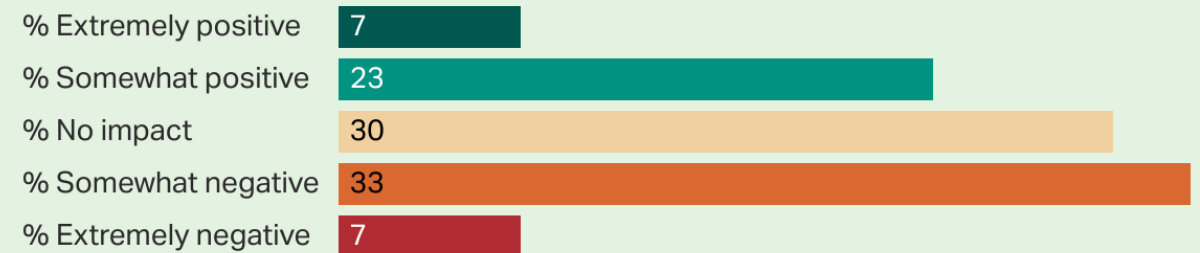
We Have A Problem

Even if you personally don't have a mental health struggle, it will affect you in the workplace.

- Missed work is estimated to cost the economy \$47.6 billion each year in lost productivity.

Impact of Job on Mental Health for American Workers

Over the last six months, what type of impact has your job had on your mental health?



GALLUP PANEL, AUG. 23-SEPT. 7, 2022

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Social Media & Mental Health

Multiple studies link heavy social media use and:

- Increased depression
- Loneliness
- Anxiety
- Self-harm
- Suicidal thoughts
- Social media addiction
- Sleep problems

....and that's for the people who choose
when and where they're online.

Social Media & Mental Health

Inc.

NEWSLETTERS

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LEAD

Your Social Media Manager May Be Ready to Quit

The job is prone to burnout, leading to high turnover on social teams in businesses of all sizes.

Here's why it's happening and how you can help. [🔗](#)



Society for Health Care
Strategy & Market
Development™

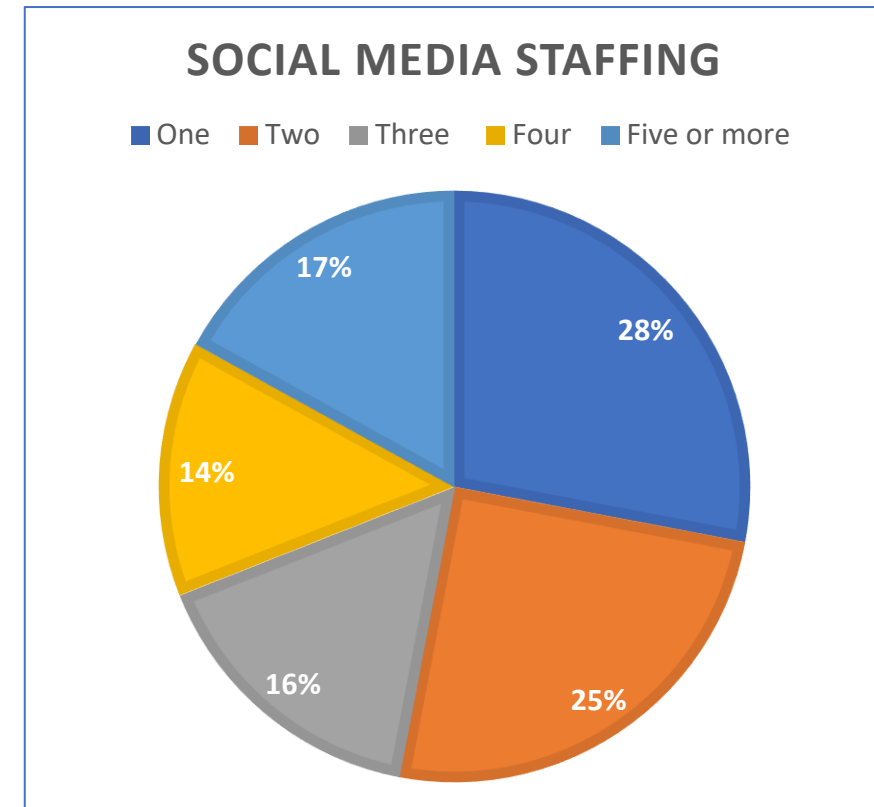
Social Media & Mental Health

“We’re just beginning to understand the potential psychological effects of social media on holistic health and well-being, and we need to consider how those effects may compound for people in our field.”

.... [Leigh Morrison](#), Senior Manager of Corporate Social Media,
in an interview with Sprout Social.

Carrying The Load

- A 2022 survey from SocialMedia.org Health found that more than half of the hospital systems in its membership had two or fewer employees dedicated to social media roles.
- The survey group includes:
 - multi-hospital systems
 - academic medical centers
 - children's hospitals
- 60% said their year-over-year budget was flat or had decreased.
- Only 23% of members had agency help.



Carrying The Load

Social Media Manager

What you'll do:

- Own ~~all~~ content creation, manually publish posts, respond to customers, create weekly reports on analytics, and translate insights into strategies for Facebook, Twitter, TikTok, LinkedIn, YouTube, Pinterest, and Instagram
- ~~Identify gaps~~ and opportunities, including trends and tools, to enhance the overall social ~~experience~~

Um, no?

Are we hiring ONE person or The Avengers?

Research

Strategy



1,986 likes

hootsuite I spy, with my little eye...too many things wrong with Social Media Manager job postings these days 🙄

How Many Hats Do You Wear?

- Content creation
- Publishing
- Service recovery
- Writing
- Copy editing
- Photography
- Filming
- Video editing
- Channel strategy
- Advertising
- Blogging
- Website management
- Reporting
- Analytics
- Media relations
- Marketing
- Strategic planning
- Other marketing roles

Routine Stressors In The Social Media Space

- Staffing
 - On call 24/7
 - Brands can receive hundreds of social comments/inbound messages each day.
 - Pressure to respond promptly to complaints – within the limitations of HIPAA
- Volume of content production/need to contribute to multiple social media channels

Routine Stressors In The Social Media Space

- Constant platform and algorithm changes
- Changes in how people use social media
 - The average user spreads their digital footprint across a 6-7 platforms every month

Science & Technology

Threads, X and the future of social media

With Twitter gone and users unsure about X, is Bluesky the future? We try it out

Routine Stressors In The Social Media Space

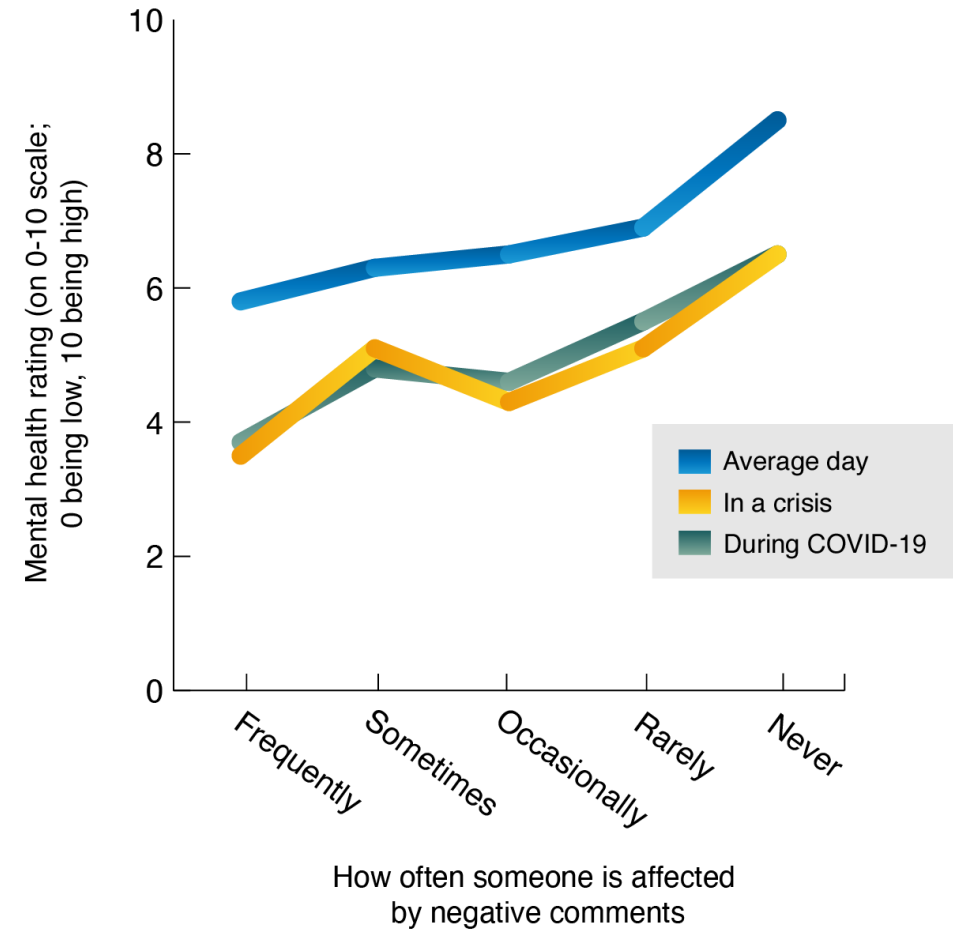
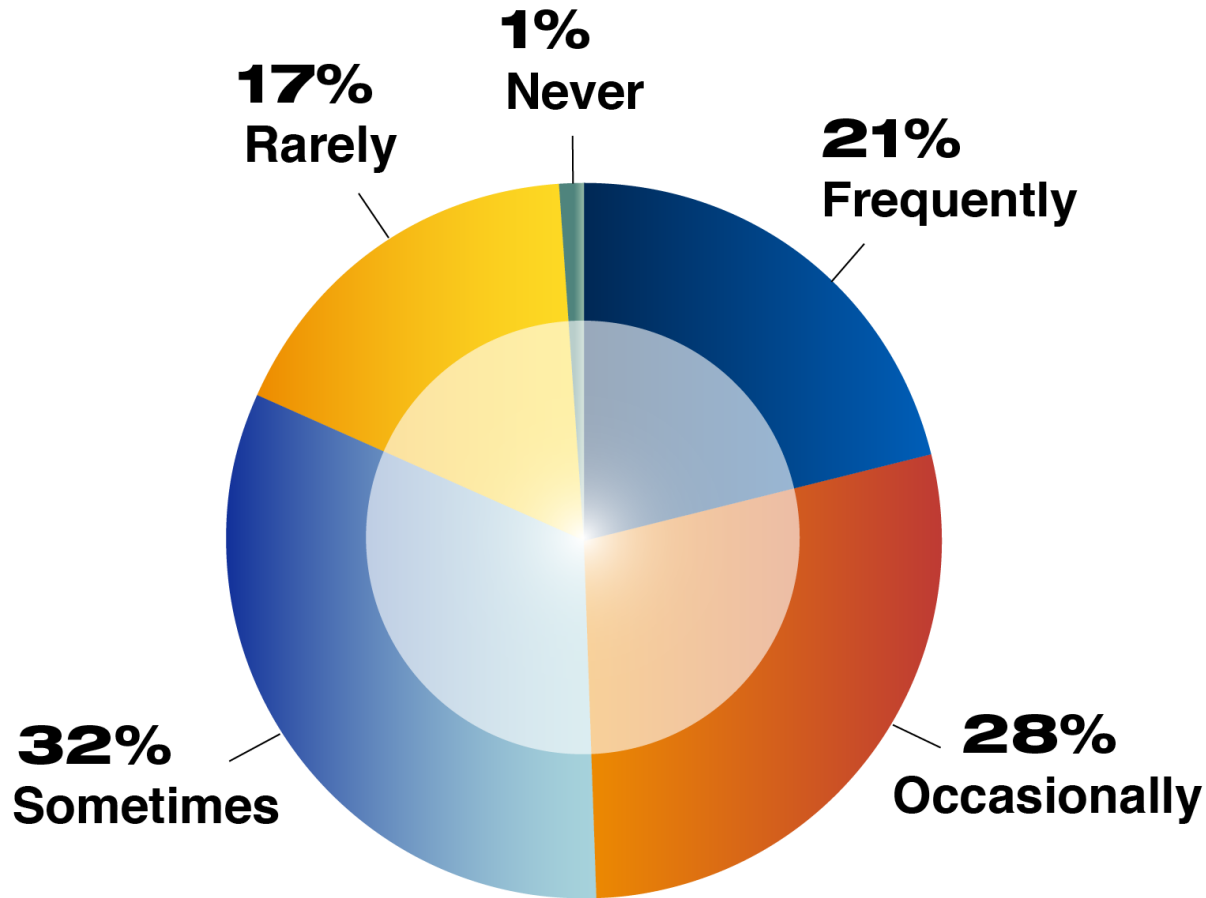
- Monitoring and moderating comments
- Normalizing this as part of the job conceals the real impact that issue and comment moderation has on team members.

Hate machine: Social media platforms pushing antisemitic recommendations, study finds

From Bad To Worse: Amplification and Auto-Generation of Hate

REACTIONS TO NEGATIVE COMMENTS

82% of social media managers are at least occasionally affected by negative comments.



Crisis Communications

- Short-term crisis/issues management
 - Accidents
 - Weather
 - Internal/external crisis
 - Shift in staffing due to illness/job change
 - Searching for comments threatened to be made on social media


 **Columbia University Irving Medical Center** ✓
Apr 3 · 🌐

ICYMI: Following the recent Nashville school shooting, [Columbia Public Health](#) Sonali Rajan spoke to [CBS News](#) about the traumatic effects gun violence exposure has on children.




[columbiamed.link](#)
How the U.S. is failing to prevent school shootings and what it could be doing

👍👎👏 3 1 comment

 **UofL Health**
7,965 followers
5h · 🌐 + Follow

"There's only so many times you can walk into a room and tell someone they're not coming home tomorrow. It breaks your heart when you hear someone screaming mommy or daddy. It just becomes too hard day in and day out."
- Dr. Jason Smith on the toll of gun violence in Louisville



LOUISVILLE METROTV 1:54

PERSONALLY, I'M WEARY

👍👎👏 211 10 comments · 57 reposts

Crisis Communications

- Long-term crisis situations
 - COVID pandemic
 - LGBTQ, transgender care attacks
 - External events in community/state/nation/world

Crisis Communications

- “There’s no way to catch everything.”
- “I have thick skin, but it doesn’t mean impenetrable.”
- “I volunteer to take the burden from our clinic staff.”
- “It drains my energy, honestly, all the time.”

Crisis Communications

- Remember the personal impacts when a crisis hits your community

Franciscan Health
Published by Salesforce Marketing Cloud · July 18, 2022 ·


News of Sunday's mass shooting at the Greenwood Park Mall may prompt worries in your child. We offer tips on how to talk with your child and offer reassurance.
<https://www.franciscanhealth.org/.../school-shootings-how...>



15 3 shares


Franciscan Health
Published by Sprout Social · 6d ·

With several Indiana communities being hit hard by tornadoes F more severe weather on the way, be aware of ways to keep you only during the storm, but in the recovery after.
Tornadoes bring with them many dangers, but perhaps not so e from colorless and odorless carbon monoxide (CO) from genera temporarily restore power.



FRANCISCANHEALTH.ORG
Devastating Tornadoes Leave Hazards in Their Wake: Tips to Stay Safe
Tornadoes bring with them many dangers, but perhaps not so evident are the ris...

THE PHOENIX TEAM
Franciscan Health
Indianapolis, Mooresville, Carmel
Critical Incident Stress Management Team



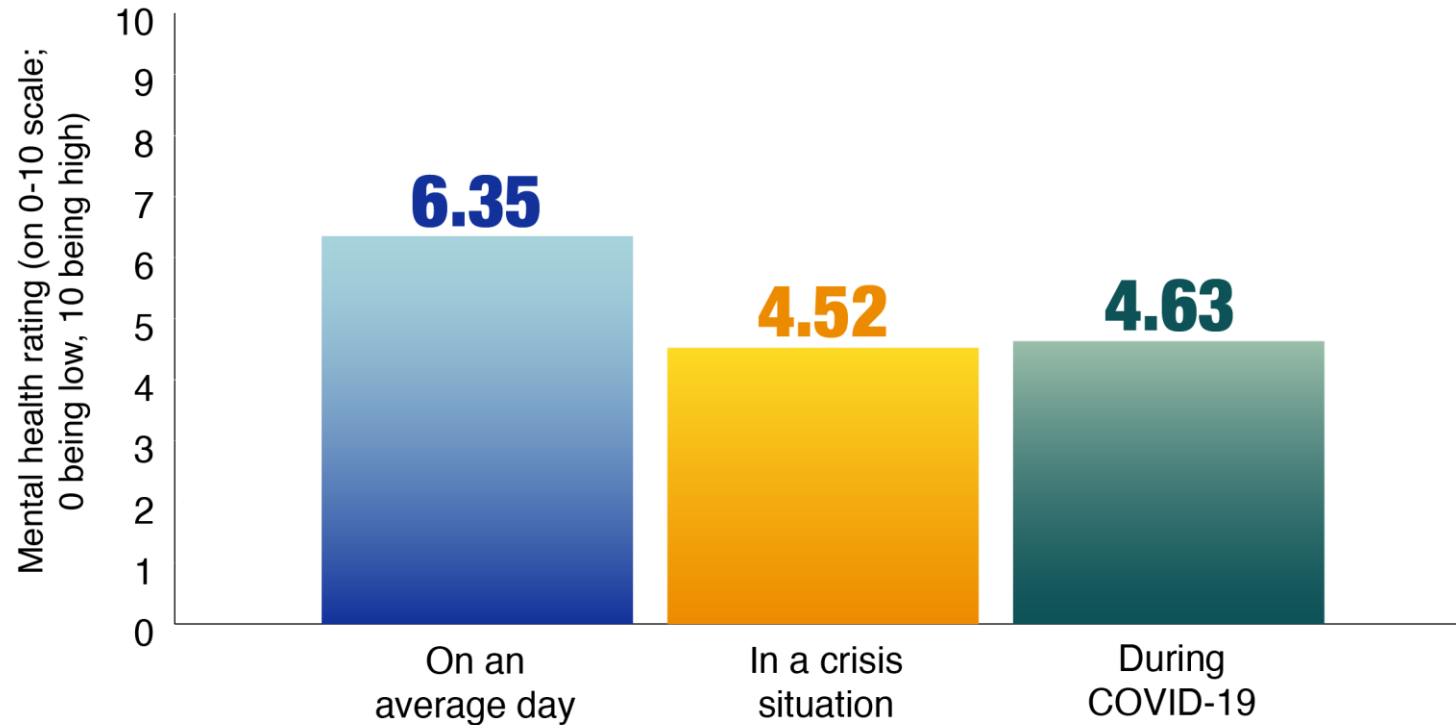
The Phoenix Team provides care to you, the staff, and physicians at Franciscan Health. If you are experiencing a significant and unusual traumatic event that elicits feelings of shock, emotional pain, or distress, we can help.

It is our goal to facilitate understanding and management of the emotions surrounding an event that overwhelms one's normal coping mechanisms. The program is open to any employee, departments, or physician groups in our network. This intervention is not a critique of the event but is focused on management of the emotional response to the event.

The Phoenix team is comprised of volunteers from a variety of disciplines, such as nurses, EAP employees, social workers, chaplains, and ancillary staff. The team members have all been formally trained in evidence-based approach to critical incident stress management.

Stress & Employee Health

MENTAL HEALTH COMPARISON



Research conducted by West Virginia University | @WestVirginiaU | social.wvu.edu

Stress & Employee Health

“Though certain forms of manageable, short-term challenges can boost performance and motivation in day-to-day life, **chronic stress** and cumulative biologic burden **can contribute to worsened health outcomes**. For example, stress can contribute to poorer health-related behaviors, cause disruptions in brain development, and increase the risk for mental health conditions and other health problems such as obesity, heart disease, and diabetes.”

- [Surgeon General's Advisory on Our Epidemic of Loneliness and Isolation](#)
May 2023

Are You At Risk?

Common signs of burnout, anxiety, depression, compassion fatigue

- Reduced feelings of empathy and sensitivity
- Feeling overwhelmed and exhausted by work demands
- Feeling detached, numb and emotionally disconnected
- Loss of interest in activities you used to enjoy
- Increased anxiety, sadness, anger and irritability
- Difficulty concentrating and making decisions
- Difficulty sleeping and sleep disturbances
- Physical symptoms like headaches, nausea, upset stomach and dizziness
- Increased conflict in personal relationships
- Neglect of your own self-care
- Withdrawal and self-isolation
- Increase in substance use as a form of self-medication

Supporting Yourself

Tech Tips

- Use apps only certain times of day
- Turn off your phone(s) certain times of day.
- Set sleep hours on your phone
- Disable/mute notifications
- Use your autoresponder
- Limit how frequently you check comments/activity natively
- Remove apps from phone
- Curate with intention

Supporting Yourself

Productivity Tips

- Schedule meetings ending 5 minutes early
- Put breaks on calendar
- Time block for work
- Out of office responder
- Communicate “if...then” statements

Supporting Yourself

Health Tips

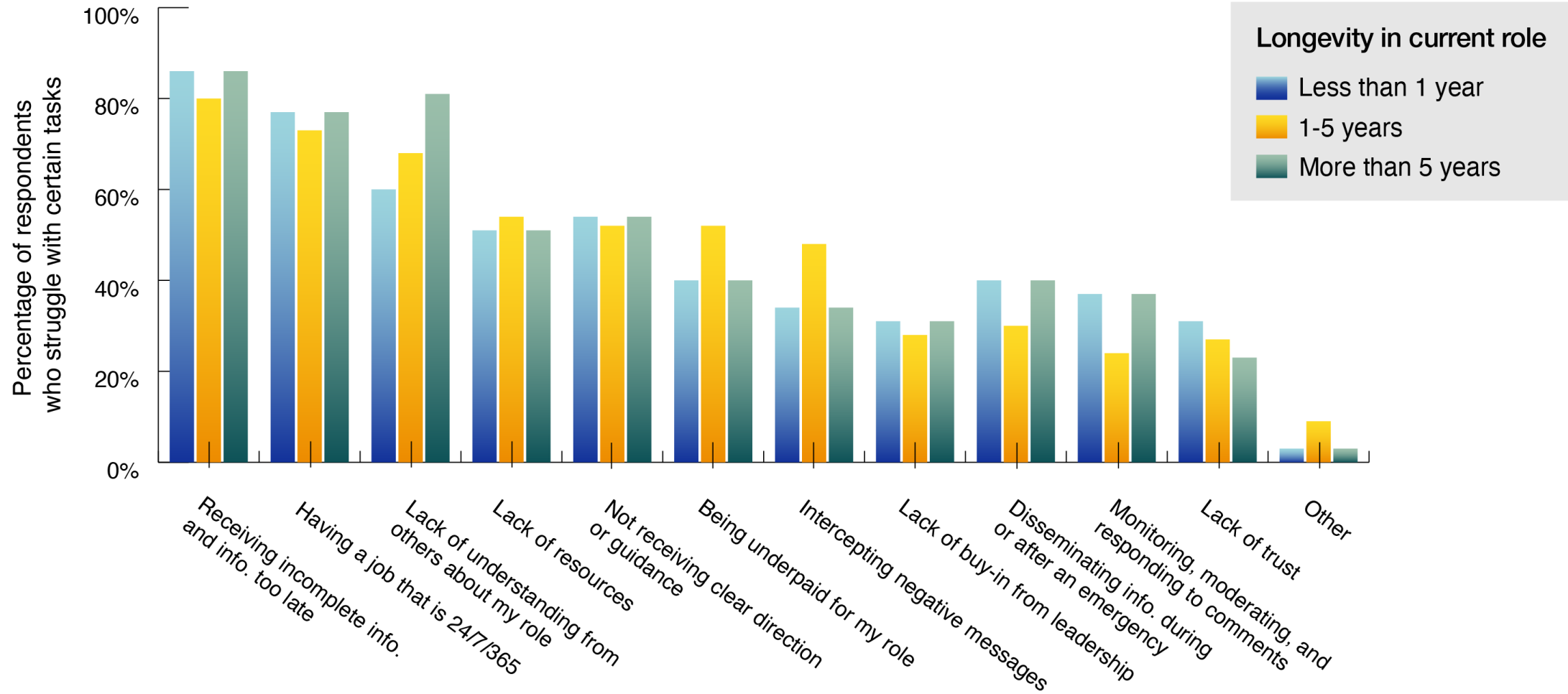
- Use your health/wellness/EAP benefits
- Take your lunch and PTO...offline
- Build in workout/walking breaks
- Protect your rest
- Mindfulness minutes
- Socialize
- Sleep
- Exercise

Supporting Your Team

How you can support your social media team...and your department

- Staffing
- Psychologically safe place
- Planning
- Intangibles

GREATEST STRUGGLES OVER TIME



Supporting Your Team

Staffing

- Reprioritize tasks
- Look at staffing/outourcing
- Hire people for different roles
- Rotate social media call
- Flexible hours
- Working from home
- Tech-free meetings
- Cross-train employees so social team can be truly offline

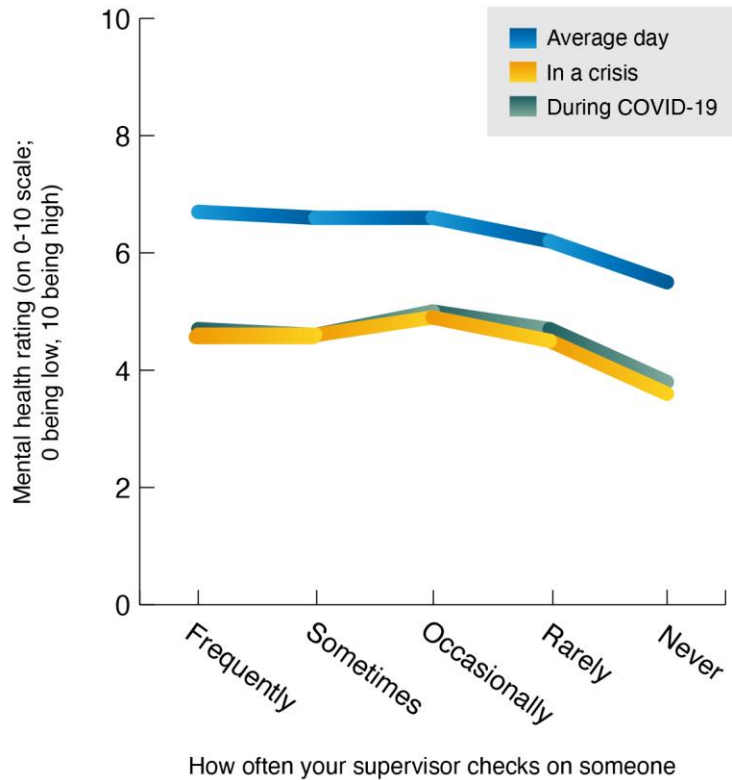
Supporting Your Team

Creating a psychologically safe place

- Train team in mental health wellbeing – even mental health first aid
- Make sure your team knows about resources before a crisis occurs – and remind them after
- Allow them mental health time to decompress and fully disconnect
- Check in on routine stressors and what's going on before there's a problem

Supporting Your Team

THOUGHTS ON SUPERVISORS



34%

say their supervisors rarely or never check in on their mental health.

28%

say their supervisors check on them frequently. They have better than average mental health.

47%

say they do not have support and/or resources to ensure good mental health.

39%

of teams of one say their supervisor never or rarely checks on their mental health.

Research conducted by West Virginia University | @WestVirginiaUI | social.wvu.edu

Supporting Your Team

Psychologically safe place

- Encourage use of PTO benefits
- Ensure that leaders help create a culture that helps employees bring their best selves to work.
- Create opportunities for employees to build connections with each other.
- Build up all team members for contributions to the overall marketing program.

Supporting Your Team

Planning and Processes

- Bring social media into planning processes for campaigns, etc.
- Trust your team that they are experts in their field. Lean on their expertise.
- Arm your social team with key messages and information before a crisis becomes public
- Rotate call on evenings and weekends
- Make sure digital processes reflect the real world realities.

Supporting Your Team

Crisis planning

- Role play within your team and cross-departmentally
 - Short-term crisis situations
 - Long-term crisis situations
- Debrief after a crisis situation
- Document processes
- Make sure your team knows about mental health support resources

Active Shooter Social Media Monitoring Protocol

FOR ACTIVE SHOOTER SITUATIONS WITHIN OUR SERVICE AREA:

If learn about event via social media or news:

- Check for any missed internal staff notification. If none:
- Contact local media relations rep/local VP
- Contact local security at hospital
- Contact social media team members
- Contact Administrator on Call and/or House Nursing Supervisor
- Begin monitoring

If learn about event from internal staff (security, media relations, etc.)

- Begin monitoring
- Contact social media team members
- Contact Administrator on Call and/or House Nursing Supervisor

Monitoring day of event:

- Twitter (terms: Franciscan Health or previous brand names) for any social media mentions
- Facebook (terms: Franciscan Health or previous brand names) for any social media mentions
- Gather key details/distribute official updates to social media and media relations team (examples: Police statements)

Supporting Your Team

Potential additions to promote mental wellbeing for social media team include:

- Subscription to apps for sleep/stress reduction for team members
- Build flexibility into all employees' schedules.



% OF WORKERS WHO WANT THE FOLLOWING MENTAL HEALTH SUPPORTS FROM THEIR EMPLOYER:

Flexible work hours

41%

Workplace culture that respects time off

34%

Ability to work remotely

33%

Four-day work week

31%

Supporting Your Team

- Supporting mental wellbeing on our social media team provides the framework for a stronger program overall.
- Taking a proactive approach to the social media team's mental health creates a ripple effect for other teams to incorporate flexibility, decrease burnout and foster camaraderie within the department.

Three Key Take-Aways

- Recognize that each of us carries a burden in and outside of the workplace.
- Plan and build processes to support stress management and mental health during acute and crisis situations.
- If you work in the social media space, advocate for what you need to be your best.



Questions?

Please be sure to complete the session evaluation!



Speaker Biography

Robbie Schneider, SMS

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 - [Linkedin.com/in/robbieschneider](https://www.linkedin.com/in/robbieschneider)
- Robbie Schneider, SMS, is a healthcare content marketing leader and social media strategist. She leads social media and blog content strategy for Franciscan Health, while serving as director of U.S. communications with Health Tech Without Borders and a board chair with SocialMedia.org Health.
- Robbie is passionate about people and their stories, and that includes their mental health. She is an author of a book on managing stress while caregiving and was named a 2022 finalist for the Digital Women Carer of the Year Award, an international award recognizing women working in the digital space who also serve as caregivers.



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