



7 Ways to Overcome Social Media Overwhelm

Introvertology

How do you normally feel after you've checked social media? Do you feel happy? Entertained? Stressed? Like you've just visited a big time-sucking void you wish would just go away?

I love social media, I've been using it for personal and business reasons for a decade, ever since Myspace.

But social media can very easily become a huge time-sucking habit. And if checked obsessively it will take up far too much of your time without giving much in return. Even if you enjoy using social media, chances are you could use it more strategically.

Here are 7 hacks that will help you curb social media overwhelm.

1 Think about what need social media is filling.

Once we understand the cause, we can discover a solution.

There tends to be four situations when people use social media:

1. Right after they finish a task
2. When they feel stuck on a task
3. As a time-filler (while they are waiting in line at the store, etc.)
4. When their phone rings/buzzes from a notification

And there tends to be 4 reasons why people use social media:

1. They've run out of "brainless" tasks on their to-do list and turned to social media instead of working on the tough projects
2. Lack of clear goals and prioritization
3. Fear Of Missing Out (FOMO)
4. Fulfilling a personal need to connect or support others

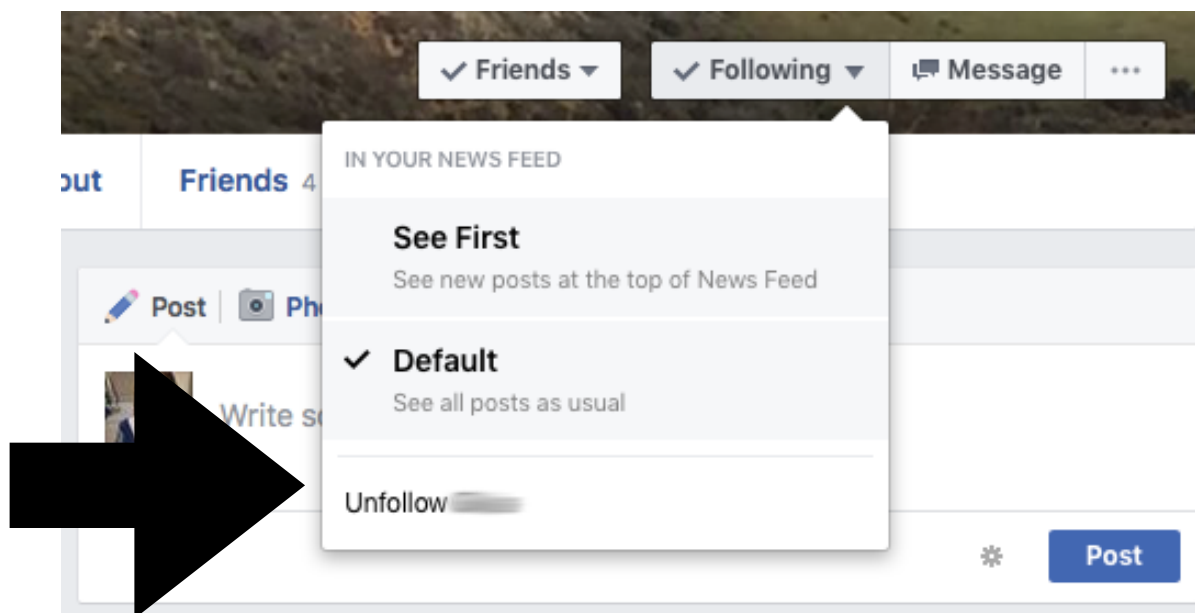
Over the next few days, pay attention to when you check social media and why. Is there a way you can fulfill those needs in a more productive way? Can you think of alternate go-to tasks when faced with one of the four situations listed above?

2 Clear your feeds of people you don't want to follow anymore.

It's ok to unfollow people, even if they follow you. You do not owe anyone a follow.

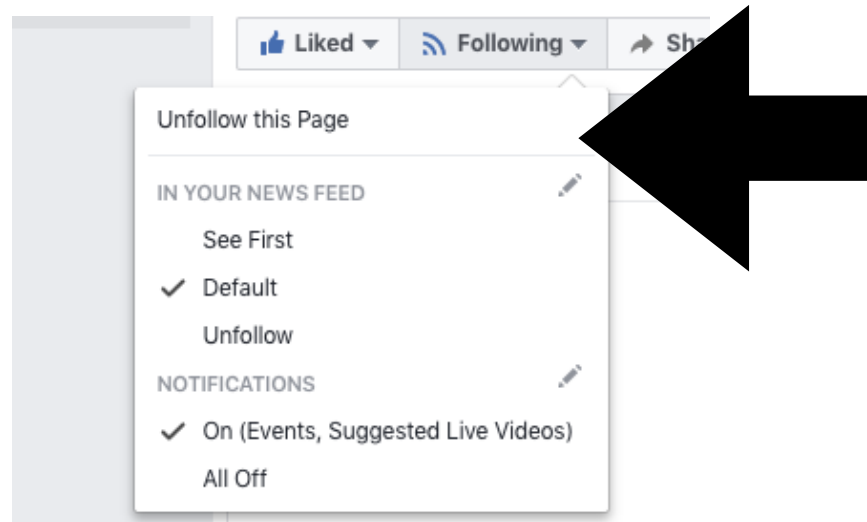
On Facebook you can clear your newsfeed of most pages and people. You don't even have to unfriend or unlike pages in order to do this.

To unfollow a "friend" (Facebook friend, or real friend), navigate to their profile, then click "Following" and then "Unfollow." They will not be notified, and this does not mean you've unfriended them. It just means you won't see their posts in your feed.



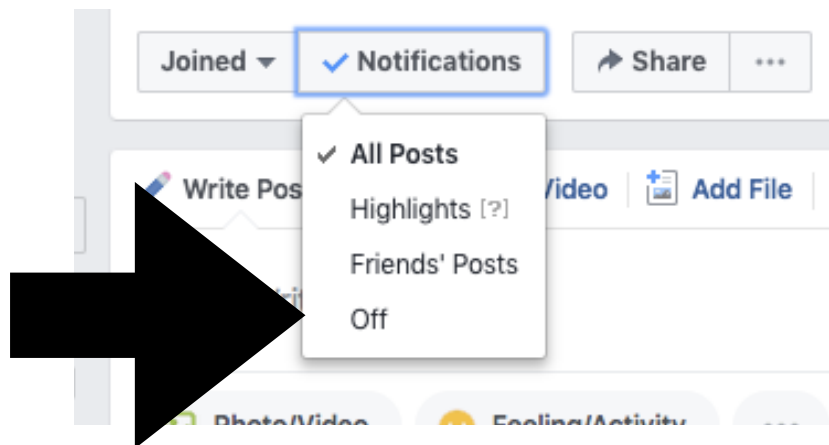
You can also unfollow people on their individual posts. Take a look at a post, click the little triangle on the upper right of their update, and then click "Unfollow."

For pages, go to the page then click “Following” (it’s next to “Like”) then click “Unfollow.” If that option isn’t there, click the pencil icon, and then on the next screen you’ll see “Unfollow.”



These actions will not unfriend or unlike the person/page, it will just prevent their updates from being shown on your feed.

Here’s how you unfollow a Facebook group:



And my favorite way of limiting what you see on your Facebook newsfeed... blocking the newsfeed entirely with Chrome’s [News Feed Eradicator](#) so you can just focus on Facebook groups and pages.

3 Turn off notifications.

Notifications play havoc with your sense of urgency. Is reading your aunt Myrtle's comment on your latest selfie really more important than finishing that blog post?

Turn off notifications on your desktop and phones. A Google search is the best way to find out how to turn off notifications on whichever device or platform you are using.

Thinking you'll miss out on important information if you turn off notifications? Nope. Social media is asynchronous. Unlike telephone conversation, a post doesn't disappear if there's no one to read it immediately after they click publish. Instead, on most social media platforms, the content will be around for a long time and you can look at the content at any time. The exception being Snapchat and Instagram stories, when you have a full 24 hours to view them, plenty of time! Plus, if it was urgent/important news, it wouldn't be on a Snapchat or Instagram story!

4 Check social media a set number of times a day.

Are you anticipating difficulties with your willpower? Use <http://getcoldturkey.com/> or <http://selfcontrolapp.com/> to block access to social media (or email) for most of the day. There's no shame in getting some help with your willpower, I do.

5 Time Limits.

What if you don't have trouble limiting the number or times you check social media, it's just that a "brief check" somehow turns into an hour and with you posting a massive political rant and getting super angry at someone? Create a time limit for social media and use a timer to help you stick to your limit. I would suggest getting a loud timer and placing it on the other side of your living room or office, forcing you to get up in order to turn it off.

6 Really Limit.

Even better than only checking social media a few times a day is only checking social media twice a week. Have a friend change your passwords right after your designated social media day.

7

Cold turkey.

If your priority at the moment is being more productive or getting more restorative downtime, you could actually come out ahead by calling 3 of your closest friends for one hour each month to catch up vs losing, say, 50 hours a month to mindless social media scrolling. Calling people may drain your introvert batteries for a few hours afterwards, but if it gives you an extra 47 hours a month you'll probably still come out ahead in terms of energy and productivity.

*Now, I love social media. I believe it's an amazing invention that allows us to create new friends and new clients in an introvert-friendly way. I even teach a course on how to create a thriving Facebook page, but I also very much believe that you need to do marketing **your way**. And if that means you totally quit Facebook or other social media platforms, then I support your decision. If you've realized the potential for social media and your business but you need to use it a little more strategically, I hope you use the overwhelm hacks listed here.*

Bonus

If you use Facebook primarily for business reasons:

- Don't look at your personal newsfeed, just stick with checking your Facebook page. You could even have Facebook groups in your bookmark/favorites bar on your browser so that you can easily access these groups without seeing your newsfeed.
- Realize that it's ok to check social media once a day. Unless you've just announced a new offering (when you're most likely to get a business-related inquiry), or are a huge brand, nearly everything that's happening on your Facebook page isn't same-day urgent. The social media platforms just want you to think it's all urgent so you'll check the site more.
- Use Facebook's scheduler to do a week's worth of posts ahead of time (click that little triangle next to the publish button to schedule).
- Use a third-party system like Hootsuite or Buffer to post updates, so you'll be logging into social media less frequently.
- Consider hiring a social media manager. They could either run your social media for you completely, or just keep an eye on it and alert you when something really needs your attention.
- Ask yourself: what are four "easy" tasks I can do instead of checking social media? These tasks can be a mixture of productive tasks (e.g. shred sensitive papers) or downtime tasks (e.g. writing a poem or reading).

About Thea

Hi! My name is Thea, and I'm a Visibility Adviser for introverts.

4 years ago I read two unrelated tweets by two introverts who felt broken because they were comparing themselves to extroverts. So I started a Facebook page for introverts that now has 12,000 Likes. Today, I'm combining my interest in helping my fellow introverts (I'm a trained life coach) and my extensive knowledge of marketing (I've been using social media for business for a decade, since the Myspace days) to help trailmaking introverts confidently be the face of their brand and to use effective social media strategies that feel authentic and that actually grow their business.



Find out how to work with me by emailing me at thea@introvertology.com or visiting introvertology.com.