

# How to Slash Social Media Time (And Not Lose Your Business)

## Introduction:

Welcome to the School of Sellers podcast, a teacher business show that is short on time but big on action. Full-time, part-time or just getting started? No matter where you are in your teacher seller journey, there's something here for everyone, making your online teacher business feel doable every step of the way. Here's your host, Erin Waters.

## Erin Waters:

Hello there and welcome to School of Sellers. I am your host. I am Erin Waters and I am so happy to be here today to talk to you about something that has been on my mind for an entire week. I don't know about you but I am a sucker for anything that influencers are going to send my way on Instagram. And I don't know about you but if I see everybody on my Facebook feed telling me to watch a movie or documentary or whatever, I'm going to watch it because word of mouth is the best recommendation for pretty much anything which is how I found myself watching the documentary on Netflix last weekend called *The Social Dilemma*. And I'm guessing that most of you might know what I'm talking about. But if not, *The Social Dilemma* is a must watch in my opinion on Netflix, especially if you have kids or work with kids. It was just incredibly eye-opening account of the things that social media does to us that we basically don't even realize and just the negative effects social media has and just all of the evils that come out of social media to be honest. So, that left me feeling pretty shaken up after watching it just like everybody else and I totally understood the hype as soon as I finished because holy cow, if you haven't watched it, you should. But it left me with my own social dilemma if you will following because I started thinking like, of course, your first reaction is to burn like every single social media account you have, never touch it again. Also, my kids won't have social media accounts until they're like 90 years old.

So, there's all those initial reactions but also the very real thought of how to deal with this situation when you know the evils of social media but it's also a very crucial part of your business, right? Because we don't have the option, I mean we have the option but feasibly, we don't have the option to just cancel all social media because that's one of the ways that we talk to our customers and it's one of the main channels we have for marketing our products. So, we need to find a way to manage our business but also use social media to grow it in a way that feels not gross. So, I've been brainstorming a couple things and a few of these suggestions, you're probably already doing but I figured might as well share them because if they can help just one person, then I'll consider that a win. One of the most crucial things I think that you can do for your productivity and remaining off social media as much as possible because let's talk for a minute guys about the things that you have to do on social media, right? We have to post. We have to interact and engage with our following. At the very least, those are the two things we have to do. And you're probably doing some sort of advertising on some sort of platform. So, those are like the bare minimum things that we need to be doing for our business.

So, one of the things that I encourage you to do is to program your tabs on your internet browser to open up into the exact groups or the pages that you need rather than opening up to the feed itself. So, if you are needing Facebook, for example, to post in one of your groups or to schedule your posts, instead of just going right to Facebook, have a specific tab that opens that goes right to your creator studio or right to the Facebook group that you need to post in because it totally bypasses all of the distraction that Facebook has to offer. I can't tell you how many times I've gone to post something in the School of Sellers group and not even kidding, 20 minutes later, I'm like the heck did I even open Facebook up in the first place? Like I literally can't remember why I was there. It's kind of like when you walk into the kitchen and you're like what was I going to get? It's the exact same thing but 20 minutes' worth of my time. So, being able to go right to the groups or right to my creator studio has been really, really helpful.

I also believe in removing as much from your phone as possible. I know there are people who swear by having email on their phone but I'm not one of them. I have not had email on my phone for years and it's great because I'm not constantly distracted and I don't have notifications going off every five seconds. But it's also saved a lot of storage on my phone too. So, that's a hidden little benefit of taking email off your phone. If I ever absolutely have to get into my email and I'm not home, I can just go through the browser just fine. I've sent and received plenty of important emails that way. So, you still have access to it. It's just not something that's a constant presence in your life. Also, removing apps like Facebook and things from your phone are also good suggestions. I'll be perfectly honest, I have not removed Facebook or Instagram from my phone. I probably should but email is a good start and if I try Facebook or Instagram removed, I will let how that goes.

Now if you're looking for a more severe immediate approach to cutting social media out of your life, I recommend downloading the self-control app. This is one that I use for productivity purposes when I'm working on TPT projects. And what it does is it's a Chrome, it's either a Chrome extension, yeah, it's a Chrome extension. You set it for a specific time and you also program in the websites that you want to be blocked from. And what it does is it will literally keep you out of your chosen websites for the specific amount of time that you have asked it to and it will not let you in like no matter what you do. So, that's super nice because I can't tell you how many times when I installed that, I realized how many times a day I'm just mindlessly going to social media. And isn't that scary? I mean I'm sure we all do it but I mean I was literally, every time I was blocked, I was like oh my gosh, I can't believe that's another time I was going to jump on social media without even thinking about it and without even realizing it and without even having a reason to do it. So, having the self-control app has changed things dramatically for me, both from a productivity standpoint and also, the amount of time I spend on social media platforms. And it's really making me aware of spending that time on social media for the stuff that I have to do, not the stuff that my brain is telling me that I want to do like watch endless TikTok videos.

Also if you are not already scheduling your posts, you should do that because obviously going on a platform every single day to post organically, it could be great for your reach but you're also giving yourself unnecessary exposure to your feeds and getting caught in that rabbit hole when you don't necessarily have to. So, if you can schedule all of your posts at once, that is huge. I recommend using a scheduling tool to make it even easier on yourself. But if you're scheduling from the native platform, you can use Facebook's creator studio. So, you can schedule posts through the Facebook platform. Instagram's a little trickier but that's where you'll definitely want to look into schedulers.

Another thing I've put into practice is setting the amount of time that I want to spend on the platform every single day. So, I have told myself that I don't want to spend more than 15 minutes on Instagram every single day and that includes the time I spend on it for business purposes. So, I have a setting in my iPhone. If you have an iPhone, you can go into your settings and you can set within your Instagram settings, you can set a reminder so that your phone tells you once you have hit that minute mark on Instagram. So, mine goes off after I've spent 15 minutes and that is more than enough time for me to answer my messages, respond to comments and engage on the platform. Now if you have a bigger following than me which is very likely, I'm not a huge Instagram person, then it will likely take you longer to do those things. So, obviously the amount of time that you set will depend on those factors. But that's been really helpful. Even if I continue to stay on the platform after my alarm goes off, it's still a nice reminder like hey, you've spent 15 minutes because really it never feels like 15 minutes. It feels like I was on it for like two minutes. So, it's scary and amazing how fast time goes by when you are on social media. But then like running on the treadmill that same amount of time feels like years. It's funny how that works.

So, those are some little tips for you to cut social media not completely out of your life because that's just not sustainable yet but to at least eliminate the unnecessary times that you are spending on your platform. So, hopefully, you can tweak these to make them work for you. If you have other tips and tricks, please share them in our School of Sellers Facebook group. I'm always looking for ways to get rid of social media as much as possible in this teacher seller world. So, we'd love to hear from you either the School of Sellers 101 group or the School of Sellers group for more established sellers. So, thank you so much for listening and I will talk to you next week.

# Welcome to the School of Sellers

## What is the School of Sellers?

We are a group that is committed to helping teacher sellers in all stages of their business. We like to provide tips, tools, and resources that aid in building your business while making it feel doable every step of the way.

## Connect with the School of Sellers!



Join our community of new TpT sellers to learn more about creating a successful teacher business from day one.



Join our community of teacher sellers who are looking to grow their business. This is the perfect place for collaboration, marketing advice, inspiration, and support.



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