



Weekly Self-Care Practices for Digital Creators: Nurture Your Mental Health & Wellness

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Why Self-Care for *Digital Creators?*

1.

There is no employee handbook, no HR department, and no Board of Directors. Just you, the creator, wearing all the hats. But, here's the catch – to stay fresh and keep the ball rolling, it's crucial to give your health and wellness top priority.

2.

The challenges digital creators face are unique and there aren't many resources or communities (until now!) who offer support. Personal growth, inner work, and learning how you are best taken care of is yours for the creating! You can do it your way, you just have to start!

3.

The digital world is crafted purposefully to keep you locked into it. We have to actively work to disengage, get offline and outside, and center ourselves.

“Content creation is more than a job, it’s a lifestyle. It’s a lifestyle that is often very misunderstood and therefore not provided the same attention, resources, support, and understanding that might come with another job or lifestyle. We’re here to change that.”



important tip

Give yourself grace and start small. This list is not meant to be implemented in one shot. Go at your own pace, even if that means choosing one practice a week for the next 10 weeks. Eventually these practices will become second nature!

let's begin...

Schedule Personal Time

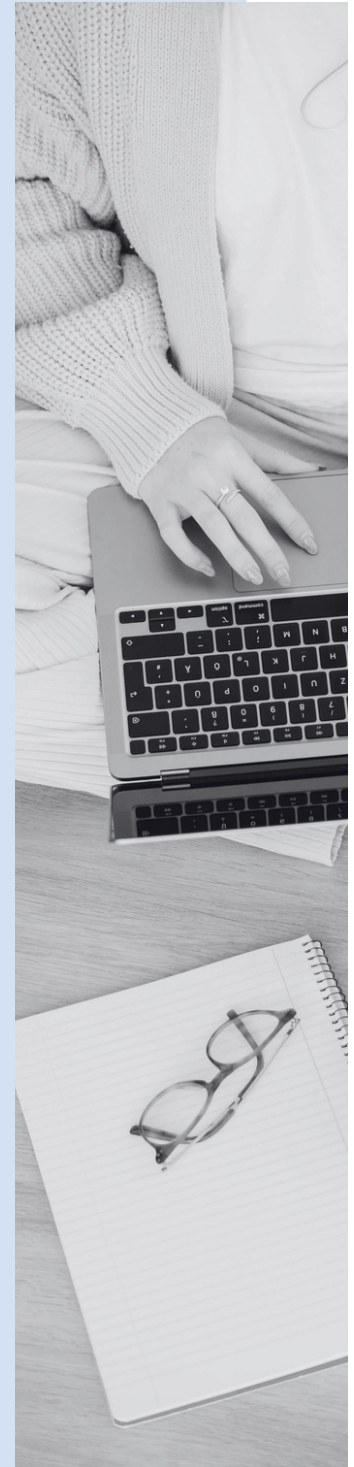
1. Schedule 1–2 personal care–tasks or pleasure activities outside of creating content. Your audience *wants* you at your best and that's impossible to be if you aren't taking care of yourself. If you *want* your nails done, schedule it. If you need *new* bras, schedule time for a fitting. If you are jonesing for a meal you haven't had in *awhile*, schedule a visit to the restaurant. Get to the yoga class you've missed the last 2 *weeks*. Plan a day–trip to an exciting place *with* your kids or family. Make sure that you are enjoying your life outside of creating content.
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Unfollow & Block

2. On a *weekly* basis, take note of any social media accounts or creators you *follow* that negatively affect your mood and *unfollow* or *block*. It is easy to simply scroll *away* in the moment but *why* risk seeing posts again and again? As creators *we* spend most of our time on our platforms, *which* inevitably puts other content in front of us, so take note and eliminate content you don't care for. Notice if you *follow* accounts that make you feel insecure about your own content. Are you comparing yourself in a negative *way* to this account or creator? Is this content completely unrelated to your niche but perhaps impacting you personally? Does it negatively impact *how* you feel about your body, lifestyle, financial status, or parenting? Remember, the content you consume is personal to *YOU*. It is *NOT* a personal reflection on *who* that creator is as a person but simply a reflection on *how* you feel about yourself. So, if it doesn't serve you, get rid of it.

Get Fresh Air

3. Schedule time every day for fresh air. Period the end. And some days that might just mean *walking* from your front door to the mailbox and back.



“In order to change the narrative of content creation and advocate for the resources and support we need, we have to start with ourselves. When we take care of ourselves, the world will have to follow suit.”

Meet Someone IRL!

4. Schedule an in-person social or working interaction outside of your immediate family or co-residents. You can have a quick coffee with a fellow (and local) content creator, work from a coworking space, bookstore, or coffee shop 1 day a week, get drinks or mocktails with friends, attend an art showing or an interactive exercise class, join a book club, or have a date night with your partner. We spend so much time on our phones and behind screens. It's important to make time for face-to-face interactions.



Tackle the To-Dos

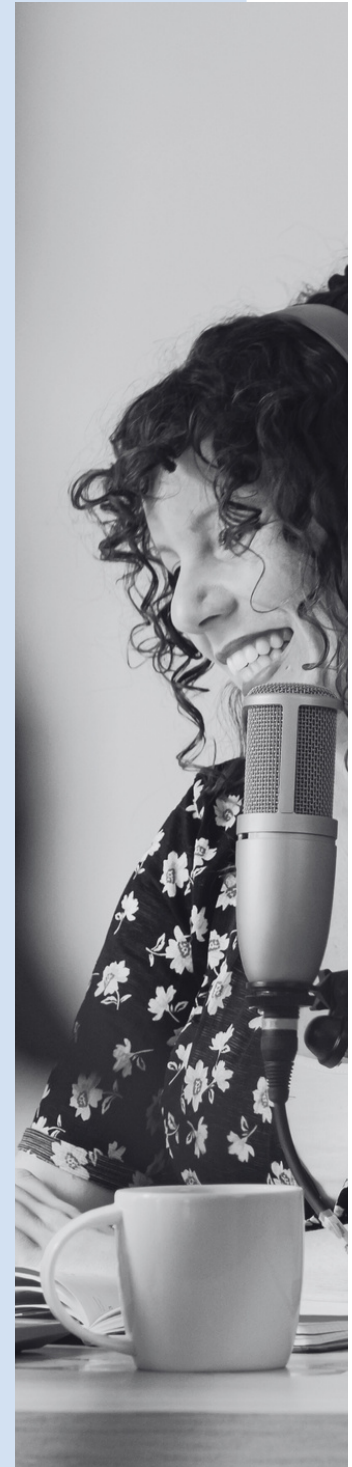
5. Schedule and tackle the most dreaded task on your to-do list early on in the week. Get it out of the way and off your plate. If this is a repetitive task, can you schedule it weekly at a time when you know you can follow it up with something you enjoy? Can you look into handing this task off? However it gets done, get it done sooner rather than later.

Practice Kind Words

6. In the thick of the COVID-19 lockdown I was parenting a newborn and a potty-training 2 year old. On the suggestion of Dr. Becky Kennedy, I scheduled a daily reminder in my phone calendar with the mantra: "Nothing is wrong with me, nothing is wrong with my child. I can cope with this." There were days when the mantra popped up and all was right in the world, I read it, and moved on. And then there were days where that mantra popping up on my phone made all the difference in a moment of emotional dysregulation. So, what is some feeling or emotion you are grappling with right now? Are you feeling burnt out? Is comparison robbing your joy? Pop a mantra or affirmation into your phone as a daily calendar appointment to remind you who you want to be.

Movement

7. I know we hear it over and over again but you have to pick your head up from your computer or phone, get out from behind your desk or up from the couch and move your body. Go for a walk, pull out a mat and do some stretches or yoga, or schedule an OrangeTheory class. Incorporate moving your body into your weekly routine. Not only will your physical body thank you but if you're like me, you tend to think better with some space from screens.



8.

Read

As creators, we live and breathe our content and new ideas are always running through our heads. It's important to escape our tasks, our ideas, and our screens from time to time. I suggest reading 10 pages of a book unrelated to your content or niche. When I first got into personal growth I consumed SO much self-help and self-development content that I eventually burned out from it. It was too much, too often. I've learned that incorporating some juicy fiction or an interesting biography helps to break up the overload.

Delegate

9.

Content creators are often solopreneurs, one-woman shows, however you want to describe it, so we wear many different hats. Each week set aside a personal or professional task that you can easily delegate to someone willing and capable or ask for help. I am intentional to say "personal or professional task" because as creators, our personal lives are so intertwined with our work. One week it might be more of a relief to hire a babysitter so you can have dinner out with your partner, and the next week it might be more of a relief to get a freelance copywriter to write your weekly newsletter. Assess on a weekly basis what you need to feel supported.



Check In on Your Content

10.

On a *weekly* basis, check in on *what is working* and *what is not working*. We all know how quickly things change in content creation so it's important to note *when* content you're creating is no longer serving you, your audience, or the platform. Can you eliminate *what's not working*? Can you *tweak* *what's not working*? Can you ramp up on creating more of *what is working*? The key here is to define for yourself *what "working" means*. Working can mean views and downloads or it can mean in alignment with your values or joy. Perhaps you *want* to evaluate your content for both definitions! Schedule time to check in *with yourself* and your content.



And most importantly, make this list your own! Take what works for you and leave the rest! Thank you for being part of The Inner Edit community! Make sure you subscribe to the podcast wherever you listen to stay up to date on the latest happenings and conversations!

xo, *Christie*

