



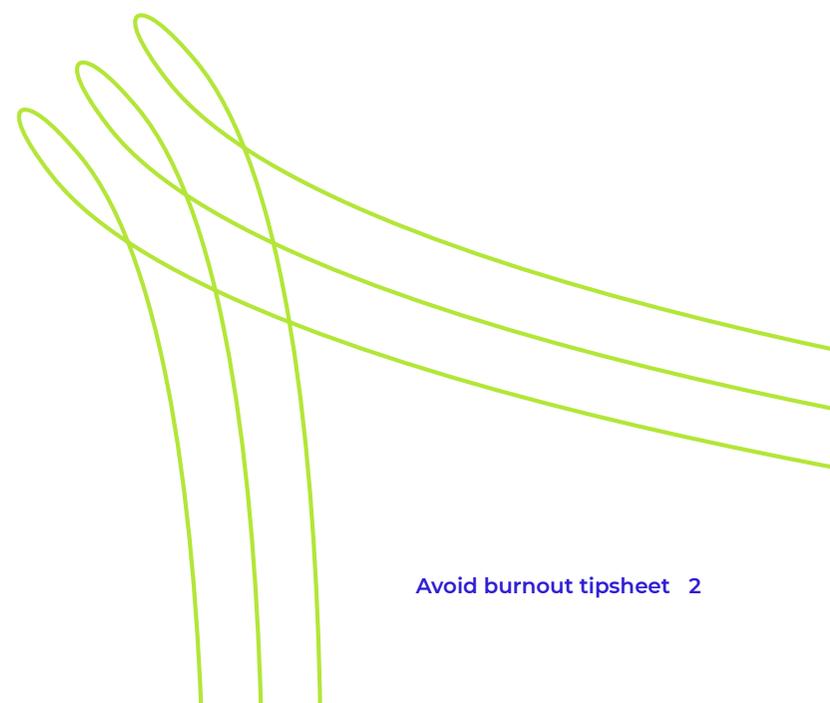
TIPSHEET

I'm an "always-on" community manager.
Here is how I avoid burnout.

Caroline Foley, Khoros Associate Strategist

Why you need a plan to avoid burnout

Drawing boundaries between work and personal life can be difficult for anyone, but it's especially difficult when you're an "always-on" community manager. We cannot control trends and crises, but we can control the way we respond to them. I've created this tipsheet to provide community managers with the tools they need to draw the right balance between life and work.



IF YOU'RE A LEADER, LEAD BY EXAMPLE — AND COMMUNICATION

Whether a direct manager or a leader in this industry, it's imperative to demonstrate to your team that you value their need to achieve balance and time to unplug. When you communicate after-hours with coordinators or moderators, they can feel obliged to show that they're a team player by replying. This can lead to burnout. A better strategy is to lead by example: **even if you're working late, save requests for your team for the next day.**

CURB YOUR OFFLINE CHECK-INS

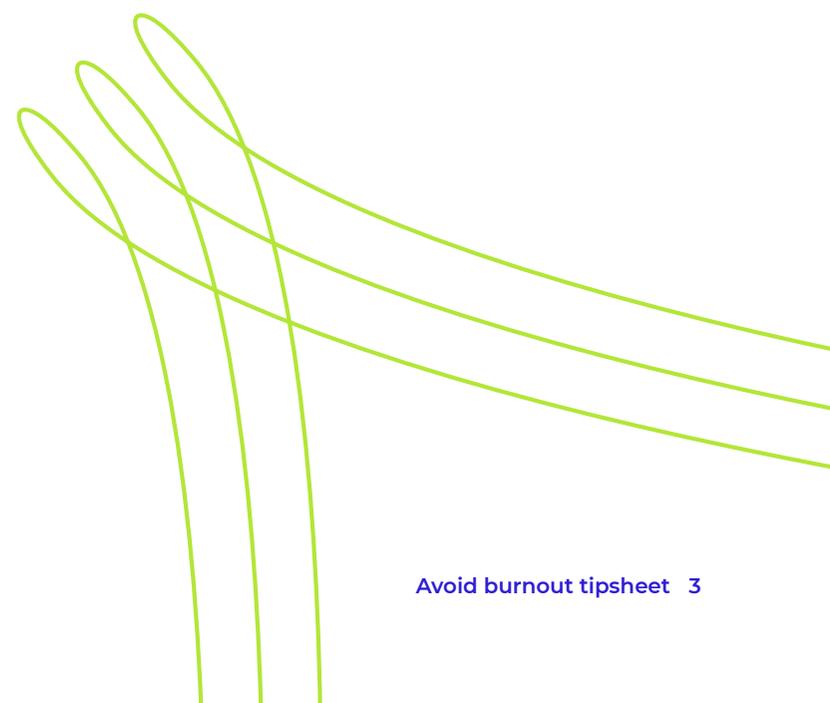
Make sure your team has clear guidelines about what kinds of flags can wait a few hours for support, and what kind of flags require immediate action. For example, if a community member has a support question that your team's resources don't cover, this could require some more time to gather information and approved messaging before flagging. **Clear guidelines will determine the correct course of action** to take in these situations.

KNOW YOUR TEAM'S CRISIS PLAN

Take time to familiarize yourself with your brand's [crisis plan](#) before your time off so you understand who the team will contact in case they need immediate assistance. **Review the plan with your team and trust them to follow it;** this will reduce stress ahead of longer offline periods.

ORGANIZE TEAM CHECK-INS (DURING WORK HOURS)

Create a space where the team feels supported and heard, especially during stressful periods of work. Consider daily or weekly optional check-ins to get a pulse on how the team is feeling. At Khoros, we set up these meetings to communicate that we're there to listen if teams want to discuss anything, work or non-work related. These meetings are great places for **honest conversations about stress and anxiety.**



SET EXPECTATIONS AND PRIORITIES AHEAD OF TIME

Make sure priorities are clear to the team. Consider kicking off the week with a list of EOD tasks, EOW tasks, and nice-to-have tasks so the team understands what to prioritize throughout the week. **Team leaders should be transparent and set expectations about what teams can accomplish.** If you have options to increase the number of teammates, be realistic about onboarding and training needs.

TAKE ADVANTAGE OF YOUR SOFTWARE

When addressing bandwidth concerns, don't forget you can arm yourself with some **helpful product features to streamline moderation efforts.** For example, you could add [AI to your online brand community](#), streamline visibility into your community by [integrating it with Slack](#), or simply trust your community with [peer-to-peer support](#).

BE PRESENT AND REWARD YOURSELF

Agents, managers and strategists are some of the most resilient people in the industry. We're experts in our communities; we know our communities the best, and we anticipate their needs every day. **The job can feel like you always need to be "on," but remember that you deserve a break.** If you can, turn off notifications for certain apps/programs. If you can turn on your out-of-office automated email or Slack status, do it. Respect yourself and your teammates.

About Khoros Communities

We help brands create digital spaces where customers can get answers, connect with peers, and share new ideas. We'd love to show you how. [Khoros Communities](#) gives you a branded, interactive platform to transform search, evaluation, purchase, and support interactions into connected learning experiences.

[Build Your Brand With Khoros Communities](#)

