

Social media without the treadmill

*The smallest presence that does the job. For the teacher
who has decided being online should cost an hour a week,
not five.*

YOGA PROS

*Handout 09 • goes with the Learning Hub article of the same
name*



◆ HANDOUT 09

Inside this handout

A page for cutting to one hour, keeping only the four things worth saying, and giving it a term before you judge it.

01	When to use this The moments this practice is for	<i>page 2</i>
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04	Before you finish A short checklist to close the loop	<i>page 3</i>
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◆ HOW TO USE IT

- Print it, or fill it in on a tablet. Paper works better than it should.
- Read the article first if you can. The handout is the practice; the article is the thinking behind it.
- There is no score and nothing to get right. It is a working page, not a test.

◆ WHEN TO USE THIS

- When posting has quietly become a second job
- If you're producing a lot and filling very little
- Before committing to a content plan somebody has sold you
- When you've decided to stop entirely and want a smaller version instead

◆ THE PRACTICE

The one-hour week

01 What it's actually for

It reassures somebody who has already heard your name. That is a low bar and it does not require volume.

02 Say that the class exists

When, where, who it's for, how to turn up. Boring, and the single most useful thing on the page.

03 Say what actually happened

Not a philosophy. What you worked on, what surprised you, what someone said afterwards.

04 Give something useful on its own

One idea she can use without coming to anything. Serving past what you're paid for, in public.

05 Occasionally, who you are

The dog. The wet Tuesday. The reason you started.

06 Then stop

No schedule. If nothing happened this week, nothing goes up, and nothing bad occurs.

◆ YOUR PAGE

Write it *down*

Hours a week I currently spend on this:

What I'm deleting entirely:

And the one after:

Date I'll review it (a full term):

The hour I'm giving it instead, in the diary:

Next post — which of the four:

And the one after that:

How I'll judge it — who turned up:

◆ BEFORE YOU FINISH

☐

Cut to one hour and put it in the diary

☐

Kept only the four

☐

Deleted the content plan

☐

Wrote and scheduled the next four posts

☐

Agreed with myself not to check the numbers

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