

Wellbeing and resilience

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LGcomms
Academy 2022

**Crisis – the new normal for
public service communications?**

30 November 2022



SoCrowd

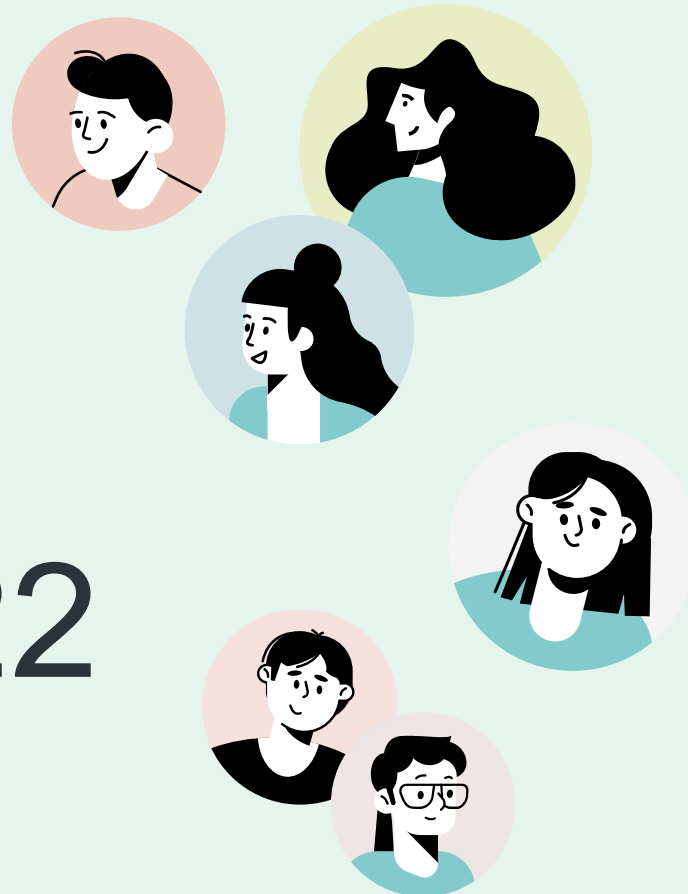
The Big Social Media Professional Survey

In association with **Comms Creatives**

MIN

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422 people
**bared their
souls** in May
and June 2022



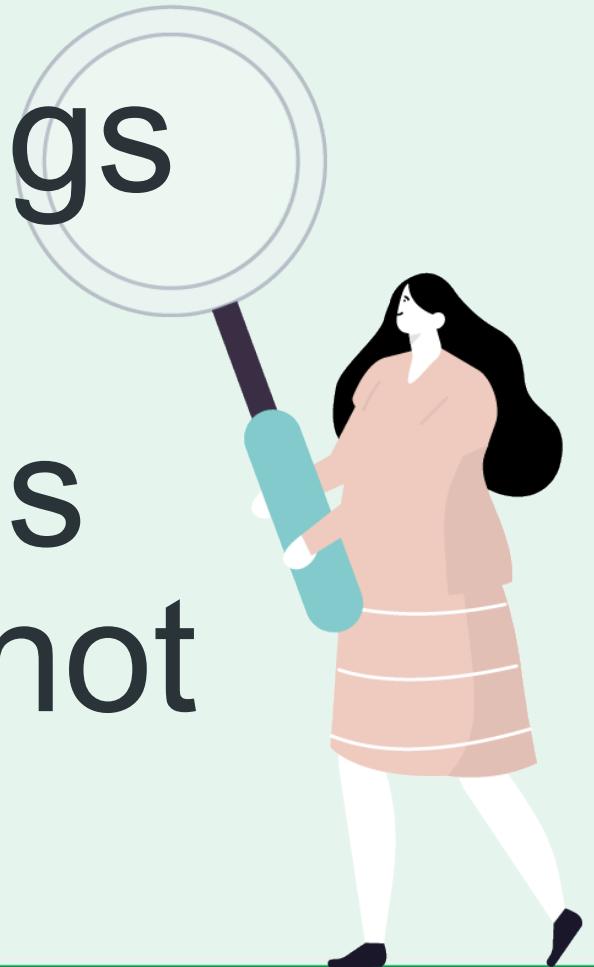
Social media
managers are
stressed, under
appreciated and
overworked



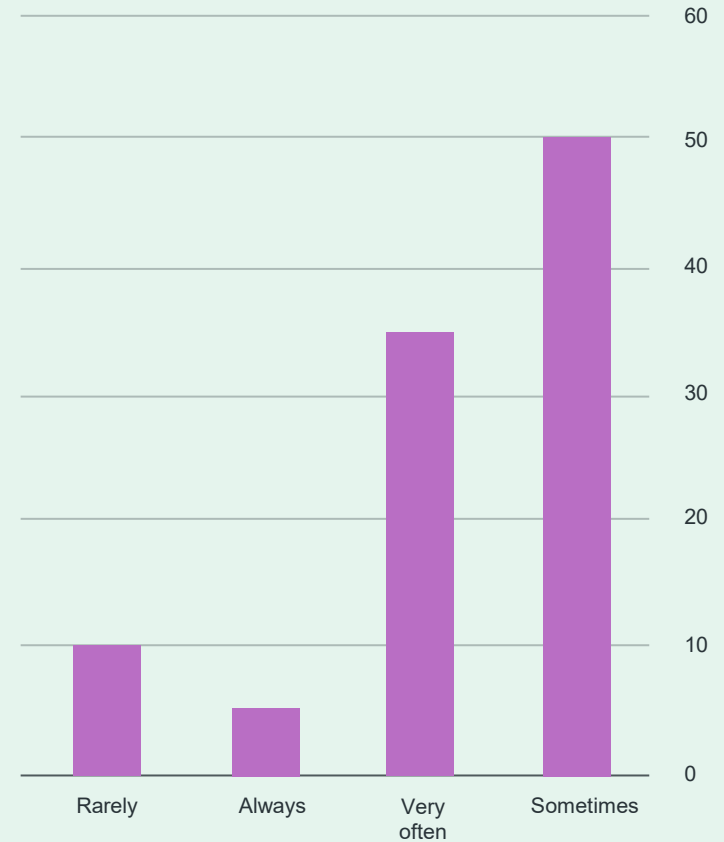
It's not all bad
although today
we focus on
pressures



Headline findings
Spoiler alert:
the moral of this
story is you're not
alone



How often
do you feel
**highly
stressed**
in your job?



What were the top 5 **nightmares** people had experienced?

You felt your expertise was being dismissed or undermined	56%
You experienced intense stress/burnout	47%
You were asked to make something that's really boring or irrelevant go viral	38%
You were asked to promote something you dislike/personally don't agree with	38%
Your post got zero engagement	36%



30% said one of their
biggest **nightmares**
is feeling hurt by
abuse aimed at their
brand's account.

56% said they
felt their expertise
is dismissed
or undermined.



40% said one of the most annoying things is friends and colleagues thinking your job is easy or not important.



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to; Pre-order the full
report. Deep dive into
the full results. Top tips
for managing pressures.





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So what are we going to do about it?



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Five steps to wellbeing



Connect



Keep learning



Be active



Take notice



Give



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Practical ways to support wellbeing and resilience

Starting here and now.....





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Panel and audience discussion

Actions for individuals

Actions for teams

Actions needed from leaders / managers

Actions for organisations



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Your personal commitment

And your wellbeing buddy



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Further resources

www.commsunplugged.co.uk

<https://cipr.co.uk/heardmentality>

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