

MARKETING & PROMOTION

RESOURCES

How To Avoid Digital Burnout

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This resource explains how to manage the impact of marketing and promotion on your wellbeing, offering guidance on reflection, recovery, and setting boundaries after periods of high visibility.

A practical reset after a busy period of marketing and promotion

Nervous system and body

Come out of vigilance

- Reduce screen time deliberately for the first few days post-campaign.
- Re-establish regular sleep and meal rhythms.
- Move your body without documenting it. No content, no tracking.
- Spend time in environments where you are not visible or evaluated.
- Expect fatigue or flatness. This is recovery, and the body recalibrating on the other side of constant digital stimulation and online feedback.

Digital boundaries

Step out of the algorithm

- Log out of platforms where possible. Delete apps temporarily if needed.
- Stop monitoring metrics once the campaign ends.
- Unfollow or mute accounts that spike comparison or agitation.
- Avoid reading comments when tired, emotional, or alone.
- Let others manage inboxes, DMs, or tagging where possible.

Mind and identity

Untangle self-worth from performance

- Notice urges to check numbers or seek reassurance. Pause before acting.
- Avoid post-campaign meaning-making while emotions are raw.
- Remind yourself that engagement is not a measure of value or talent.
- Give your nervous system time to downshift from performative mode.
- Reduce self-judgement about motivation, creativity, or confidence dips.

Support Act Wellbeing Helpline

The Support Act Wellbeing Helpline offers free, confidential one-on-one counselling and support for people working in music and the creative industries in Australia.

You can reach out for:

- Support during periods of high visibility or pressure
- Help navigating online stress, criticism, or burnout
- Space to reflect and reset after campaigns or releases

You do not need to be in crisis. Sometimes support is about stepping out of the noise and finding yourself again.



Looking for more resources?
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one at musicnsw.com/resources

MusicNSW works, creates and listens on unceded Aboriginal land across the state. We honour elders past and present and acknowledge all First Nations peoples as the original music makers, storytellers and knowledge holders. Always was, always will be.

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