

BLOG POST 3

GETTING OVER THE EMBARRASSMENT OF DOING THE JOB



As my social media internship at the Sonic Arts Research Centre (SARC) continues, I find myself facing new challenges every day. One of the most daunting challenges I encountered was when my lecturer in digital media, John D'Arcy, asked me to post videos on my own personal social media account. I must admit, I was a little hesitant at first. While I love spending hours on end scrolling through funny dog videos on TikTok, the idea of posting my own content was a whole new level of responsibility...

GIBBS REFLECTIVE CYCLE



In order to reflect on this experience and learn from it, I have decided to use Gibbs's reflective cycle. I used this cycle in my first blog post and found it to be an effective way to evaluate my experiences.

Step 1: Description



After brainstorming various ways, the social media team could boost the word of the course Broadcast Production at Queens, we came to the conclusion that we should start posting on our personal social media accounts. We realised this would get better engagement and would give us a lot more freedom to be creative and authentic. However, I was hesitant to post TikTok's on my personal social media account due to the fear of being judged and receiving negative feedback from my peers.

Step 2: Feeling

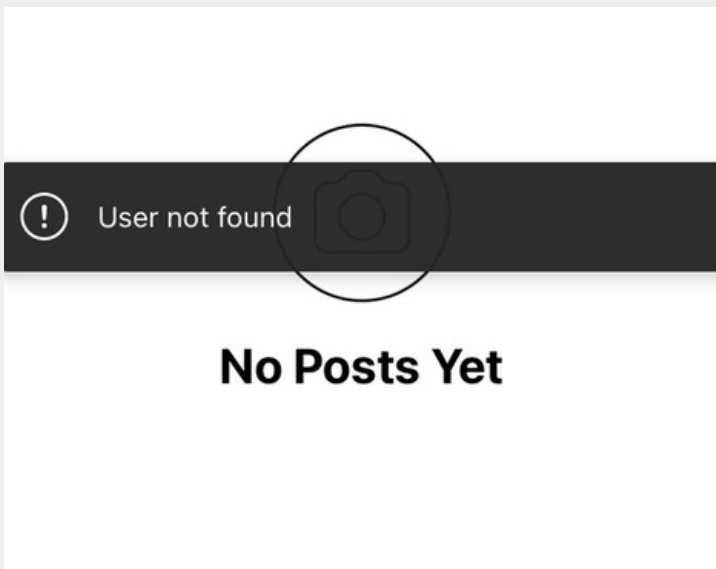
I felt extremely anxious and nervous about posting TikTok videos on my personal social media account. I feared that my content would not be engaging enough and that my friends and peer group would judge me harshly. These negative thoughts caused me to doubt my creative abilities and gave me a mental block, preventing me from even attempting to post anything. The fear of being judged and receiving negative feedback was overwhelming, and I felt unable to share anything with John, who was constantly asking for updates on my posts.



As a result, I fell behind on my content creation and felt overwhelmed trying to catch up, in addition to keeping up with my academic studies. According to Kim and Lee "Social media users may experience high levels of stress and anxiety when sharing personal information and content online. This may be especially true if they perceive their audience to be judgmental or unsupportive" (Kim and Lee 187)

Step 3: Evaluation

Upon reflecting on my feelings, I realized that my fear of negative feedback and judgment was hindering my work placement. I wasn't meeting my deadlines or enjoying using TikTok as I felt the pressure build. As a social media intern, creating engaging content is crucial for building an online presence and reaching prospective students. Therefore, my fear of posting TikTok's on my personal account was not only irrational but also detrimental to my job performance and general well-being.

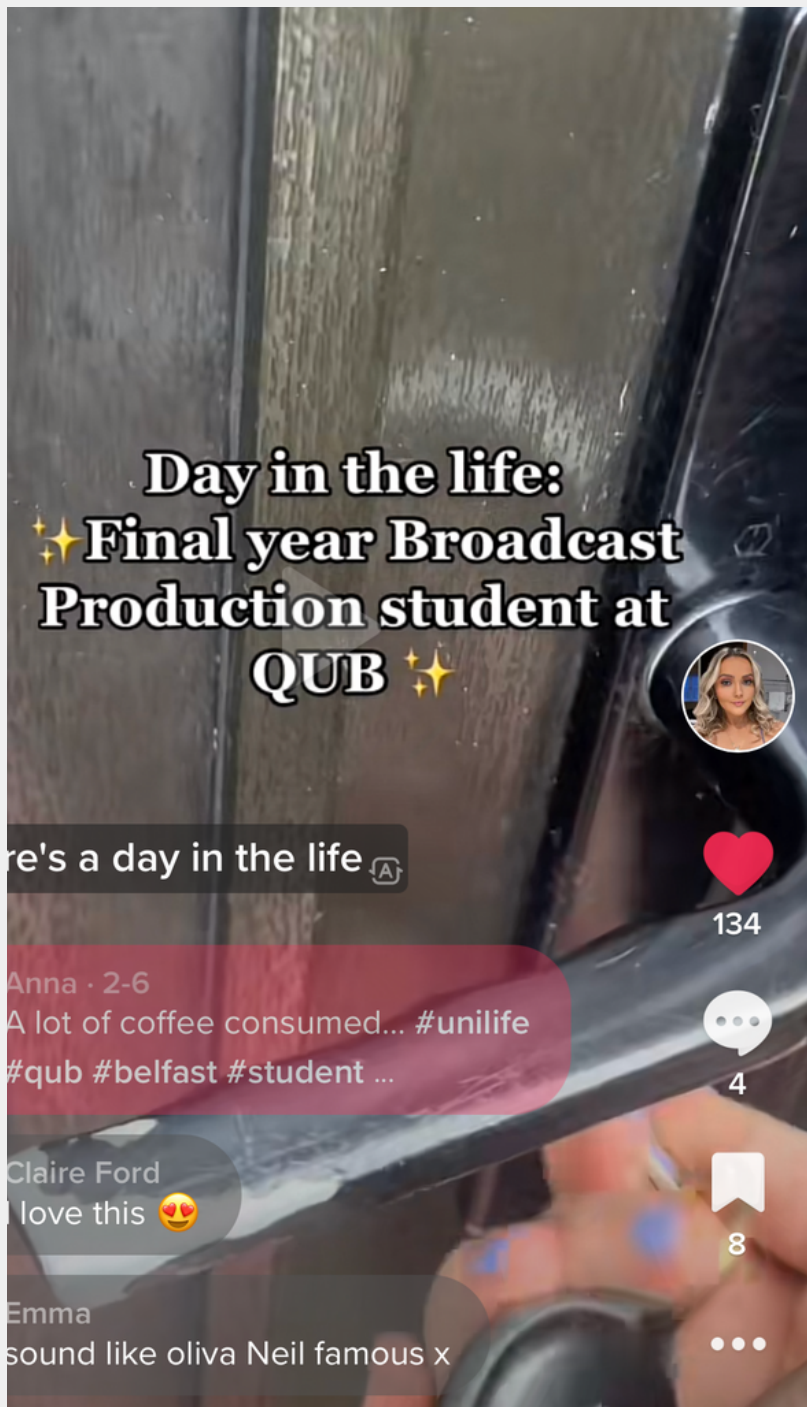


Step 4: Analysis

After some evaluation I researched the psychological phenomenon behind the fear of being embarrassed over something completely normal. I discovered the concept of the 'spotlight effect' and realised this was exactly what I had been going through. I came across an article by Gilovich, Medvec, and Savitsky which discusses the spotlight effect stating that "the spotlight effect involves the tendency to overestimate the extent to which our actions and appearance are noted by others" (211) After researching this idea, I realised I was overestimating who will see the TikTok and who would care that I had even posted on anything... Deep down I knew none of my friends would ever make fun of me for it and it was all in my head. There are millions of content creators on TikTok, and it is a completely normal thing to do.



Step 5: Conclusion



I finally realised that my fear of posting TikTok's on my personal account was completely irrational. Therefore, I decided to take a step forward and tackle my fear head-on by making my first TikTok. I planned out what content to film, what day to film on and just went for it. I filmed a 'day in my life: Broadcast Student edition'. I had a lot of fun filming it and even got my friends and fellow classmates involved.

After posting it I got a lot of positive feedback which boosted my confidence to post more. I came to the conclusion that my fear of being judged and feeling embarrassed was all made up in my head and I had nothing to worry about.

Step 6: Action Plan

I created a content plan that revolves around my interests, such as day in the lives, funny skits, and filters to create content that I am comfortable with. Additionally, I researched the platform's trends, hashtags, and algorithm to gain more visibility and reach a wider audience. Lastly, I challenged my fear of being judged by reminding myself that negative feedback is a part of the learning process and that viewers are unlikely to spend a significant amount of time on my content. If someone is interacting with my content it's because they genuinely enjoyed it and want to see more.

Works Cited

Gibbs, Graham. "Learning by Doing: A Guide to Teaching and Learning Methods." Oxford Brookes University, 1988.

Gilovich, T., Medvec, V. H., & Savitsky, K. (2000). The spotlight effect in social judgment: An egocentric bias in estimates of the salience of one's own actions and appearance. *Journal of Personality and Social Psychology*, 78(2), 211-222.

Kim, Jinyoung, and Yeonshin Lee. "The Facebook Paths to Happiness: Effects of the Number of Facebook Friends and Self-Presentation on Subjective Well-Being." *Cyberpsychology, Behavior, and Social Networking*, vol. 14, no. 6, 2011, pp. 359-364.