

I feel like a fraud.

Quantity instead quality. words instead of conversations.

I currently occupy the role of content producer/web content manager - but these are just meaningless titles as I have lost the writer in me. I am driven by meaningless short term deadlines (pushing out newsletters & making sure stats and traffic remains at an all time high) rather than producing engaging content. On average I am required to research, write, upload about 25 articles per week. Explaining that stats and clicks aren't the whole story has been a futile experience. Are these common practices in most web based companies? How can one person be responsible for social media, content production, editing & site management? Is there an easier way to churn out content without feeling like a fraud?

Forum created by **Linda M**

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