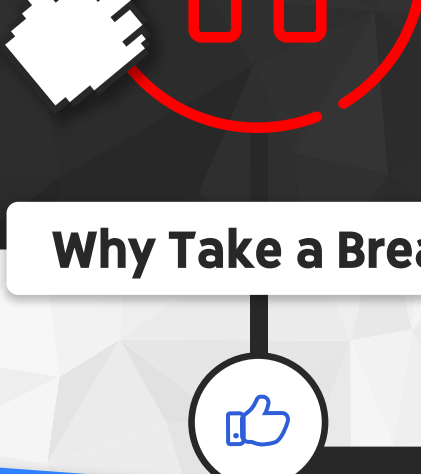


Hitting Pause: Taking a break as a YouTuber

Everyone needs (and deserves) a break sometimes. We have heard from Creators that they would like to understand the best ways to take a break from their channels. Being a Creator is a creative and fun-filled job, but like any job, you may want to take breaks and vacations to recharge or focus on something else. Here are some tips for taking a break from your YouTube channel.



Why Take a Break



"I need to take the time off to just get that energy and motivation back."
- Jacksepticeye, from his video 'I Have To Go Away For A While'

Don't be afraid to take a break.

- Often when you feel overwhelmed, or that you have too much on your plate to take a break, is when taking a break is most necessary and helpful.
- As Psychology Today puts it, "All the research shows that people who do not take time off are less productive than those who take [time] to unwind and unplug."
- Whether a break for you is a few days or a few months, YouTube's recommendation systems do not disadvantage channels that break from uploading. After looking at thousands of channels across YouTube, we saw that while some channels experience a dip in viewership after taking a break, many actually perform better.

Burned Out?

Being a YouTube Creator can be very exciting, but it's also a lot of work. That's why it's so important to treat yourself with compassion, and to respect that you have limits like any other person. Be especially mindful of symptoms of burnout. Is creating videos feeling stressful and not enjoyable? Or are you feeling like you just can't create anymore? These may be signs of burnout. To quote the **National Institutes of Health**, burnout symptoms include "an overwhelming exhaustion, feelings of cynicism and detachment from the job, and a sense of ineffectiveness and lack of accomplishment."



Watch Creator Academy's: "Managing Creator burnout with Kati Morton"

[Click here to watch](#)



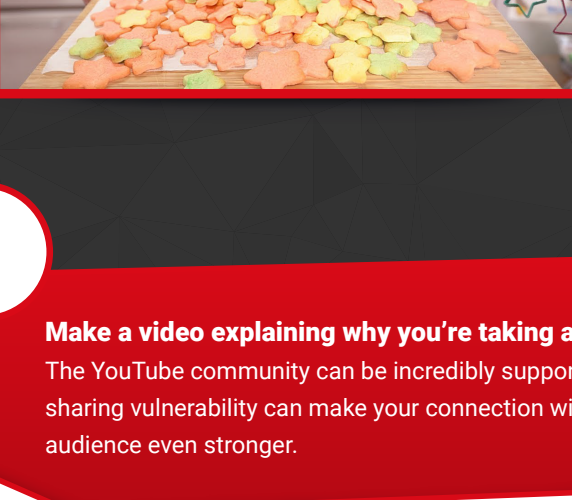
"I love vlogging, but there's so much more to me... I'm [going to] incorporate new series... new things I've never really shown you... That's how I want to inspire people."
- AlishaMarie, from her video 'The Real Alisha Marie'

Time off helps recapture the joy of creating. Taking time away from something, even something we love, can enable us to see it with fresher eyes and wider perspectives on what's possible. By hitting pause, you can return as an even more awesome, original Creator.

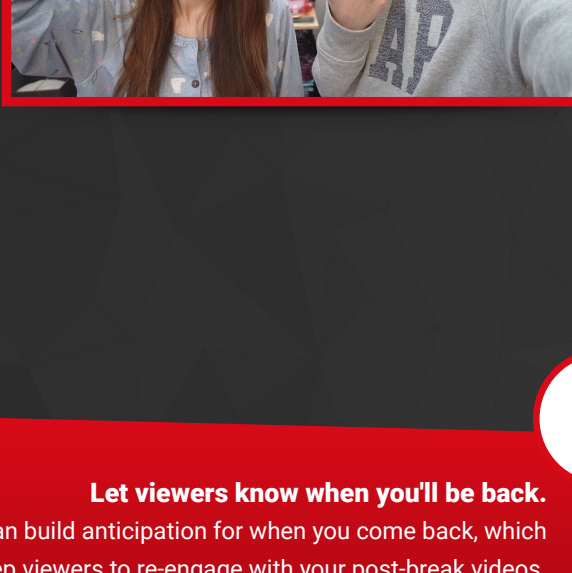
How to Take a Break

1

Whenever possible, plan your break in advance. It's common for YouTubers to see seasonal fluctuations in performance. Is there a time of year when your viewers or ad revenue are lower than usual? That could be a great time to take a break. **Simon and Martina** use January each year to rest and come back recharged.



2

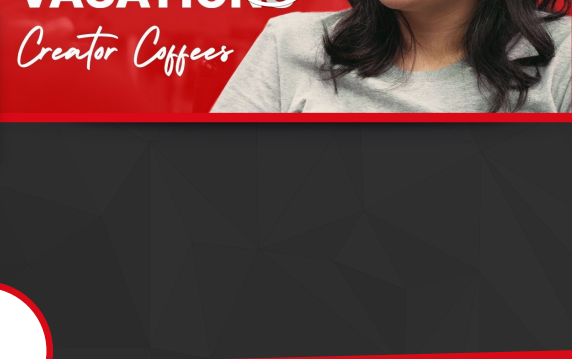


Make a video explaining why you're taking a break. The YouTube community can be incredibly supportive, and sharing vulnerability can make your connection with your audience even stronger.

"We took a break last week. We were burnt out, and I would like to thank you for all your support. This was also a good lesson for us: Caring for our own physical and mental health should always be the top priorities."
- Ray Du English

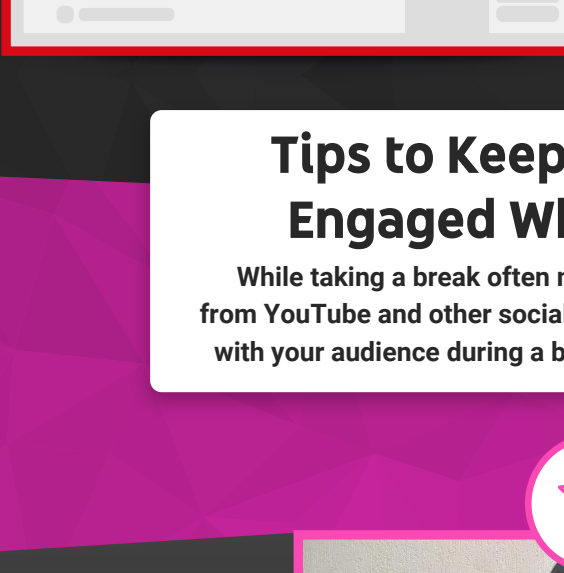
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Let viewers know when you'll be back. This can build anticipation for when you come back, which helps prep viewers to re-engage with your post-break videos.



"Tell people when you're coming back... then it's like a countdown. They get more excited."
- Elle Mills, "Creator Coffees"

4



Spread the word. Use YouTube Cards on your videos and utilize your other social media platforms to share information about your break.

Tips to Keep Your Audience Engaged While on a Break

While taking a break often means completely disconnecting from YouTube and other social media sites, if you'd like to engage with your audience during a break, here are some ways to do so:



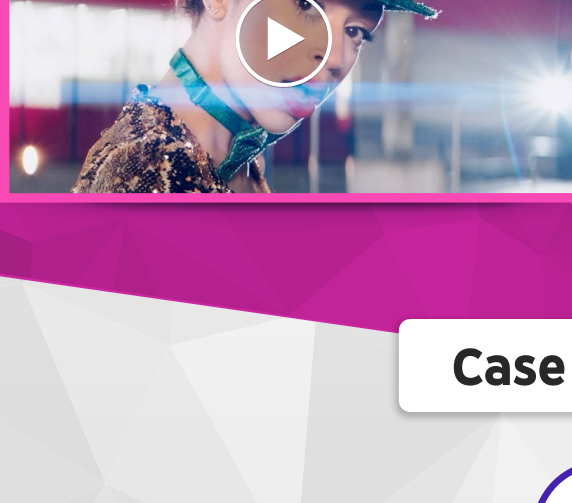
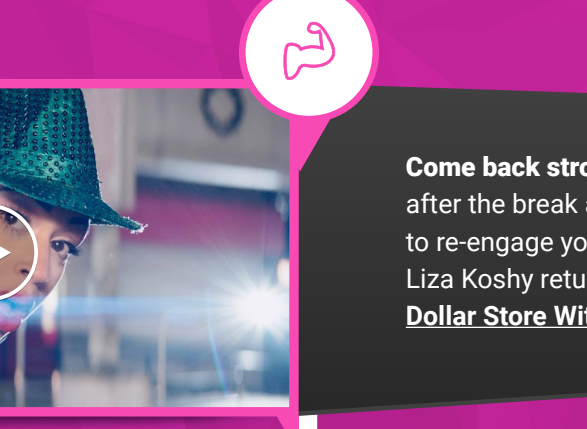
Continue engaging viewers using YouTube's lighter-weight engagement tools such as Community Tab and Stories.



Reuse old content in a new way, like "best of" compilations.



Recruit guest hosts for your channel, as Tom Scott does while on vacation.



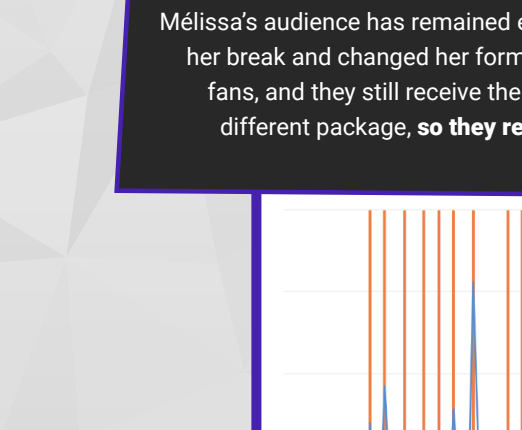
Come back strong. Make your first new video after the break awesome and extra clickable to re-engage your audience. For instance, Liza Koshy returned from her hiatus with **Dollar Store With Liza, The Music Video**.

Case Studies



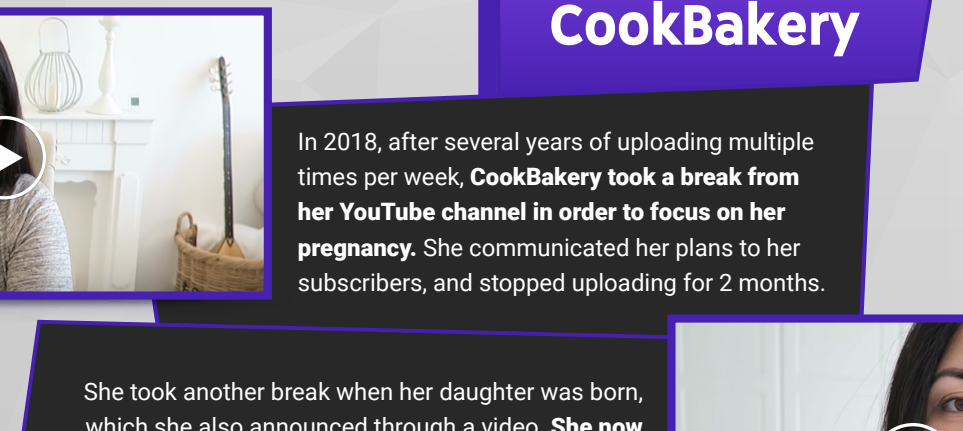
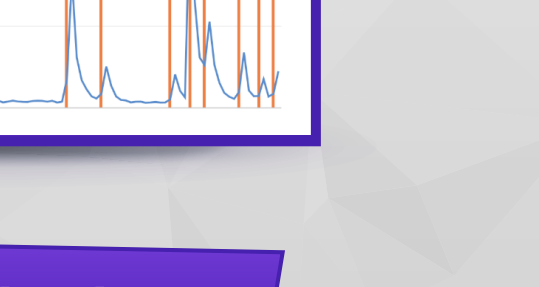
Take a look at these Creators whose viewership has remained consistent, or even grown, after taking temporary breaks or decreasing their upload frequency on an ongoing basis.

Golden Wendy

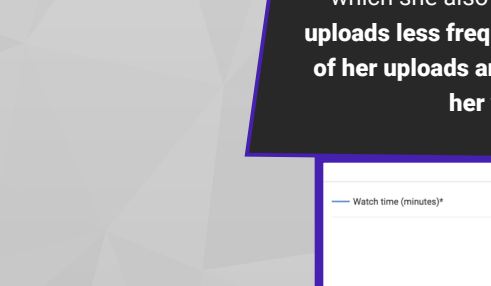


In Spring 2019, **Golden Wendy** took a two month break from her YouTube channel. When she returned, **Mélissa made a video letting her audience know that she had taken some time to think about what was most important to her**, and realized that her passion was writing, not being on-camera.

So, she changed her video format from a vlog to more of a video podcast, pairing well-researched reports with colorful slideshows. Mélissa's audience has remained engaged since she returned from her break and changed her format. She was transparent with her fans, and they still receive the information they want – just in a different package, so they remain committed to her channel.

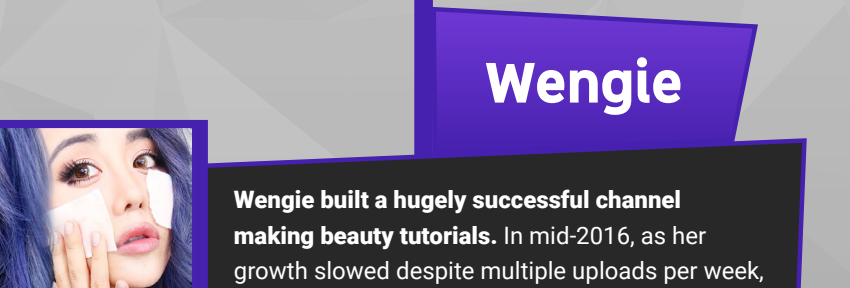


CookBakery

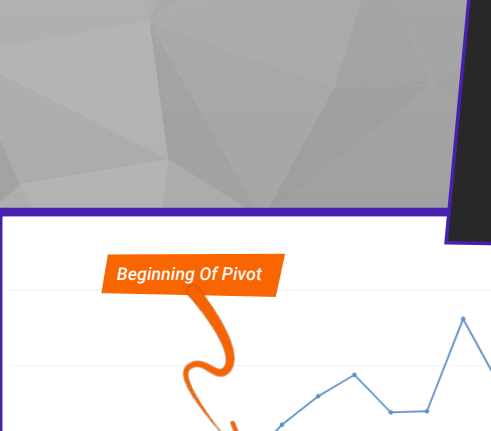


In 2018, after several years of uploading multiple times per week, **CookBakery** took a break from her YouTube channel in order to focus on her pregnancy. She communicated her plans to her subscribers, and stopped uploading for 2 months.

She took another break when her daughter was born, which she also announced through a video. She now uploads less frequently than before, but the regularity of her uploads and her transparency with fans means her viewership has remained consistent.

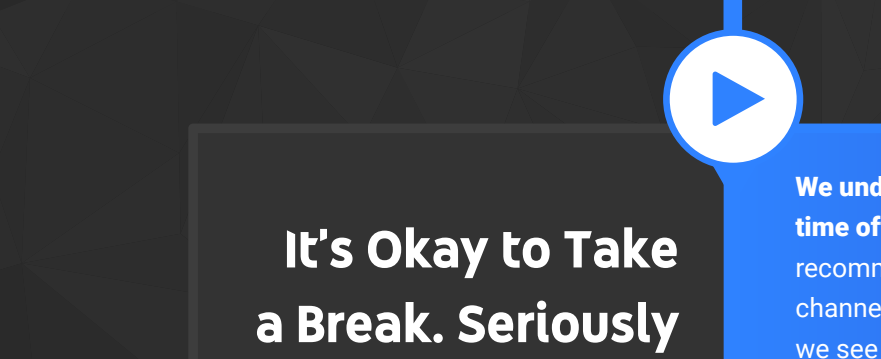


Wengie



Wengie built a hugely successful channel making beauty tutorials. In mid-2016, as her growth slowed despite multiple uploads per week, she decided to make changes. She reduced her upload schedule to publish one video per week and spent more time gaining inspiration and insight from studying other Creators' work.

As a result, **Wengie** decided to pivot her content from serious beauty tutorials to more lighthearted "life hack" DIY videos. She soon experienced exceptional growth, becoming one of the most subscribed Creators of 2017.



TL;DR



It's Okay to Take a Break. Seriously

We understand that it can feel scary, but taking time off is a basic human need. YouTube's recommendation systems do not disadvantage channels that break from uploading. In fact, we see that the majority of channels actually perform better after their break.



When possible, it's best to plan your break, explain it to viewers, and let them know when you'll be back.

Communication & Honesty are Key



Breaks Can Look Different for Everyone

It's up to you to decide how (or if) you want to maintain your channel while you're gone, through guest hosts, repurposing content, or using lightweight creation tools like Stories.



It's good for you, your creativity, and ultimately your channel.

Self-care is a Smart Long-term Investment



Want to Learn More?

See the [Creator Academy course, Staying Well and Avoiding Burnout](#)