



Double Act

with CARLA CARUSO

My name's Carla Caruso and this is my column on the highs and lows of being a first-time multiple mum. My fraternal lads, Alessio and Sebastian, were born on July 27, 2013.

This issue I'm interviewing Suzanne Robinson behind the blog, *Mummy to Twins Plus One* (www.mummytotwinsplusone.com). Suzanne is a mum to eight-year-old twin girls and a one-year-old son, and lives in NSW's Blue Mountains.

Hi, Suzanne. How did your blog come to be?

Before having my twin girls, I worked in the world of online content development; I produced and curated websites for corporates. Being at home with the babies was lovely *and* exhausting due to the nature of dealing with constant feeds, nappy changes and keeping two little people occupied. A full-time role really.

Although I was super-busy with the babies, I missed the world of work. I missed having something for me. I missed being someone that could solve issues and be sought out for my talent rather than just the twins' mum. I thought that since I really enjoyed creating websites and running them, why not create one that is mine and a vehicle for me? I could do

whatever I wanted with it and no-one could tell me that it was content that didn't suit the site.

My website started small and I did not have a dedicated domain for it at first. It was 'mummytotwins' with the WordPress domain in the URL... I slowly just typed some posts and kept it all secret. I feared people might think it silly, or that I was seeking attention. At some point, I decided I had to give the website and blog a good go. I took it live to the world and shared my site with anyone that was interested. I registered names for all social media sites and started to form communities.

I was happy [when] it was slowly becoming a success. It is a nice thing to think that something that you have worked on for nearly nine years now is getting noticed and that people are valuing what you are doing. Eventually, I moved the website over to a dedicated domain and have very recently changed the name due to the birth of my third child... In January, the website had a new look and there are more plans to take it to the next level this year.

I am glad that I started my blog. It has opened so many doors, it has allowed me to keep my online skills fresh and current, I have met some wonderful friends online—and being invited to networking events and launches is always fun.

You've previously worked for the ABC, News Ltd and more. Do you still dabble in the media? And how do you manage the work-family juggle?

I worked for the ABC and News Ltd before I had kids... I really wanted to still work at the ABC, but due to the full-time nature of the job and the fact that I live in the Blue Mountains, I did not want to put two one-year-olds in full-time childcare. I would have been happy with a few days' [work] a week and the rest maybe I could do from home [but] this was not to be.



I decided that bigger and better things were in store and I just had to leave it at that. At this stage, the twins were not born and the big job would be looking after them. These [are] my first children and I was excited but also a little freaked out due to never doing this motherhood thing before.

After the twins were born, I have worked freelance as a social media manager in a remote role. This worked a treat... I still dabble in freelance media and the world of paid work. In regards to juggling family commitments, before- and after-school care is a saviour, and now [having] the baby in day-care two days per week is a big help...

With all the amazing technology available, it is a shame that more educated and skilled employees (mums) are not offered more remote roles. All you need is to have the odd meeting at the office when it is required. The rest should be able to be done via Skype, email, Google Docs and more. It's so silly that companies are missing out on such great skills and families are missing out on a boost in income. Crazy in this online world.

With the rise of Instagram and other social media platforms, where to next for 'mum blogs'?

I think the difference will be how real you are. Not this fake Photoshopped stuff you see everywhere. I know it looks amazing but it is not real. It is also not achievable for anyone... I have been upset and depressed about my Instagram feed. I would love it to look styled and prettier. However, I am real and sometimes I don't look fabulous or 100 per cent, and I think this is one of the things that helps my readers connect and see me as a real person. I have this firm belief that you need to be real. You need to be accessible, and using different ways to communicate, like video and Instagram Stories, will help set you apart from the others. Video and different images or styles are the way to go.

Other mum/twin blogs you love?

Some of the other twin mummy blogs that I follow are:

- Corrie at [Retro Mummy](#)
- Kat from [The Organised Housewife](#)
- Jess from [Mummy of Boy Girl Twins](#)
- Clemmie of [Mother of Daughters](#)
- Simon of [Father of Daughters](#)
- Karen from [Tales of a Twin Mum](#)
- Sunshine from [Shinelily](#), and
- Maddie from [Mummy of Twins](#)



(Photos thanks to Suzanne.)



Carla Caruso is an Adelaide romantic comedy author and journo.

She has a short tale in the FREE ebook anthology, Spring Fling, out now (<http://amzn.to/2dcNb44>).

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