



Mediumship Matters Podcast Transcripts

Season 2 Episode 65

The Rise of the Social Media Medium

Hello, and welcome to Mediumship Matters with me, Hannah Macintyre!

Today, we're diving into a topic that's been really on my mind lately—the rise of the social media medium. How is social media shaping mediumship? Where's the line between spiritual integrity and the hustle for followers? And what does it mean for the future of mediumship as a business? Let's get into it!

The Business of Mediumship: Balancing Integrity & Visibility

If you've listened to past episodes, you'll know I've been talking about how we need new spaces for mediumship outside of traditional churches. But the flip side of that is what's happening on social media—where mediumship is often marketed like a product, with the goal of gaining fame, followers, and sales.

Now, don't get me wrong—I get it. Mediumship is a business for many of us, and finding a way to get seen is essential. But there's a difference between building an audience and treating mediumship like a viral marketing campaign.

Take Facebook ads, for example. I run them. Why? Because 95% of my event seats are sold through Facebook advertising. Organic reach is nearly dead—you could have 25,000 followers, but if you don't pay for ads, only a tiny fraction of them will see your posts. That's the reality. Spirit can't override Facebook's algorithm!

So, I'm all for ethical marketing. But the share, share, share culture that's taken over social media? That's where things start to feel off.

When Mediumship Becomes a Popularity Contest

I see this all the time—mediums spamming groups with posts saying:

- ◆ “Share this into 10 groups for a free reading!”
- ◆ “Your loved ones in spirit are drawn to the energy of shares—spread this message now!”

Let's be real—spirit doesn't care about shares, likes, or algorithms. That's not how connection works. So why are we pretending it is?

The other thing I find fascinating is the impact of social media on the way we choose mediums. If you were looking for a message from a loved one, wouldn't you want to go to someone whose energy felt right? Someone aligned, authentic, and connected?

So why do people fall for these hyped-up, sales-driven mediums who post clickbait readings? You know the ones:

🔥 “If you're seeing this, it's meant for you!” (Even though they paid for the ad.)

🔥 “I've been called by spirit to share this message.” (Or they just needed content for the day!)

This is where integrity comes in. If you're running ads, be upfront about it. If you're posting for engagement, own it. Just don't dress it up as divine intervention.

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The Social Media Algorithm vs. Spiritual Alignment

Here's the tricky part: social media rewards drama, controversy, and extreme emotions. But spirit? Spirit is calm, loving, steady.

This creates a weird mismatch. People expect big, dramatic signs from spirit because they see mediums on social media making everything larger than life. But real spiritual connection is often quiet, subtle, and deeply personal.

Think about it:

- ◆ Spirit supports you whether you're going through an awakening or just choosing what to cook for dinner.
- ◆ Your guides are there in the ordinary moments, not just the flashy ones.
- ◆ Mediumship doesn't need hype—it needs authenticity.

So, if you're consuming a lot of over-the-top spiritual content, ask yourself—does this actually resonate with me? Or is it just feeding the algorithm?

Social Media & The 'Spiritual Bestseller' Game

Speaking of social media tactics, let's talk about self-published books.

Did you know some people manipulate Amazon rankings to call themselves a "bestselling author"? Here's how it works:

- 📖 Publish a book on Amazon.
- 📖 Offer a free reading or masterclass if people buy it.
- 📖 Sell loads of copies in a short time, push it into a niche category, and BOOM—it's a "bestseller".

Now, does this make someone a bad writer? No. But it does raise questions about honesty in spiritual marketing. Are you writing because you genuinely have something to share? Or just to slap "bestselling author" in your bio?

Finding Truth in a Noisy Spiritual World

With all of this, where do we go from here?

I truly believe the next phase of spiritual growth will involve discernment. More people will start questioning:

- Does this feel real to me?
- Is this person truly aligned with spirit?
- Am I choosing mediums based on skill—or just their follower count?

And for those of us in this space, it's about staying grounded, ethical, and clear in our intentions.

You don't need to go viral to be a great medium. You don't need a six-figure follower count to be valid. You just need alignment, authenticity, and a real connection with spirit.

Final Thoughts: What Are You Consuming?

Spirit is asking us all to be mindful of our energy diet. Not just what we eat—but what we consume mentally, emotionally, and spiritually.

Take a moment to reflect:

- 💡 What am I allowing into my world?
- 💡 Does this feel aligned with my truth?
- 💡 Am I making decisions based on marketing or genuine intuition?

We always have a choice in where we put our energy. Let's make it a conscious one.

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Join us today at www.mediumshipmatters.co.uk.

Thank you so much for listening! If you enjoyed this episode, please leave a review—it helps more than you know! And if you'd like to share your thoughts, email me at podcast@hannahmedium.co.uk—I'd love to hear from you!

See you next time!

Transcribed & adapted for accessibility & SEO.