



Mediumship Matters Podcast Transcripts

Mediumship Matters – Season 7, Episode 21 – Creating Spirit Social: The Story So Far

Hi there, and welcome to Mediumship Matters. I'm your host, Hannah Macintyre. In today's episode, I'm sharing the real story behind my newest adventure: creating Spirit Social, a spiritual social media platform designed for lightworkers, intuitives, empaths, mediums, and seekers. This journey has been inspired, chaotic, spirit-led, and (let's be honest) full of unexpected tech headaches.

Where It All Began

The spark for Spirit Social started after I read *Big Magic* by Elizabeth Gilbert. In her book, she describes ideas as energetic beings that visit us. They come to life through us—but if we ignore them, they move on to someone else. That concept stuck with me. I started noticing how some ideas have a pull so strong, you just can't ignore them.

At the same time, I was growing increasingly frustrated with mainstream social media. Meta and TikTok were becoming places where spiritual content was suppressed unless you paid for visibility. I went from thousands of views and engagement to being seen by just a few hundred people, even with tens of thousands of followers. I realised something was seriously broken.

And Spirit, as always, nudged me through that frustration. The idea for Spirit Social landed, and it felt like a non-negotiable. I had to do it. It wasn't just a nice idea—it felt like something waiting to be birthed.

Creating an App from Scratch

Let me tell you—I had no idea what I was doing. I'm decent with tech, but building an app? Whole different world. Luckily, students in my community connected me with developers, and everything started to fall into place. But here's a fun fact I didn't know: apps for Android and iOS are built separately. You pay twice. That was just the beginning of many unexpected lessons. Learning to speak "developer" became a challenge. Everything needed to be spelled out. I assumed things like a newsfeed were obvious. Apparently not. And when I asked, they said, "You didn't specify that." So I learned, quickly, to be extremely detailed.

The Mission Behind Spirit Social

Spirit Social was created to fix everything wrong with traditional platforms for spiritual creators and seekers. Here's what makes it different:

- No algorithms. If someone follows you, they see every post. No games.
- No ads. Your feed stays sacred, not commercial.
- No scammers. With paid access, it's a safer space.
- No data selling. Your personal information stays private.
- No DMs (for now). Peace and boundaries are prioritised.
- A community-led experience. With questions sections and a growing community, everyone has a voice.

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For spiritual businesses, it's a game changer. Visibility is no longer pay-to-play. You can share events, posts, videos, and direct links, and your audience actually sees them.

Features Already Live

- Personalised daily pick-a-card readings (manual for now, automation coming soon).
- Questions board for spiritual discussions, tips, and dream analysis.
- Event listings (limited for now, but growing).
- Legacy pricing: the price you join at is the price you keep.

What's Coming Next

- Card reading automation (with over 200 original cards).
- Improved event functionality with reminders.
- Online course hosting.
- A business booking calendar with availability search.
- Oracle deck of the week.
- Community book club and podcast integration.

Lessons from Spirit

Spirit used this whole process to teach me about boundaries, speaking up, and trusting the journey. I pulled the same oracle card 20 times reminding me to watch my thoughts. Turns out, it wasn't just about mindset—it was about me not using my voice clearly in meetings. When I finally spoke up, the tech issues got fixed within 24 hours.

Creating Spirit Social hasn't been easy. But it's already helping people connect, grow, and feel seen. And that makes every frustrating moment worth it.

Final Thoughts

I hope this inspires you, whether you're a user looking for community or a business owner looking for visibility. Spirit Social is still growing, still changing, and it's been co-created by Spirit every step of the way.

Thank you for being here, and for listening to my journey. If you're not already on the platform, check it out at www.spiritsocial.co.