



# Mediumship Matters Podcast Transcripts

## Season 7 Episode 2 - Unfollowing, Unplugging & Finding True Connection

Navigating Social Media, Boundaries, and Staying Aligned as a Lightworker

Hello, lovely people! Welcome to Mediumship Matters with me, Hannah Macintyre. How are you today? We have a brilliant listener question from Juan in New York City that really got me thinking.

The Emotional Rollercoaster of Social Media & Mediumship

Juan shared his frustration with social media—how it's lost its way, how it's all about engagement and algorithms rather than meaningful connection. He spoke about feeling disheartened by the divisiveness in the world and the challenge of setting boundaries while staying open to connection.

And Juan—I hear you! Loud and clear.

The Algorithm Trap: How Social Media Has Changed

Social media isn't what it used to be. It's no longer about genuine connection—it's about money and engagement metrics. Platforms push content that stirs the most reaction, and guess what? That means trolls, drama, and clickbait get amplified while meaningful content gets buried. I've caught myself falling into the trap too—thinking of what the algorithm wants instead of what feels aligned. I'd find myself creating content based on what Facebook and Instagram told me would “boost my reach,” rather than focusing on what actually served my audience. And that's when I realized: I don't want to play that game anymore.

The Challenge of Watching Unethical People Thrive

I know exactly how it feels to work your socks off for years, building an authentic following, only to see someone new come along, spouting fear-mongering nonsense, and suddenly they have hundreds of thousands of followers.

And it's infuriating.

Especially when you see spiritual business “coaches” giving advice on how to grow your audience—when they barely have one themselves! Or mediums posting highlight-reel readings, cherry-picking their best moments and presenting them as if every session is flawless. Meanwhile, those of us genuinely working with Spirit, showing the messy, beautiful truth, get drowned out.

Boundaries vs. Inclusion: Who Do We Follow?

Juan asked a key question: Where do we draw the line when engaging with other mediums and spiritual workers who hold troubling beliefs?

This is something I've wrestled with. There are people in the spiritual community whose beliefs make me deeply uncomfortable. There are people who preach love and light but, behind the scenes, block and exclude anyone who doesn't fit into their perfect little box.

So where do we draw the line?

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For me, it comes down to this: If following someone makes me feel out of alignment, I unfollow. If their content brings negativity into my space, I remove it. And that's okay.

We're not obligated to stay connected to people just because they work in the same field. It's not "unkind" to protect our energy. Choosing not to engage with people who drain or trigger us isn't divisive—it's self-care.

## Disengaging from the Noise Without Ignoring the Issues

One of the biggest challenges right now is navigating the polarization of the world. We want to stay informed, we want to be allies, we want to stand up for what's right—but engaging in every battle can be exhausting.

Take the trans rights debate, for example. It's become a massive divide-and-conquer tactic, fueled by fear-mongering. As an ally, I follow LGBTQIA+ creators, but because of how the algorithm works, I also get shown the hateful side of the debate. And every time I see that content, I have to decide: Do I engage and push back? Or do I remove myself from it?

There's a fine line between being an advocate and giving energy to negativity. Sometimes, the best thing we can do is glance at the darkness without being consumed by it.

## RuPaul's Wisdom: "Glance at the Darkness, Don't Be Consumed By It"

I recently saw RuPaul share this wisdom, and it hit me like a ton of bricks: Glance at the darkness, but don't be consumed by it.

We need to know what's going on in the world, but we don't need to immerse ourselves in all the negativity. Social media algorithms feed us the most extreme, upsetting content because it keeps us scrolling and engaging—but that doesn't mean we have to play along.

## Finding Our Own Island in a Sea of Noise

Juan, your reaction to all of this—unfollowing people, stepping back from social media, reassessing your purpose—it's a natural response to a system that's designed to keep us hooked on conflict and drama. You're not wrong to want to disconnect from it.

I believe more and more of us are starting to step away from the noise. We don't want to compete in a popularity contest with fear-mongers. We want real connection, real integrity, real spiritual work. This is exactly why I'm creating Spirit Social—a platform where spiritual workers can share what's truly aligned for them, without being at the mercy of algorithms and engagement metrics. Because we need spaces that allow us to breathe, to share authentically, and to connect without feeling like we're screaming into the void.

## Final Thoughts: Choose Where You Shine Your Light

If you take anything away from this episode, let it be this:

- You are allowed to protect your energy. Unfollowing people who drain you is not a betrayal—it's self-care.
- You don't have to engage with every battle. Fighting with people on the internet won't change their minds, but shining your light might inspire those who are open.
- Step back when you need to. If social media makes you feel depleted, disengage. The right people will still find you.
- Trust that Spirit has a plan. We are in a period of upheaval, but from chaos comes transformation.

Juan, thank you for your incredible message. Your words reflect what so many of us are feeling. You're not alone in this. Keep holding your light. The world needs it.

Want to Stay Connected?

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If social media is feeling overwhelming but you still want to stay connected to aligned spiritual teachings, consider joining The Gateway at [www.mediumshipmatters.co.uk](http://www.mediumshipmatters.co.uk). And keep an eye out for Spirit Social, my upcoming platform designed for real spiritual connection, free from algorithmic nonsense.

Thanks for being here. Sending you all love and light—the real kind 😊.

Until next time,

Hannah