

Entre-Talk: Thoughts on Social Media



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Jody Moore

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I'm Jody Moore and this is *Better Than Happy*, Entre-Talk: Thoughts on Social Media.

Did you know that you can live a life that's even better than happy? My name is Jody Moore. I'm a master-certified life coach and a member of the Church of Jesus Christ of Latter-Day Saints. And if you're willing to go with me I can show you how. Let's go.

Alright, friends as you know on Monday we talk business. I talk to entrepreneurs who want to learn about all the things I'm still trying to learn about. And today I want to talk about social media because this is so common. Over and over again I hear business owners, especially new business owners say, "I don't want to have to be on social media. I don't want to have to post on Instagram or TikTok or Facebook", or whatever social media you think need to be on. And I'll say, "Okay, why?"

And I want to be clear, the reason I ask why not or why isn't because I think that you have to be or even that you should be. I think you should do whatever you want in your business. And I think there are many, many ways to grow a business. I don't think that you have to be because everybody else is. I don't think that you ever 'should' do anything. I think if you want to I can help you get your head around it. But a reason I ask why not is because I genuinely want to know what is your reason why you don't want to be on social media. We want to understand your reason.

And it is very common for people to say things like, "Well, it seems fake to me. I just don't agree with overall what it's doing. I think it's harmful for kids. I think it's people just putting their best face forward or it's intimidating. I don't understand it. I don't want to figure out how to use it. It's bad. It's evil. It's hurting people. All kinds of things like that I hear. So I just want to share with you my thoughts about social media and you can take them or leave them. But I like to view social media as the town square.

And actually, I should tell you where I got this thought from. I got this thought from a missionary, a young elder, 19/20-year-old kid out serving a mission for our church and this was years ago. I think I was living in

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California at the time. But the church was encouraging us to share our testimonies online. So that's where this thought comes from. This young elder said to me, well, he said to all of us I should say in a class. He said, "Social media is the town square." It's the new town square.

If you think about back in the olden days the town square is where people would go if they wanted to see what was going on and they wanted to connect with one another. And everyone built their businesses around the town square because that's where you would go to buy supplies and things. That's where you might put up flyers advertising your business. That's where people would literally stand on a soapbox and share a message that they wanted to spread or fight for a cause etc. It was the town square.

So did you have to go to the town square? No, not necessarily but you might want to at times especially if you were somebody who had a message or a product or an offer you wanted to get out into the world you would probably go to the town square to try to get the word out because that's where all the people are.

And the town square now is the internet but especially social media. That's where the people are. That's where people go to see what's going on. That's where people go to buy things a lot of times and that's where people go to spread their messages. And that's where people go to hear what other people are thinking. And so do you have to use it? No, you don't, you really genuinely don't. I'm not just saying that, you really don't.

But the town square people can stand up in the town square and say really hateful terrible things or can stand up and really inspire and spread a lot of love and goodwill in the town square. It's just the town square. Yeah, you can use it to do a lot of harm. And I look at my business account, even my personal account, is it fake? Yeah, probably, I mean I'm not trying to trick anyone but I'm publishing mostly my professional photos and things.

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But here's why I feel okay about that, here's why I don't feel bad about that at all. This is the second thing I want to say. Number one, social media is the town square. It's where everyone is so go there or not up to you.

But number two, if you're feeling worried about coming across fake or accidentally offending someone or looking dumb, looking like you don't know what you're talking about, being compared as not being as qualified as someone else etc. Notice that your brain is making it about you. It will always feel scary when you make it about you. It feels scary for me when I make it about me but here's the thing. I'm not publishing professional photos of me and messages on Instagram in order to try to impress people and win friends.

I'm doing it to try to help people with their mental and emotional health. And if a picture of me gets their attention and having a face and a voice and a name to associate with the tools helps them feel guided then I'm in. I'll be that person for whoever wants me to be. So don't be hating on social media or the internet. It's neutral. You don't have to use it. You don't have to like it but notice that the story you're telling is either a story you want to keep or not. It's just a story in the end. What do you want to believe? Those are my thoughts about social media.

Now, I want to give you some more help, entrepreneurs, especially coaches. I created a free training where I walk you through exactly how I started from zero, nothing, literally did not know what I was doing at all to a thriving multiple seven-figure coaching practice. And I show you exactly how to do it and it's totally free. Head to jodysfreetraining.com and check it out. Alright, I'll see you next time. Take care.

Hey there, if you enjoy this podcast or even if you just find that it sort of piques your curiosity, or it makes you think, you're going to love the book that I wrote. It's called *Better Than Happy: Connecting with Divinity Through Conscious Thinking*. And it's available now at Amazon in print or kindle version. Or if you want me to read it to you, head over to audible and grab the audio version. And why not grab a copy for your sister, your best friend, or your mom while you're there too. Just saying.