



Embracing Heart-Centred Social Media: How to transform your social media to build authentic connections in the digital space

by *Laura Marks*
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Unless you live in a remote part of the world where technology is limited, social media platforms have become the go-to avenues for human connection and communication. Huge changes since many of us grew up and the next generation are using social media as a normal part of life. Time spent on social media was heightened during the pandemic and we have not backtracked; if anything, it has increased both for personal and professional reasons. For Busy Women Networking, social media is a very valuable resource to build your brand, communicate your messages and continue your wider networking.

However, social media can sometimes feel impersonal so if you are looking to build more meaningful connections, consider exploring the concept of heart-centred social media—a transformative approach that aims to create greater authenticity, show empathy and promote genuine human interaction. There is nothing better than being in a room of wonderful BWNs and seeing everyone in person and we can take this good feeling away with us, bringing a heart-centred approach into our online activity.

What is Heart-Centred Social Media?

Heart-centred social media goes beyond the surface-level interactions that are prevalent on the mainstream platforms. It encourages users to embrace empathy, vulnerability and compassion, ultimately bringing a sense of community and wellbeing. Unlike traditional social media which often has an emphasis on metrics such as likes, shares and followers, heart-centred social media highlights the quality of relationships and the depth of engagement. A little like our BWN networking meetings!

The Principles of Heart-Centred Social Media

♥ **Authenticity:** Heart-centred social media encourages individuals to present their genuine selves, rather than crafting a carefully curated persona. By sharing authentic stories and experiences, users can form deeper connections based on mutual understanding and relatability. We could say #nofilter

♥ **Empathy and Support:** In heart-centred social media, empathy takes on a powerful role. Encouraging active listening, offering support and provide a nurturing space for others to express themselves. Through acts of kindness, understanding, virtual hugs and uplifting comments, we can create an environment where everyone feels seen, heard and valued. Every so often, something happens in society to remind us and becomes widespread on social media but why not look to incorporate this generally? #bekind



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♥ **Mindful Engagement:** Heart-centred social media advocates for intentional and meaningful engagement. Instead of mindlessly scrolling through content, actively engage with others by asking questions, providing thoughtful feedback and initiating conversations that matter. Emojis are ok too! And this goes way outside of your direct network. Some of the most thoughtful and interesting posts that I have read have been contacts of contacts. #mindfulness is often seen as a personal practice of growth and you can align that with your social media engagement.

♥ **Positive Influence:** Heart-centred social media strives to spread positivity and inspire helpful change. Promote uplifting content, share success stories, engage in acts of kindness and understanding. This brings a ripple effect of goodness and empowerment. And visuals – social media is wonderfully saturated with beautiful images that will cheer up your day and those you provide can do the same for others! #bethechange

Some Benefits of Heart-Centred Social Media

We all want to implement successful ideas into our online presence and a heart-centred approach can just that. Benefits include more genuine connections with a real interest in your brand and a sense of belonging. Have you considered providing a creative space for your connections? Perhaps a collaboration or competition allowing your audience to share their unique talents, ideas and passions. We can also bring a focus to amplifying marginalised voices in a safer space and issues such as mental health, sustainability and social matters. Opening up our social media platforms to be a force for good and to empower others.

Consider Alternative Social Media Platforms

If you are considering looking outside the main social media giants to discover more specific heart-centred social media platforms, here are a few to check out:

Mighty Networks is a community platform which provides a space with members at the heart, building communities around shared interests, passions and goals. You can create your brand with your membership and courses for users to engage in discussion, share resources and support each other's growth.

Vero does not use an algorithm! Optimised for connection and focus on authenticity, aiming to create a more genuine social media experience. It allows users to share content chronologically, there are no ads and it emphasises quality over quantity.



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Be My Eyes is a mobile app connecting blind and visually impaired individuals with volunteers who provide assistance through video calls. With over 6.5M volunteers, 500,000 blind or visually impaired users and available in 180 languages, it exemplifies how technology can be used for meaningful connections and to improve life experience.

Heart-centred social media has the potential to revolutionise the digital landscape. With campaigns such as #bekind, #blacklivesmatter, #womensupportingwomen, #sayhername the global impact of heart-centred social media is evident. These campaigns, along with many others, have not only raised awareness about important social issues but also sparked meaningful conversations. They have the capacity for positive societal impact and real-world change. The power of social media to unite people is unparalleled.

Some of the benefits that I experience from being a member of BWN Towcester are the good feeling in each meeting, ongoing support and genuine communication with my BWN clan! Through heart-centred social media, we can promote the same. Social media platforms are virtual gathering spaces for like-minded individuals to connect and collaborate in the pursuit of a more inclusive and compassionate world. And I know I would like to be part of that!

For all things social media related, visit [BB Creative Communications](#). I offer social media bespoke packages and love working with brands and individuals that are invested in their growth. If you would like to discuss how to incorporate heart-centred social media or any other aspect of social media to really start to elevate your brand online, drop me an email laura@bbcreative.co.uk or connect with me on LinkedIn [here](#).