

Cut through digital distress - look to your audience

[Karen Possessky, LCSW](#) February 20, 2017



Once upon a time, I drove myself crazy searching for the optimal strategy for managing social media. I coined the term "digital distress" for my experience with the stimulus hitting me every which way from every direction.

Eventually, I decided to tackle it like anything else in life, with testing and observation.

At first, I practiced everything that I learned from blogs, articles and books. As fast as I "found" ways to manage, a new feature or algorithm would set me back into distress. I was wasting my time trying to "nail" down the perfect effective strategy for managing social media platforms. There was no "one rule fits all"; if there had been, it would have become obsolete within 4 months. I took a break to clear my head and frustration.

They say in silence, the Universe speaks and reveals answers to us. True to the saying, I came to an epiphany!

How did we learn before we could read? We tested our environment and learned from natural feedback.

My mother used to tell me "Don't go near the hot oven, you'll burn yourself!" I am a curious sanguine temperament and telling me not to do something is

almost daring me to do it. During our 1976 vacation, I touched the hot oven! My entire hand was bandaged and I couldn't play in the pool nor the ocean - I learned and the lesson stuck with me well!

We get feedback from every action. Even non-feedback is feedback. When it comes to managing your social media - what feedback do you want? Do whatever it takes to keep gaining more of the feedback that you want that resonates with your brand and voice.

Businesses and personal brands exist within a wide spectrum of industries. They come in all shapes and sizes with different values, missions and target audiences. It's fine to read a few articles here and there for guidance with social media management. However, the best information to drive your social media practice comes from those interacting with you.

Social media cannot be "mastered" - there's simply managing it through all the changes. You must flex where the wind blows and try never to control hurricane-force winds. The "mastering" of social media therefore, entails listening to your audience and moving along with them.