

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

**Shohreh Davoodi:** Welcome to episode number 61 of the Redefining Health & Wellness podcast featuring your favorite Girl Gang. Yes, Ally and Tiffany are back again and today we are talking all things social media. We take a walk down social media memory lane, discuss all manner of feelings about various social media platforms, share boundaries we've set with social media, and more. To access the show notes and a full transcript of this episode, head to [shohrehdavoodi.com/61](https://shohrehdavoodi.com/61). That's [shohrehdavoodi.com/61](https://shohrehdavoodi.com/61).

This podcast is brought to you in part by support from listeners like you! While this podcast is completely free to enjoy, the time, energy, and money that I put into crafting each episode is costly. Thankfully, there are multiple ways you can show your support to help the podcast continue to thrive in the months and years to come.

Joining my Patreon community at [shohrehdavoodi.com/patreon](https://shohrehdavoodi.com/patreon) is the best way to offer ongoing financial support and get extra members-only perks in the process. If you prefer a one-off contribution, you can tip me for my work through the payment links located at the bottom of the show notes for each episode. Lastly, even if you're unable to support the podcast financially, you can always subscribe, rate, review, and share it so that more people can find and benefit from the show.

However you choose to invest in the podcast, thank you for believing in me and tuning in each week.

[Music plays]

Welcome to the Redefining Health & Wellness podcast. I'm your host and resident rainbow glitter bomb, Shohreh Davoodi. I started this project because I saw how black-and-white messaging about health harms everyone, and I wanted to paint a more honest and vibrant picture. This podcast is a space where we can reimagine health together by confronting

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

limiting misconceptions, delving into aspects of well-being that are often ignored, and prioritizing conversations with marginalized individuals. I encourage you to take what you need and leave behind what you don't. Are you ready for this? Let's fucking go!

The Girl Gang is back! Back together again. [Laughs] Ally and Tiffany, returning again because for some reason I'm not tired of having you on the podcast and my audience isn't tired of hearing from you. So—

**Tiffany Cunningham:** We miss them too.

**Ally Ridnour:** I honestly never could have predicted this, but here we are. [Laughs]

**Shohreh:** Here we are. So how is everybody doing tonight? How is pandemic dread treating us all? [Laughter]

**Ally:** I'm doing okay. Since we last spoke, my dear listeners [laughter], Shohreh's dear listeners, I'm doing actually quite good. Which I will say, I have a lot of guilt about. So that makes me feel bad. But all in all, doing quite well. As some of y'all probably know, we have been able to train aerials again, which has made such a difference. So I'm sitting here, not as depressed as I was a couple of months ago, and feeling good about that.

**Shohreh:** We stan. We stan a less depressed queen.

**Ally:** Right? [Laughs]

**Tiffany:** I love it.

**Ally:** Yes.

**Tiffany:** I am also doing better, but in this weird sort of way of like, I actually, I had therapy yesterday, and my therapist and I were talking about milestones and hitting milestones of being able to process things better. I was like,

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

yeah, I feel like I'm able to honor the feelings that I'm having and the stressors that I'm having and I'm giving space for my emotions. And she's like, "I really wanna honor the progress that you've made." And so, I was given homework of celebrating this. It's like a really weird feeling for me to actually stop and be like, okay, I'm actually healing a little bit. [laughs] Baby steps.

**Shohreh:** Gotta give you a self-care sticker for that to go on your assignment sheet.

**Tiffany:** I feel like, yeah, I'm getting the little gold star sticker, like I leveled up. Things are still really shitty but at least I can process them better.

**Shohreh:** Yeah. That is a big step.

**Ally:** Shohreh, how are you doing?

**Shohreh:** I'm riding the hot mess express a little bit on my end. It's funny 'cause I feel like I started the pandemic doing fairly okay for a long while. So I guess I was due for a life crisis [laughter]. But yeah, it's just kind of all starting to get to me and just dealing with some shit in my life that it's time to deal with, and that's fine. But I've been better. You know, I hate the whole like, "How are you," "I'm great, I'm fine, everything is wonderful" when it's like, no, that's not actually what's happening. So that is my honest answer. Things are a little bit shitty right now, but I'm gonna be okay.

**Ally:** Yeah, you will. But maybe not right now and that's okay.

**Tiffany:** It'll take time.

**Shohreh:** We're all surviving, we're all, just keep on pushing through. So today we're gonna talk about social media.

**Ally and Tiffany:** Ooh! [Laughter]

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

**Shohreh:** I mean, so many ways that this can go, but you know, I just feel like social media is such a big part of most people's lives, whether you're on it or not. 'Cause it's like if you're not on it, that is its own big deal.

**Ally:** Yeah.

**Shohreh:** And a whole separate conversation that has to be had. And if you are on it, it's just a matter of like, trying to find the good in it and avoid the bad as much as possible. But it's a big thing, especially right now during the pandemic where we cannot see people in person as much, so social media has become, I feel like, even more important in a lot of people's lives. So that's what we're delving into today.

And we're gonna start by talking about our individual introductions to social media. You know, like, what was the first social media that we can remember? Because all of us are from a generation where it's not like we were born and social media existed, unlike today's generation that people are being born.

**Ally:** But we all also grew up a few years offset from each other, so I'm curious to kind of hear about that.

**Shohreh:** So we should go oldest to youngest then. So Tiff, you should start us off.

**Ally:** Okay.

**Tiffany:** Oh god [laughter]. Y'all, I'm old. I mean have we talked about how old I am because I feel like I'm old?

**Shohreh:** I don't know, you should tell the fans your age.

**Ally:** Well, we know. I was like, we know how old you are [laughs].

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

**Tiffany:** Okay, Redefining Health & Wellness fandom, I am your elder millennial fairy gothmother. I am a 38 years young [laughs], so I'm in that weird generation that's not the Generation X. I'm like straddling the line of elder millennial. My experience with the internet in general is very much one of like, it existed. Like my teen years were on GeoCities.

**Shohreh:** Yes.

**Tiffany:** Like I had my own fandom website on GeoCities.

**Ally:** I don't think I know what GeoCities is.

**Tiffany:** So, before you could buy website domains, they had hosting platforms where you could basically sign up for a domain. It'd be like GeoCities/tilliphont. And you would build your website from HTML from scratch.

**Ally:** Oh, okay, okay.

**Tiffany:** This is actually how I got into graphic design. I would call it the Bronze Age where we weren't sticks and stones and cave dwelling, but we were definitely not like the streamlined, sleek, like things were very clunky. I definitely have nightmares of dial tone.

**Shohreh:** Same!

**Tiffany:** The first social media that I ever encountered was this social media called ICQ, which no one will know because—

**Ally:** Yeah, I don't know it!

**Shohreh:** Can't help you there [laughs].

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

**Tiffany:** It was basically like an early instant messaging program, and it was kind of the precursor to AOL Chat, which I definitely did have when I was in college. And as far as my social media experience, I was in college when Facebook was only for college people [laughter]. I think the Zuck and I are probably very close in age.

**Ally:** I don't know why that's really weird for me to think about. In my mind, he's like 75 years old! [Laughter]

**Tiffany:** See in my mind he's a child, and I don't know why.

**Shohreh:** He has perpetual baby face.

**Ally:** He definitely does. For sure, for sure.

**Tiffany:** He's gross.

**Ally:** Yeah, agree.

**Tiffany:** I definitely remember when the internet was basically the equivalent of the wild, wild west where in the same way that as a child I got thrown to the wilderness with the, "don't do drugs, stranger danger," that was it. And so you kind of took that with you online. It was like you could find all sorts of things, wonderful things [laughter], terrifying things. This is also before, I think it was like before things like Twitter. I remember when Twitter happened. I think I might have been working by that point.

**Ally:** Wow!

**Tiffany:** Social media, as far as connecting with each other on one single platform, didn't really exist. It was like the connections were made through things like web rings, which were basically, you know, on these GeoCities sites you would sign up for web rings where you would be included in a list and

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

you had a little widget at the bottom of your website. And it would take you through and cycle through different sites that were related to the same content. Mine was in a web ring of like Clamp manga anime [laughter] content. This was like 1996, okay?

**Ally:** Okay.

**Tiffany:** Ah god. There was like Yahoo groups. Oh god. It was like your internet chat was in the email. So you had to chat via email, so you had these huge email threads and yeah, it was just messaging boards and bonkers shit. So you couldn't just go to Facebook and find your friends. You were sifting through piles and piles of garbage [laughter].

**Tiffany:** Basically, my experience with social media is that I'm a dinosaur. [laughter] So, what is your experience with social media, Shohreh, as the next in line?

**Shohreh:** Yeah, so I grew up a little bit more internet savvy than you. So I'm 30, so we have an eight-year gap between us. And I remember the internet being like a pretty regular part of my life by, definitely middle school. Probably it would have been even late elementary school. And these were the dial-up days, so we did have the stupid dial-up thing happening throughout our house. And the first thing I remember, and I thought of this as you were speaking, was this website—that I just looked up, it apparently still exists—which is called Neopets.

**Ally:** [audibly gasps]

**Tiffany:** Neopets!

**Ally:** I literally, in March, when the pandemic was starting, got back on Neopets just to like—

**Shohreh:** What?

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

**Ally:** Nothing works on it. It's a terrible website. Like all of the games didn't work, but I was like, I want to try to get in my Neopets account, and I did. And let me tell you, all of my Neopets are dying!

**Shohreh:** Oh my god. So, my dad is a doctor, and he used to have to go to the hospital to see patients all the time when we were kids. And so, when he would get called in to go to the hospital and he'd have to go see patients, a lot of times he had to bring us with him. And so he would just throw us in the break room in there where they have like snacks, and soda, and computers. So we would just like, go on these computers and play Neopets on this terrible dial-up internet [laughs]. So yeah, that was kind of my first thing that I thought of, was like, oh yeah, Neopets.

And then by the time I was in middle school, like AOL Instant Messenger, AIM was 100% a thing. I had the most emo screen names of all time. I had many different ones. I remember when I was in, god, it was probably 6<sup>th</sup> or 7<sup>th</sup> grade, I had my first "boyfriend," which I'm putting in air quotes because it was not. I think we held hands once. And the way I found out that he didn't want to be with me anymore is because he took my name out of his AIM profile!

**Ally & Tiffany:** [audibly gasp]

**Ally:** That jerk!

**Shohreh:** Will, if you're out there, go to hell, sir!

**Ally:** Fuck you Will. [Laughter]

**Tiffany:** I mean, that's the thing though, when you're in that time period in your life that is so traumatic and devastating.

**Shohreh:** I was devastated.

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

**Tiffany:** And I mean there is this language of the internet and there are social cues that develop, which I mean, I'm sure we're gonna talk about later, but I feel for baby Shohreh. I do.

**Shohreh:** Yeah, I was very sad.

**Ally:** Meanwhile, Will is listening to the podcast and he's like, "I'm sorry!" [laughter].

**Shohreh:** Oh man. Yeah, so that was...middle school and onward I was on AIM constantly. I mean, I probably didn't get off of AIM really until I went to college because that was still the big thing to do. And by middle school as well, I was on the blogging sites. So I had LiveJournal, I had Xanga. When I was applying to law school a few years ago, I found all of them and I had to get rid of them. [laughter] I was like, oh no, we do not want Shohreh's middle school and high school angst out on the internet for people to find.

**Ally:** No!

**Shohreh:** But my parents were always really intense about TV time and internet time, and I have three siblings. And so, we had an allotment. We were only allowed to watch like one hour of TV after school, and we were allowed one hour of internet each because we had one computer for everyone in my house, all six of us were sharing a single computer. And that was the case until I went to college, and then I got my own computer.

**Ally:** What? Wow.

**Tiffany:** Oh my god.

**Shohreh:** Yes. So, not fun. And my parents, of course, they had all the parental controls where it would like literally lock you out after you had your hour. And of course, you know, as an angsty middle schooler and high schooler,

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

this pissed me off, because I'm trying to flirt with boys on AIM. I'm trying to have conversations—

**Ally:** One hour is not enough!

**Shohreh:** Literally, it is not enough! Everybody went home after school and immediately logged onto AIM, that was the thing that you were doing. So it wasn't enough time. So of course, eventually I figured out my parents' password, as one does, and I start logging on after they go to bed. Which was risky, because again, dial-up! So, I would have to be sure that they were actually asleep before it started making that rrrr-rrrr sound [laughter], just two rooms over from them. And I then I would get on late at night and I would do my thing and then I'd get off.

Well, the reason I got caught is because one of my brothers also figured out the password and was using it to look at porn. [laughs] And my parents were like, "Have you been looking at porn?" And I was like, "No!" And they they were like uh-oh, it was one of my brothers. And then they changed their password, and it was sad from then on.

**Ally:** Ugh rude!

**Shohreh:** I know, but it was a delightful time. And then the first real, true social media, of course, was MySpace. That was the big social media, before Facebook. Everybody had your top eight. Who's cool enough to be in your top eight. And then you kick 'em out of your top eight, like, oh, you're not friends, you're fighting or whatever. So MySpace was my first real social media where it was like, everybody was on there, you could put pictures, and do posts, and all that kind of stuff. And then, of course, Facebook happened after that.

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

**Ally:** I'm sure nobody is surprised that I'm the baby of the group [laughter]. I'm 27, in case anyone wants to know. My experience, I feel like, was pretty similar to yours Shohreh, except for that my dad works in IT and has, for as long as I can remember, I know he used to be a civil engineer, but as long as I can remember he's worked in IT. And so, my house had many computers growing up. We each had our own for as long as I can remember. We all had our own computer. I had a desktop and a laptop, which like no nine-year-old needs, but I did have [laughter].

**Shohreh:** So jealous.

**Ally:** It was honestly absurd! [Laughs] But my parents were very anti-TV, but pro-internet because my dad—

**Shohreh:** So you had no parental controls on that whatsoever?

**Ally:** No, I had no restrictions.

**Shohreh:** Oh my god!

**Ally:** Yeah, I remember the tail end of dial-up. I was quite young, but my dad has always been on the cutting edge. We had Fios, or whatever, we were the first ones to get that when it was big. So my dad has been very like, whatever the newest technology is, we're getting it. So probably by the time I was seven we didn't have dial-up anymore. We had something else. I don't remember what came after dial-up. But yeah, I had a Neopets, although I mostly just used that for the games.

**Shohreh:** 'Cause they were fun.

**Ally:** They were. I would play the snake game, or whatever—

**Shohreh:** And the pets were so cute. That's what I, I just loved the little pets.

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

**Ally:** They were. And when I went back onto my Neopets account, they all had the worst names ever. Everything had, you know how you do XX, whatever, XX?

**Shohreh:** Yep.

**Ally:** Or like [laughs], everything had underscores in it and shit like that. My whole Neopets account was the Beatles themed, so all of my Neopets were named like XX Lucy in the Sky XX [laughs]. I feel like, oh man. I'm putting myself on blast here.

Anyway [laughs], I had a Xanga. I had many Xangas. I hope that they're gone—please don't look for them! And I wasn't a great blogger. I didn't really know what blogging was, but my sister did it, so I did it. My sister is 31, so I just kind of did a lot of what she did. So she had a Xanga, so I had a Xanga. And I would just get on and be like, "Hi, my readers. Today I went to school, and then I went to ballet. Okay, gotta go! Love ya." [Laughter]

**Tiffany:** I wouldn't say that my blogging was any better than that!

**Ally:** Sometimes I would get bold and be like, "Guys, should I dye my hair? I kinda wanna dye my hair." [laughter] I'd get like two comments from my friends that were like, "Oh my god, yes! You should dye your hair."

So yeah, I had a Xanga. I *lived* on AOL Instant Messenger, as we all did back then. I was pretty much on that 24/7.

**Shohreh:** Do you remember that feeling when your crush would log on and the little door would open and you'd be like [audible gasp].

**Ally:** Yes, and you would sit there. I would like open up a thing and be like, should I message him? Should I wait? Should he message me? Should I like... And sometimes I would set up away messages to try to get attention.

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

Like my away message would be like cryptic quote or something, like trying to get my crush to notice it.

**Shohreh:** Wait, I have to tell a very quick side story, because y'all, when I was in middle school I got catfished.

**Ally:** [Gasps] What?

**Shohreh:** Yes, see, this is important. On AIM.

**Ally:** Oh wait, I think I know this story [laughter].

**Shohreh:** I've told you this story, but—

**Tiffany:** I have not heard this story.

**Shohreh:** So basically, someone that I went to school with and was like in band with, was like, "Oh, I have this friend Sam in Canada, and he's super cute, and you should talk to him." And I was like okay. And she sent me a picture of him, and it was a cute little 14-year-old, whatever. And then she's like, oh, this is his screen name. I start talking to him, and we start "dating." Again, this is like, when am I going to meet Sam in Canada? Who fucking knows. [laughs] But we're flirting, and he's so cute, he wants to be my boyfriend, whatever. I don't remember exactly how it came out, but basically it turned out that my friend was pretending to be Sam. Like, Sam didn't exist. She found some picture of a random guy and sent it, and then she created the AIM account and she was Sam.

**Tiffany:** Oh my god.

**Shohreh:** But like, parents got involved. I remember my mom got involved and went to her mom and was like, dude, what the fuck is your daughter doing? This

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

was not okay. So I just felt like I needed to share that, that I got catfished before it was called catfishing.

**Tiffany:** I think looking back now, I'm like, I am terrified for 15-year-old me because I definitely was talking to adults. Like skeevy, grooming type men adults.

**Ally:** I talked to so many strangers. Do y'all remember, oh my gosh, there was this weird website and it was popular for literally like a week, so I don't know if you'll remember, but it was like a search engine and you would go and type something but whenever you pressed enter it would give you a random other person's search.

**Shohreh:** No.

**Tiffany:** No.

**Ally:** I don't know, it was only popular for a very short amount of time.

**Shohreh:** That made me think of chatroulette, though. Do you remember when that was a thing?

**Tiffany:** Yeah, I was about to say, it sounds like chatroulette.

**Ally:** Kind of like that. So people would just go in and type "call this phone number" or something and then press enter, and then get like a random text from that, whoever got the search. And so my friends and I used to prank each other and go put in each other's phone numbers to this website. Like I would be like, oh, call this person, or text this person and say this, and then we would do that. And so, there was this guy who somehow got my number from this method, this weird search engine, and we were "friends." Like we really didn't know each other, but I talked to this guy for probably three years of my life.

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

- Shohreh:** Oh my god.
- Ally:** Yeah, I mean we weren't like, well I don't know. I mean we kind of were like...he'd be like, "I love you," and I'd be like, "You live in Iowa." [Laughter] I'm not gonna date you. But it went so far as to like add each other on Facebook and shit like that. That just popped back into my head. What a weird time on the internet [laughs].
- Shohreh:** The early days of the internet. They truly were wild.
- Ally:** Yeah, but anyway, to close that out, I would say my social media experience is pretty similar to yours Shohreh. I got on MySpace, got on Facebook. I was probably 9<sup>th</sup> grade when I got on Facebook. And then got on Instagram whenever that became popular. So pretty standard experience. But in the early days, it was just a lot of giving random people my information. [Laughs]
- Shohreh:** Yeah, I did some very unsafe things at that time that my mom definitely tried to stave off, but me being a dumb teenager was like, "No, I do what I want. I'm gonna go meet this random guy who has cute snake bite piercings. Sure. That's a great idea."
- Ally:** Mom, Sam from Canada is my soulmate [laughter].
- Shohreh:** I really thought Sam might be my soulmate.
- Ally:** Aww. Well that was shitty.
- Shohreh:** I was so sad. That was a mean thing to do to your friend in middle school.
- Tiffany:** Yeah!
- Ally:** Yeah, for sure. I'm sure she had something—

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

- Shohreh:** Some stuff going on, yeah.
- Ally:** Yeah [laughs].
- Shohreh:** Alright, well let's bring it to the present then. And I think we should just go through some of the most common social media right now and just share our feelings about them, 'cause why the fuck not? [Laughter] So, I put these in order of what I think is our favorites, so we'll start with the least favorite, which is LinkedIn [laughter].
- Tiffany:** Pass!
- Ally:** LinkedIn is not my least favorite, it's just the least sexy and exciting.
- Shohreh:** Are both of you on LinkedIn? 'Cause I got off LinkedIn after I stopped being a lawyer.
- Ally:** I'm on LinkedIn, and I don't really use it or maintain it. I only have one because my dad said sometimes when his company hires—I work in the same field as my dad, for context, we both work in civil engineering. My dad was saying his firm sometimes uses LinkedIn, so I was like, okay, well I'll make one. I do not use it, or check it, or do anything with it.
- Tiffany:** My LinkedIn is like a tumbleweed [laughter]. I mean, for me, it does zero. And what was more useful for me was that I maintained an online portfolio on some random portfolio website that doesn't exist anymore [laughs]. But like, it helped me way more than LinkedIn ever did.
- Ally:** Yeah I don't think I've ever gotten a job from LinkedIn.
- Shohreh:** Yeah, I hated every second that I was on LinkedIn, 'cause when I was an attorney it was like expected that you be on there and have your firm and that people could contact you on there and stuff like that. And I never

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

posted or whatever the hell you're supposed to do. I mean, some people are very, very active on LinkedIn. They post articles and they write different stuff, and I'm like, I don't know why, why you are doing this.

**Ally:** It's my interesting that some people use it to make connections, 'cause you can add people to your circle or whatever, and then you can see who they have in their circle. I don't know, if I was looking for a job in my field or something, I could find my dad's LinkedIn and see who he has in his circle.

**Shohreh:** Yeah, I think in some industries it's very heavily used. It just...and again, it was used in the law, I just didn't know what to do with it. And then as soon as I was able to get off of it, I was like, oh thank god. [Laughter].

**Ally:** Yeah, I don't use my LinkedIn. I don't even know if I know my password. But I have a LinkedIn. I have a very professional picture as my profile picture. Which it takes a quick google to find butt pictures of me, so I don't know who I'm fooling [laughter].

**Tiffany:** We love your butt pictures, Ally.

**Ally:** Aww!

**Shohreh:** Who's to say butt pictures aren't professional?

**Ally:** Okay, interestingly, I, at my current job, used to be the person who would kind of filter through potential job applicants when we were hiring. And our current administrator is somebody who, at a certain point when you googled their name, you could find pictures of them in bathing suits—they're a model—so you could find pictures like this. And I remember sitting down with my boss, my boss was like, "I don't think we should hire this person," and I was like, "Why?" My boss was like, "Because there's

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

pictures of them in their underwear on the internet.” And I was like, “There are pictures of me on the internet in my underwear.”

**Shohreh:** Right.

**Ally:** And we ended up hiring them [laughs] and they’ve been really great. And there’s such a generational difference between me and my boss, ‘cause I was like, I don’t see the issue with this. Like this does not mean that they’re a bad person. And my boss was very much like, I think it does mean that they’re a bad person [laughs].

**Shohreh:** God. Fuck modesty.

**Tiffany:** I’m so glad that this is changing.

**Ally:** Yeah.

**Shohreh:** Me too. Alright, well, LinkedIn, fuck that basically is our feelings on LinkedIn. So we will next move to Twitter.

**Ally:** I have a Twitter, I don’t use Twitter. It’s terrifying to me [laughs], it’s scary, I don’t like it.

**Tiffany:** I have a Twitter, I used to use it a lot, and then I went for like 10 years without using it and I didn’t miss it at all. And then one of my incredibly close friends, when the Tumblr porn purge happened, in order to put his not-safe-for-work art, he got a Twitter and I was like, okay, well I guess I’ll go follow you on Twitter again [laughter]. Twitter is a hellscape. I hate it.

**Ally:** Yes, agreed, agreed. I appreciate people that take the time to pour through Twitter and round up the best jokes from Twitter, ‘cause they’re often funny. There’s some very funny shit on Twitter. But it is like the top

# Redefining Health & Wellness

#61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

0.000001% of tweets and the rest of them are like people screaming at stuff. And I'm like, ugh, that's not for me.

**Shohreh:**

Yeah, I think I've gotten on and off Twitter three or four times in the last decade? [laughs] And it's just a social media that I always tried to get into and I never really could. But I felt this weird pull, like I *should* be on there. I don't know if it's just 'cause I had friends that were using it, or when I started my business I felt like that was the time when suddenly everyone was on Twitter again if you were a business owner.

And like, I'm sure y'all have noticed the trend of tweet things and then put them on Instagram. And everyone does that and they just like put it on a pretty background. And like, that's fine. It's a great way to get good stuff on Twitter if you want to do that, but I just never wanted to do that. I was like, what's the point of having this separate social media if I'm just gonna post this here. I mean it's the same thing with TikTok. For the most part, I don't post TikToks in my feed, unless it's like a really good one and I feel like it has a place there. Whereas I feel like some people's entire Instagrams now are like TikToks, because they're just cross posting between the two. And again, people can do whatever they want, I just have never liked that. I like having separate platforms.

The problem I found with it was that I would go on there and there would be great people that I followed who had good stuff that I enjoyed, and the funny stuff, that was all great, but that was only like 10% of what I would see. And then the other 90% would be garbage, and I would find myself spending like 30 minutes reading every reply to a thread that I don't care about, that has no bearing on my life, but I couldn't stop. And I was like, oh my god, Twitter is not good for my mental health.

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

So it was actually very recently that I got off Twitter again, for the final time. God, that was probably right around when the pandemic started and I started to just really think about my social media presence and I was like, I need to make some changes. And so the first thing I did was delete all of my tweets, replies, whatever. I kept the account, and I just have a single tweet that's pinned that says, "Twitter is not good for my mental health, here's where you can find me," and lists like my website and other places in case people are looking for me there. You know, I want to keep the username.

And I have some friends who love it and have been on it for years. It's never felt like my platform.

**Ally:** Agreed, yeah.

**Tiffany:** Yeah, same.

**Ally:** I have faith that all of the really good tweets will make their way to other social media and I'll see them [laughs].

**Shohreh:** They pretty much always do.

**Tiffany:** Yeah. They do.

**Ally:** Yeah, so I don't feel like I need to keep up with Twitter. It scares me, and I don't like it.

**Shohreh:** That's fair. Well, alrighty then. We shall mosey right along to Facebook.

**Ally:** I'm actually off Facebook now at the suggestion of my therapist [laughs].

**Shohreh:** Like fully deleted kind of off, or just like don't go on anymore off?

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

**Ally:** I have an account. And I don't remember at what point I met you guys. I didn't have a Facebook for quite a long time. I was like fully off, fully deactivated, didn't have one, and it was great. And the only reason I got back on is because our aerial studio, it doesn't any more, but did use Facebook as a means of communication, and I was at a point where I wanted to start performing and getting involved in what was going on. And I was like, I don't know how I'll find out this stuff, and someone was like, you need to get in the Facebook group, and I was like, argh, okay. So I got back on in probably 2017 or so?

**Shohreh:** Yeah, I think you got back on right around the time that you and I became friends.

**Ally:** Yeah, so it's been a nightmare since then. I don't like Facebook [laughs]. So I still have my account, but I deleted the app off my phone, which was really the only place I was checking it anyway. I don't check Facebook in my browser. But you guys know, there are so many people on Facebook just sharing trash and just like, I don't know.

**Tiffany:** Yeah. I understand what you're saying. I feel like one of my really strong feelings about Facebook is that it used to be where you felt like you had the freedom to share whatever you wanted. And, unfortunately, there used to be a sort of limit to who was on Facebook, and as they took those limits away and more and more people came in, it wasn't necessarily that you were friending people that you really wanted to be in close contact with. It was like all of a sudden my racist uncle is on Facebook and I have to see his shit

**Ally:** Yes! [Laughs]

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

**Tiffany:** And for me at least, my Facebook feed, I dread checking it. And I definitely don't check it and I definitely don't use it, but I still keep it because it is where all of my older friends, and my parents, and my family is.

**Ally:** Yeah, at some point Facebook became the social media for older people [laughs].

**Tiffany:** Mmhmm.

**Shohreh:** Yeah, there was like a clear transition point where it's like all of a sudden everyone's parents were on, like my grandpa who is 99 has a Facebook.

**Ally:** [Laughs] Yeah, my grandparents all have one as well. I realize, Tiff, kind of like you said, I was dreading checking it. I literally spent a whole session of therapy talking about how upset Facebook makes me. Especially over the weekend there was kind of some shit going down with people in the circus community expressing some really, really nasty thoughts that were all in my feed because I'm friends with a lot of circus people that I don't necessarily know in real life, but added because I was like, ah, these are good connections to have. And then was like, you guys are, I don't like you [laughs].

It just was too much for me. I'm a sensitive lady [laughs], so seeing so much like really crappy, I don't know, inhumane thoughts being expressed out in the open just was taking a toll on me. And I was like, I'm not gonna fully delete because it is still nice to have certain connections, but I'm taking away my ability to just mindlessly scroll, and that's been good for me so far. So Facebook is probably my least favorite social media, if I had to rank them.

**Shohreh:** Yeah, I would agree with that. My journey with Facebook has been an interesting one. When I was in college and Facebook was really big and I

# Redefining Health & Wellness

#61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

spent a lot of time on there, my friend, Sarah, and I would have competitions to have the least amount of friends of Facebook. So we would go through Facebook unfriending sprees because we were like, screw this, we only want our Facebooks to be people that we actually are friends with in real life, not random people from high school that, you know, want to just creep on what we're doing.

And so I kept my Facebook very small, like very few people. And then I went to law school and it started to expand a little bit here and there. And then I started my business. I had a business coach who was like, well, Facebook is gonna be a big place that you sell, so you don't want to have it where it's only just your friends. You need to have your business persona also be like your Facebook and social media persona. And—

**Ally & Tiffany:**

Ugh

**Shohreh:**

I know, trust me. Terrible advice. This is a business coach I've slammed on this podcast before [laughter].

Anyways, at that time I was like, alright, and I just friended a bunch of people and started using it again. And, you know, I have a business Facebook page, and for a while I was running a Facebook group, like a free Facebook group for people who were interested in following stuff that was going on with my work. And so I ran that for about two years, I think, and I just deactivated it back in April or May of this year. And this was when I was making all these changes to my social media where I got off Twitter. Because I basically just realized social media was making me really unhappy, and I was like, okay, what steps can I take to fix this?

And so, I was like, alright, I need to spend less time on Facebook. I'm not getting anything out of this and the only reason I'm on there is basically for

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

work. So I was like, let me get rid of this Facebook group. It's not really growing. I haven't been able to put the time and effort into it that I'd like to.

Facebook has made it almost impossible to do anything business-like on Facebook because they just kill your reach, unless you're paying them. And so, it's not like even a good place anymore to try to do business shit, like at all. And yet there's so many Facebook groups for stuff. Like honestly, that's one of the only reasons I'm still on there is my neighborhood has a Facebook group, or different courses that I have paid money for have a Facebook group where information gets posted or things go down.

And I have decided that is not gonna be the case for me. So my last group, which was my Snack Pack group coaching program that had a Facebook group, I polled the last cohort about what they thought about it. And every single one of them was like, "Fuck Facebook! The only reason I was getting on Facebook was for this group." And I was like, cool, then I need to shift this group off of Facebook, because nobody likes it. So I found a new platform to move that to, which is great. And I'm hoping that more people start moving in that direction. Like finding other platforms to have communities and have these kinds of conversations because I would like to just get fully off of there.

**Ally:** Yes, agreed! [Laughs]

**Shohreh:** The reason that I haven't is because again, like right now my Instagram posts get cross-posted to the Facebook page version of my business Instagram. And for a while I would post articles and stuff there. Occasionally I still do 'cause the one thing that drives me nuts about Instagram is it's very hard to post articles. Because I don't have the swipe up! Fucking A!

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

**Ally:** Everyone should have that. It's so stupid.

**Shohreh:** The fact that they still cap that at 10,000 is ridiculous! I mean, what a stupid thing to do. Like why can't people share information? Why would you want to make it more difficult for people to share information, especially with all the people that you have on that platform? I don't know. Drives me nuts. But Facebook is a place where you can, if you wanna post an article or post whatever, that you can do so.

But honestly, I am this close to just being like, alright, sorry y'all, if you don't have Instagram or other platforms, like I can't be on here anymore. Because I agree, it's mindless time scrolling. It doesn't add anything to my life. Like for a while I loved it 'cause you would have the albums, you could post pictures of vacations or whatever. People don't even see 'em anymore! Reach is dead, so nobody even sees your shit. So it's like why am I doing this? Why am I doing this?

**Ally:** Right, yeah, yeah

**Tiffany:** Yeah.

**Ally:** I can't remember the last time I posted anything to my own Facebook, beyond like interacting with other posts. Like the last time I actually, I think, when I'm performing, I'll share on my Facebook like, here's the info to my shows. I don't think anybody that couldn't get the info from me personally [laughs] is seeing those and being like, oh, I'm going to go see Ally perform [laughs].

**Tiffany:** I would definitely say that my Facebook has become, again, like the tumbleweeds are still out there. 'Cause it's kind of like I judge the feelings by how many posts are there between birthday to birthday? [laughter] Because you know that on your birthday you're gonna get this influx of

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

people who you only know vaguely, and you probably had fond feelings for them at some point, but they're either mostly strangers to you now or family members who care about you, but not enough to send you a text [laughter].

You get this influx of posts on your page on your birthday. And then for me, it was literally like, there's posts from my birthday, like two years ago, and then there's like three posts, and then there's birthday posts, and then there's like one post, [laughter] and then there's the one from this year.

**Shohreh:** I used to use birthdays as the way to unfriend people on Facebook. Because, you know, you'd like forget you were following people, and then it would be like, it's so-and-so's birthday, and I'd be like, great! Let me navigate to you and unfriend you [laughter].

**Tiffany:** Shohreh I love you. In a lot of ways, and this is sort of like the overarching theme of the podcast, which is that I think a lot of times we forget that social media is a tool and we look at it as part of an extra limb to our lives. But at the same time, they aren't necessarily the best tool for the job. Like there might be another tool that you could use. A lot of my feelings about many social media platforms can be summed up as, like how can I use this tool for its best use?

**Shohreh:** Ooh, Tiff just dropping some wisdom up in here! [Laughter]

**Tiffany:** And a lot of times, I misuse these fucking tools all the time [laughter]. But sometimes I don't even use the tools. Like, I have the tools, I can fix things. I don't use the tools [laughter].

**Shohreh:** But a great reframe to think about them as tools that we can wield in whatever ways we want instead of just something that we have to put up with.

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

- Ally:** Mmhmm.
- Tiffany:** Yes!
- Shohreh:** Alright, I feel like that probably sums up our feelings about Facebook, yes?
- Tiffany:** Yes.
- Ally:** Yes, Facebook sucks. That's my feelings. [Laughter]
- Shohreh:** Yeah, basically, both of you are pretty much already off Facebook, and I'm on my way there. That's how we feel about Facebook [laughter].
- Ally:** Yes.
- Shohreh:** Okay, so next we will move to Instagram.
- Ally:** I have a love/hate with Instagram, particularly in the last few months I've used Instagram a lot to learn. I would say really this year too, there's a lot of really, really good information and resources on Instagram that I use a lot. Like you were saying, I think everyone should have the swipe-up feature because I personally like people that share articles and links and stuff in their Instagram stories. That's probably my number one way that I click on articles and shit like that is from people's stories.
- Shohreh:** It's so annoying when I have to screenshot it and be like, "G look up this article! Here's how to find it through Google." Like I shouldn't have to do that [laughs].
- Ally:** It doesn't make any sense. Like it's such an arbitrary number [laughs]. Like, oh you have 10,000 followers?
- Shohreh:** Yeah, who came up with that?

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

- Ally:** Yeah, it's stupid. I also know that Instagram is owned by Facebook, so I feel a little silly being like, Facebook bad, Instagram good.
- Shohreh:** But they are fundamentally different platforms in how they function.
- Ally:** Yeah, and I mesh with Instagram better. I got on Instagram in college. I was probably like early college.
- Shohreh:** When everyone filtered every single photo? [laughs]
- Ally:** Yes, oh my god.
- Shohreh:** Of their shitty lunch or the flower outside [laughs].
- Ally:** A picture of your knock-off Chanel sunglasses and the caption would be like, I don't know, something stupid, like "Daydreaming."
- Shohreh:** And use the Valencia filter.
- Ally:** Yes. [laughs] But I would say through college and just maybe like the people I was surrounded by, I put so much thought into who was looking at my Instagram, and I was always using as many hashtags as I could to try to get people to follow me. I don't know, it's silly because I never have used any social media as a business thing. My job is completely unrelated to social media, so I don't need to try to grow my following. I don't know, like the idea of being an influencer was kind of like romanticized, and I was like, I want a big following, but I don't want to look like I'm trying to get a big following, but I am, you know. It was such a weird time.
- And I would, literally, me and my friends would like post pictures and if they didn't get a certain amount of likes in a certain amount of time, we would delete them.

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

**Shohreh:** I remember my sister telling me that was a thing that people y'all's age would do. And I was like, what, people do that? 'Cause we weren't doing that.

**Ally:** The first 10 likes, it would show usernames, and then once you got 11 likes, it would just start showing the number of likes. So if you didn't get 11 likes within, I don't know, 20 minutes of posting or something, you'd be like, well this is a flop. This is embarrassing. And so we would delete the pictures.

So it took me a long time [laughs] to let go of that mindset. It wasn't even like that I cared, it was like I cared that other people would look at my pictures and be like, "Oh, this didn't get that many likes. Ally's not cool." So that's something I still [laughs], as a 27-year-old, I'm still working to be like, I Instagram for fun and it doesn't fucking matter how many likes I get or how many people... And I will say, Instagram hiding the like feature was nice for me. It helped me be like, this really doesn't fucking matter.

**Shohreh:** Yeah.

**Ally:** I have a little bit of anxiety when it comes to Instagram, but I do like it a lot better. I share a lot more on Instagram because pictures are what I like to share. So Instagram is good for that, obviously, it's like its main function.

**Shohreh:** What about you, Tiffy? How do you feel about IG?

**Tiffany:** So, I wouldn't call it a love/hate relationship with Instagram. I feel like I have some issues to unpack with Instagram. Because Instagram wasn't really on my radar for a long time, and then the way that it was on my radar was that a lot of my customers were using Instagram pictures with filters on them, which let's just throw this out there—do not filter pictures if you want to put them into print. [laughter] Just don't! I had an Instagram, but I

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

never used it. I did the thing where I took pictures of my lunch, and then I never used it.

And then I kind of started using it as like a journal. And it's hard to get into something where your body isn't really represented. And there was an amazing community of people who looked like me and did aerials, and it was supportive in a way that I don't think I knew could exist, if that makes sense. And I feel like I had this responsibility to participate and document my progress, and not just for them, but for me too, because it was kind of like celebrating a milestone kind of thing.

It's been one of the places I've really struggled with because we don't want to talk about the shitty parts. And there are occasions where I had to learn how to reframe the shitty parts and talk about them in a way that is helpful for me and helpful for other people. In some small way, like I felt as though, like I had this responsibility to be a part, to participate. And then in the last few years as mental health challenges have popped up, and personal life challenges have popped up, fucking pandemic, I sort of stepped back. I did have a couple of posts here and there, but it was just like I didn't feel as though I had anything to say.

And the participation that was happening wasn't my voice that needed to be heard. Like whether it was Black Lives Matter or if it was other things that were happening, it was just like, it's not really time for me to talk, it's time for other people to talk. 'Cause nobody needs to hear one more white chick [laughs]. And so I just didn't really have anything to say.

So part of the reason I think I'm kind of emotional about it is that I got back on, like just last week, and I had something to say. 'Cause we were doing aerials again. And on the one hand, it felt really good. It felt like I did have something to say. But I'm also, I have this anxiety now that who am I

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

posting for? Am I posting for myself? Am I doing it just for attention? Am I doing it for other people and not getting any enjoyment out of it? So, in the same way that I've kind of like had to reexamine other things in my life, and then like trying to really evaluate who am I doing this for and am I being authentically me?

My relationship with Instagram is kind of complicated because it is a place where I feel like I can be authentically me in a way that I definitely can't be on Facebook. But also like, am I still masking, am I still presenting something that's palatable? When I was 24 and I could throw some random shit lyric quote up on Facebook and just be like [laughter], whatever, I'm sad.

**Shohreh:** It would be Tiffany is... feeling sad because you had to have that is in there.

**Tiffany:** Exactly, yes. Tiffany is... feeling sad. [Laughter]

**Ally:** Yeah, remember when Facebook took the "is" away and you were like wooooah?

**Tiffany:** Oh god.

**Shohreh:** Mind blown.

**Tiffany:** Anyways, so deep thoughts for the evening. My Instagram, you'll go on my Instagram and you'll be like, this person is awesome, and I would be like, yeah, I'm awesome, but in the back of my mind there's a little thing going like, yeah but are you? Are you? Are you awesome, really? So, I don't know. That's my thought on Instagram.

**Shohreh:** There's like so much good stuff in there to unpack though. Truly, I mean you just got to the crux of a lot of social media. In the way that it brought up emotions for you, I think it brings up emotions for a lot of people. I think

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

a lot of people are gonna resonate with the feelings that bubbled up for you there because I think we've all been there with different kinds of social media over time. Whether it's the pressure to post, right, of having something to say and what is the thing that you're gonna say? The pressure to have some kind of sheen of perfection, of putting your best face forward, of your life.

But then recently it's really taken a turn towards pressure to be authentic. But then what does that even mean, right? Because I can be super authentic on my social media and honest, but that doesn't mean that I owe people every part of me. It is not a requirement for me to share every bit of my life. I couldn't possibly share every bit of my life if I wanted to, and even if I did, in the form of an Instagram post or an Instagram story, that's not the whole picture. It's impossible to give it to people who aren't there and who aren't experiencing it.

**Tiffany:** And you also wanna keep some things to yourself.

**Shohreh:** Yeah!

**Tiffany:** I had this thought the other day where I was thinking about, like, you look at these influencers and how they present themselves and how they present their lives, and then when something unexpected happens and you as the viewer have this expectation of what their life is gonna look like and something happens, or you find out information about this person that doesn't match what your expectations are based on the image that they presented, it's the old idolatry thing. And you put people up on pedestals. And you have to remember that there is a real person behind that, flaws and all. They're gonna poop just like you [laughter].

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

**Ally:** You just can't possibly understand the nuances of anyone else's life that isn't your own or isn't somebody that you know closely.

**Shohreh:** Right, and social media makes you feel like you're closer to people than you necessarily are. As someone who uses Instagram for my business, there are people online who think they know me better than they really do, and I may not know them at all.

**Ally:** I was just talking to one of my friends about this. There's a word for it—it's a parasocial relationship. And it's when people, like you Shohreh or people who have bigger followings like you have, people that feel like you're their friend, feel like they know you. You know they exist in theory, but you don't know them at all.

**Shohreh:** Right, it doesn't go both ways.

**Ally:** Yeah and it's a weird relationship to manage because as somebody that has a following, like you want your audience to feel appreciated or, you know, that you see them. But you also can't possibly know them. So it's this weird imbalance where they know so much more about you than you know about them.

**Tiffany:** Yeah.

**Ally:** Which is, I don't know, an interesting thing for anybody that does have a bigger following. It's not something I've ever had to navigate. I've noticed it in people that I follow, like I get this weird feeling like I know these people. For anyone who has ever watched YouTube videos, if you're familiar with Jenna Marbles?

**Shohreh & Tiffany:** Oh yes!

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

**Ally:** Yeah, I followed her for like literally a decade and I loved her content because she just would do whatever the fuck she wanted and I thought she was so funny. And she just announced that she was getting off of social media, and I felt like I was losing a friend. I was like, oh my god, Jenna, no. She doesn't know me [laughs]. She has no fucking idea who I am, but for me, it feels like the loss of a friend, of somebody that I know.

**Tiffany:** Yeah, my experience was a lot with Tumblr and there's the idea of the Tumblr mutual. And you'd have people who are incredibly talented and incredibly funny and putting out this amazing content, and you'd be like, yeah, my friend just posted this thing and it's like, they don't know you! [Laughter] They don't know you from anybody.

But it's like, on the one hand, I got to watch Noelle Stevenson, who is the creator of the new She-Ra show, like I remember when she was a baby blogger [laughter]. You watched them go from just your normal college kid to this really successful person. And you do have that feeling of closeness to them, but at the same time you have to remember that they don't know you. And I'm pretty sure that they appreciate that you enjoy their content and like them, but it's like going up and taking a picture at a convention. It's like, the dude who played Geordi La Forge on Star Trek doesn't know you. But he's gonna take a picture with you and smile.

**Shohreh:** Yeah. With the podcasts and with Instagram and these different platforms that I'm on, you know, I've had experiences where I've been places and people know me but I don't know them. Like I went to an event in Austin pre-pandemic, I think it was last fall maybe, it was like an all-day workshop kind of thing. And there were people I was talking to at this event who were like, oh my god, I follow you on Instagram already like blah-blah-blah. And they knew these things about me. Or I've had people say to me

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

who've listened to the podcast, "I feel like I know you so well from the podcast, and then I have to remind myself that you don't know the same information about me."

And it is a really weird thing about being an online creator or business owner, is so much of you [laughter] is out in the world for the taking. That anybody can know it about you, can find it out about you. I mean, it is kind of weird sometimes to think about putting that out there. And I'm the baby of baby influencers. Like I don't have some massive following. I don't even have swipe-up, so clearly [laughter] the following is not that great. But even with my smaller following, I do experience that with people. And it's weird.

And I'll, just quickly going back to Instagram so I could wrap up Instagram as well, as obviously the main thing I use Instagram for is my business. And that's been great, and I have painstakingly grown a following on Instagram over the last almost four years, putting out content on there consistently. And I love the platform for that. Ally, like you were saying, it's really taken a shift towards educational content, which I love, and I love the marrying of art, and photography, and infographics, and all these great things on Instagram. And that's definitely the direction that my account has gone. It's not too much in terms of pictures of me or pictures of other stuff—it's mostly graphics, and quotes, and things that I've put together. And so I love it for that.

And at the same time, it's also like, Instagram, just like Facebook, eventually people aren't gonna want to be on it anymore. There are already people who are not gonna be on there anymore. And so I think it's hard as a business owner to keep up with like, okay, well what is the next big social media thing gonna be? You know, you pour your life into a

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

platform, and then at any time it can go away, and then how much of your business goes away with it?

That's something that really scares me because Instagram is the biggest platform that I've put my time and energy into, and I've gotten a lot of clients from Instagram. I've gotten a lot of people listening to the podcast from Instagram. It really is the main social media hub of my business, especially as going business advice is like you've gotta move people from there to your email list, which I do. But I have way more people on my Instagram than on my email list. And people come on and off email lists, depending on how they feel about email and what they want cluttering their inbox. And so, I don't know, I guess what I'm saying is it's a really freaking hard time to be an online business owner and have consistent people and clients coming in and making income and stuff like that. So my lens of Instagram is a little bit different.

I do have a personal Instagram. That was one of the other changes that I made in the spring, when I was trying to have a better relationship with social media in general was, I felt like I did need a place online where I could just post shit that I wanted to post. And so I made a personal Instagram where I can do that, where I can just post pictures of me, and my makeup, and my fashion, and my stupid dogs, and the food that I'm making, and all that fun stuff. Because again, I'm not really loving Facebook, I don't do Twitter.

**Ally:** Yeah.

**Shohreh:** So I just felt like I didn't have that place, and I wanted a little place like that on the internet that was just a corner for me, where I didn't have to worry about the business persona, and my perfect caption, and all the hashtags and all that shit. Like I literally just wanted to be able to post so that my

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

friends could see things that are going on in my life. Like it has a very different purpose from what I'm trying to do with my business Instagram. Yeah, so that's been an interesting thing.

**Ally:** I'm curious Shohreh, let's move onto TikTok.

**Shohreh:** Woo!

**Tiffany:** Can we talk about your TikToks, because they're awesome.

**Shohreh:** Sure! Aw, thank you! [Laughter] Yeah, so TikTok—ahh, I love it so much! I talked about TikTok in detail a little bit in the Pride Panel episode of the podcast, was when I was first kind of starting to get acquainted with it, and then recently in the episode for the one-year anniversary where Sarah interviewed me, I mentioned that TikTok is one of my current, sort of, pastimes, [laughs] and it's something that brings me great joy. And that is truly the case with it.

Again, I'm not yet really using it for business. Now, that being said, I have my IG on there and my website, so if people like my TikTok, certainly they can navigate, and I have had people find me on Instagram and be like, "Oh my god, I loved your TikTok, and then I go over to your Instagram, and like, I love you even more, yay!" So that's kind of the ideal situation is that people kind of go between the two platforms, and they just like my vibe as a person and then they like my business stuff too.

But all of my TikToks, for the most part, are just like about being queer, or doing fun fashion changes, or whatever. It's the same way that I'm using my personal Instagram, where it's just a place for me to be myself on the internet and kind of let off steam without all the pressure that comes with it being a business account.

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

**Tiffany:** The thing, I think, about TikTok that I have found to be so refreshing is that once the algorithm hits its stride with you, you will find yourself in this place of joy.

**Ally:** Yeah. TikTok does that very well.

**Tiffany:** Yes.

**Ally:** Their algorithms are great.

**Tiffany:** It's weirdly specific.

**Ally:** Yeah, and it's better than any other social media I've used at knowing what I want to see.

**Shohreh:** The For You page is truly *for you*. They're not kidding around. I mean, and it gets *very* specific at [laughs] some points—

**Tiffany:** Very specific.

**Shohreh:** —where you're like, what? Who is this other queer person with ADHD who's mixed race, oh my god [laughs].

**Ally:** Yeah, I don't know how they do it. Especially as someone, I mean I like a lot of TikToks, like in the app I like them to interact. I think that's how you make TikTok work for you, is by interacting.

**Shohreh:** Yeah, liking and commenting. How many times you re-watch a video. So if you watched a video more than once, they're tracking that as well. Because I turned my account into a creator account so I could see analytics, because I was just curious to see what is happening with that. So it kind of shows you some of the things that they look at. And basically they're like, oh, if someone watches a video more than once they really

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

like it. And also how long you watch it. If you swipe immediately, then they're like, okay, she does not like this frog video, or whatever it may be.

**Ally:** How dare you, first of all.

**Shohreh:** Okay, yeah, I know you're a fan of frog tok [laughter].

**Tiffany:** Give me all the frogs!

**Ally:** One of the best TikToks I've ever seen is somebody combined...I love people that mash up popular TikToks and make them into something else. So somebody took the audio of Watermelon Sugar and then the audio of this little boy who would wave at dogs when he would go on his walk. So it was like Watermelon Sugar, and then the little boy would go, "Hi."

**Shohreh:** I'll post a TikTok in the show notes that has that audio 'cause there's a lot of cute ones I've liked.

**Ally:** The problem is I went, I think the audio has been deleted, and that's my beef with TikTok—

**Shohreh:** No!

**Ally:** —you'll find some amazing audio, and then you go to show your friend and the audio is gone.

**Shohreh:** Well, it's 'cause the freaking record companies try to be like, oh, no, you can't use this, and I'm just like, it's for creative purposes, who gives a fuck?

**Ally:** Yeah, I don't think the person who made a TikTok showing his frog like waving hi to people set to Watermelon Sugar mashed up with a little boy saying hello is profiting off of it.

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

**Shohreh:** If anything it's sending more people to Watermelon Sugar, the actual song to be like, what is this song?

**Ally:** That's true. I've also discovered a lot of music.

**Shohreh:** Same.

**Tiffany:** Yeah.

**Ally:** And I've discovered creators that I like who are like, "If you like this, go to my Spotify," and I'm like, okay, yeah, I'll go to your Spotify. I found so many different people on Spotify that I like that I never would have found from TikTok. I've also learned fashion tips, and beauty tips, and shit. From now, screenshot people's makeup on TikTok, and I'm like, ooh, I'm gonna try this look, and I'm gonna try this. So TikTok has really been an explosion of creativity for me, and I don't even like post content.

**Shohreh:** Exactly, it's the creativity. I'm a very creatively fueled person, especially as someone with ADHD, like that's just how my brain works. And so I love to see other people like just being very creative and clever. 'Cause the best way I can describe TikTok, if you're someone who doesn't really know much about it, is that they're essentially video memes in a way. Where there's usually a joke or a punchline or a point, and then it's typically set to music or some kind of a sound.

And I'm at the point now where my brain sees TikToks around me. Like, that's where my creative brain is, where I'll be like, oh, that would make a good TikTok, or oh yeah, if I do these things it will make a good TikTok. Because a lot of people's TikTok is literally them just sliding into their bathroom and being like, "Blah-blah-blah, here are my thoughts for today." And that's great, some people do that really well. I don't even yet have a single TikTok where I am speaking and I'm up to almost 2,000 followers

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

on TikTok. Do you know how long it took me to get 2,000 followers on Instagram? Like three years!

Anyone can go viral on TikTok. You don't need to already be an influencer, already have a big audience. If you have a creative idea, it can go really big on there.

**Ally:** The life of TikTok is very interesting, if you think about it, because TikTok started as Music.ly, if you remember.

**Shohreh:** Right.

**Ally:** And Music.ly sucked.

**Shohreh:** It was like a karaoke app originally.

**Ally:** I hated Music.ly.

**Tiffany:** I don't even remember this.

**Ally:** It was just people lip syncing, that's what Music.ly was, was people lip syncing.

**Shohreh:** Yeah, it was literally a video karaoke app. Like it was not fun.

**Ally:** And you wouldn't even sing though, you would just literally be mouthing the words, so there was nothing exciting about it. And so the people that were popular on Music.ly were basically just conventionally attractive people. And then after a certain point, people were like, this isn't interesting, there's no talent. And then I guess it got bought by somebody else, and then with, as somebody that was really into Vine—I really hope there are other listeners that are like, “Yeah, Vine was my shit”—and so I was very resistant to TikTok because it was being kind of branded as like

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

the new Vine. And I was like, well, Vine was great, we don't need a new Vine [laughter]. I was resistant—

**Tiffany:** Yeah but you still need *a* Vine.

**Ally:** Yeah, and so I thought, I checked out TikTok and there are certainly TikToks that have Vine energy to them, which I very much appreciate. But there's so much more because you have more time.

**Shohreh:** It's so much more expansive of what you can do, yeah.

**Ally:** Yeah, Vine was great, I loved it so much and I also can see why it didn't last, because there's just only so much you can do with six seconds. There's just— [laughs]

**Shohreh:** That's pretty small. Yeah. I mean, even TikTok started with just the 15 and then they moved it to a minute because they realized that that's really limiting people and some content just needs more time than that.

**Ally:** Yeah, and there are definitely TikToks I watch where I'm like, this did not need to be a full minute [laughs], but—

**Shohreh:** That's true!

**Ally:** —there are other TikToks that I watch where I'm like—

**Tiffany:** Give me more.

**Ally:** Yeah, I didn't even realize a full minute had passed [laughs].

**Shohreh:** Yeah.

**Ally:** There's so much on there, and there's something for everyone, and it's so unique. I feel like everyone has their own unique TikTok experience, even just between the three of us, like our For You pages are—

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

- Shohreh:** They're very different.
- Ally:** *So* different. [Laughs] Every once in a while like we'll send one and someone else will be like, oh yeah, I saw that too, but most of the time—
- Shohreh:** Okay, why don't we each say a few things that are currently regular on our For You page just to test out this theory? I can start.
- Ally:** Okay.
- Shohreh:** I'm on Hamiltok, 'cause I have a lot of fucking Hamilton TikToks that are appearing [laughter] in my feed. Oh my god, so many cute dog TikToks are up in my feed, I love dog stuff—
- Ally:** This is so different from mine! [Laughs]
- Shohreh:** Yeah. Mmhmm. I have a lot of ADHD TikToks happening, and then tons of lesbian thirst trap TikToks [laughter]. Those are some of my major ones right now.
- Ally:** [Laughs] Mine are a lot of chaos. I get a lot of the TikToks that are, kind of have that Vine energy or it's just like complete chaos and you're like, what even is happening. There was definitely a long time where I was on beans TikTok.
- Shohreh:** Let's not even go there, please!
- Tiffany:** No.
- Ally:** That one, it's kinda died down, so that's good. I get some interesting makeup and fashion. I get a lot of fashion TikToks, but specifically queer fashion, which I love. I'm 100% not on straight TikTok, which I fucking love [laughs]. I see people that are like, TikTok is just like 17-year-old white kids dancing, and I'm like, I literally have never even seen one of those [laughs].

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

**Shohreh:** That would be straight TikTok, and when those pop up, I just swipe up immediately and I'm like no, no, no. And y,a'll—when you first get on TikTok, that is all you will see until you get the algorithm to understand you. So you're gonna be like this isn't funny, I don't want anything to do with this, but I promise you, just keep swiping. If you need to, the way I did it is I looked for hashtags that were specific to my interests and started liking those videos, and then it was like, oh, this is what she likes, she likes that queer shit, okay, okay.

**Ally:** Yeah, and I do feel like TikTok is good about, if you like literally two TikToks with a certain topic—

**Tiffany:** It will find them.

**Ally:** —it figures that out, yeah. You don't have to be like, oh, let me like a hundred TikToks about Hamilton.

**Shohreh:** Tiff, what's on your For You page?

**Tiffany:** So, I think the only place that overlaps in mine is, so I'm on ADHD TikTok. I'm on queer TikTok. I just happen to have happily found myself in non-binary and trans affirmation TikTok, because one of my really amazing, wonderful friends is trans, and I send him a lot of them [laughs]. And then I have KinkTok, which is amazing. And I have D&D TikTok, which there's a weird overlap there, somehow [laughter]. There's not a lot of fashion, there's not a lot of puppies, there's just...and then there's therapy TikTok.

**Ally:** Oh, I'm definitely on therapy TikTok too.

**Tiffany:** Oh god. I actually had a conversation with my therapist about therapy TikTok.

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

- Shohreh:** So meta. Well, clearly we all adore TikTok, and we have some feelings about it.
- Tiffany:** It's where we're at right now.
- Shohreh:** So that's where we're at with TikTok. Cool. So, I figure we can wrap up this conversation about social media perhaps by talking about both the positive things that social media has given us, and then any boundaries that we've needed to set with social media for our own good because of the bad sides of social media.
- Tiffany:** To speak to the bad side, and to also, just in general, one of the things that I think I have made use of more since the pandemic, and I think it's just because it's given me time to actually explore what this boundary setting means, I've used the block feature [laughter] so liberally.
- Ally:** Yeah, same!
- Tiffany:** It's like, I went from blocking no one and being like, oh, well I'm sure you'll have something to say eventually that I will like to hear. It's like no, no. I am one and done now. It's like, you are not worth my time, so yeah, block.
- Ally:** I used to see blocking as something you only would use for someone who was harassing you. And once I realized, like, I get irritated every time this person shows up in my explore page or whatever, I'm just gonna block them and then they won't show up in it anymore. And it's like not a malicious thing, it's just a like, I don't want to see your content.
- Tiffany:** I just don't want to hear what you have to say.
- Ally:** Yeah, I agree, I like blocking, and it's not in a mean way, but I like blocking [laughs].

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

**Tiffany:** Somebody said to me recently, and I don't know if it was said to me or if I just heard it or, I don't know. Somebody said that there's two experiences that you have on social media—either you hear people yelling really loudly or you are in an echo chamber. And I much prefer the echo chamber [laughter]. I want to craft my experience to one that I enjoy.

**Ally:** There's a way to diversify your channels of information while also not giving access to the bullshit that you don't need.

**Shohreh:** Yes!

**Ally:** Like you don't want to live in an echo chamber, I understand that, but yeah, like you said, that's why I got off Facebook. It's like, I don't need to hear some shitty ass, racist ass, like, I don't need that opinion to keep me well-rounded.

**Shohreh:** Yeah, exactly!

**Tiffany:** I was gonna say, I think to kind of speak to all of the social medias that we've talked about is that like, I feel as though I want to be challenged, but I don't want to be harassed.

**Ally:** Yes!

**Tiffany:** And I know where I stand on a lot of issues, but I want to be challenged on them in a good way. When I'm going to block someone and their content, it's because I don't feel like they have anything that is constructive. Or it's not challenging me, it's just yelling.

**Ally:** Yes. Yeah, I follow a lot of people who don't look like me or don't have the same background as me, and I don't maybe necessarily agree with 100% of the things they post, but they encourage me to educate myself or they post good resources that further my education. To me, that's good, that's

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

the good aspect of keeping things diverse. And I've unfollowed and blocked people who are just sharing hate.

When you're an adult, I feel like you know what opinions are like, I don't need this in my life. This is not good for me, this is not good for my mental health. And that's your right to block those people. [Laughs] It's your right to be like, I'm removing your access to me, and I'm removing my ability to see you in my posts, so I don't want to see it. I'm taking it out.

**Tiffany:**

Speaking of the positive part of that is that there have been instances where you are challenged by diverse creators, and I love Instagram for this and I love TikTok for this, because you do really get to see such a wide and diverse community. It's been amazing how many different voices from so many different backgrounds that I get to see. And not all of them have been awesome. At the same time, it's like, I don't think I would have had a chance to hear them if I wasn't paying attention.

**Ally:**

Yeah.

**Tiffany:**

I love that. One of the first people I followed on TikTok, and I don't get to see their content quite as much anymore, but there's an indigenous Cree dancer. I'm like, this is amazing, this is beautiful. You're doing TikTok memes as indigenous dance [laughter], and it's amazing.

**Shohreh & Ally:**

Yeah.

**Tiffany:**

How would I have seen that any other way?

**Ally:**

I guess a boundary that I just personally set for myself, I've realized as I've gotten older, is I just am not super comfortable sharing a lot of my personal life on social media. I'm okay alluding to things. I might post something

# Redefining Health & Wellness

#61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

that's like, I'm struggling right now or something, but I just am not comfortable getting into any sort of details of my life

And I think I used to feel bad about that. I used to be like, well, I really should share these things, maybe somebody might read it and identify with it or something. And I'm just like, hmm, that doesn't feel good to me, I don't wanna do it. I don't wanna tell random people what's happening in my life. I don't know, at one point I was going through a really long and drawn out breakup. Social media for me is kind of an escape, so I don't want to get on my Instagram and be like, "Hi everyone! I'm crying for the fourth time today because I'm going through a breakup and it fucking sucks."

And absolutely no shade to anybody that does share more aspects of their personal life, I respect it and I think there are a lot of upside to it, it just doesn't feel good to me, so I don't do it. And I'm trying to let go of the shame that I put on myself for not wanting to get super personal on my Instagram.

**Shohreh:** Yeah, 'cause on the flipside there are some people who would be like, oh my god, I could never post my butt, you know, on my Instagram. Like I would much rather post about my breakup than about my butt. So it's like, everybody has to do what feels right for them.

So, boundaries that I have set are, again, this is going back to my big social media upheaval in the spring, which clearly was a needed shift. One of the things that I did was I turned off all notifications for Instagram.

**Ally:** Oh, same.

**Shohreh:** I do not get any notifications for DMs, for comments, for likes, and that doesn't mean that I'm not on Instagram a lot, because I still am. But

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

previously I found myself immediately navigating to Instagram if I got a comment, if I got a DM. And it was really disruptive. It just wasn't healthy for me. I was spending way more time on there than I needed to. And now I'm still on there quite a bit, but it's not because a notification lit up my brain with dopamine and was like, ooh, someone's talking to me. So it has allowed me to walk away from the app when I'm doing other things and not have to worry about that.

And just continuing to unlearn this idea that I have to be immediately responsive to people. That's something I've been unlearning in emails, and in text messages, and then in social media, 'cause when I was a lawyer, the expectation was that you're always available. You will always email back right away unless someone is dying. And I just had taken that very much to heart, of like, I always have to be that way, and I've really tried to unlearn that. And be like, no, you get to have a life. You do not have to respond immediately to people. If people have that expectation, that's on them, it's not on you.

I'm a single solo business owner. I'm not some big corporation with an HR department and with a customer service department that responds back. Like, it is me. So if it takes me a few days to respond to your DM or your email—and it rarely does, I still respond at a pretty fast pace—but when it does, like that's fucking fine.

**Ally:** A lot of big businesses will tell you it's gonna take us three days or whatever to even see your email.

**Tiffany:** The expectation that everyone is available all the time is a very unhealthy one that we've propagated.

**Shohreh:** Oh yeah.

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

**Ally:** Yes. Completely

**Tiffany:** That's something I've had to set a boundary on in my personal life anyways, 'cause I use messaging apps since most of my friends, especially right now, I don't see at all. My best friend lives in Canada. This is just not gonna happen. But like you said, instant hit of dopamine when you get that message from somebody, whether it's your best friend, or your mom, or whatever. It's like I have had to learn that responding immediately can give me any space, it doesn't give me any space to process.

**Ally:** Yeah. And also, Shohreh, for you, when social media is your job, for me I leave my, when I went to my office, I would leave my office and also still, I consider my work hours 8:00 to 5:00. I don't answer emails after that because that's kind of the expectation of my job is I'm available from 8:00 to 5:00 and after that I'm not, unless it's an emergency. But when your job is social media, it's like, you don't really have business hours. You don't have—

**Tiffany:** Yeah, you have to set them yourself.

**Shohreh:** And it's much harder to keep boundaries. And also, 'cause I do tend to work weird hours. I do work on weekends. I do work nights. I don't have some kind of 8:00 to 5:00 parameters, and because of that, it is easier for me to slip into feeling like, oh, I should respond to this email, I should do this thing. Or sometimes I'm just doing it 'cause that's when I can. Sometimes I do send out emails at midnight, 'cause that's the time that I'm getting to my email and I wanna respond to it, not necessarily 'cause I have to.

**Ally:** I've seen 'em!

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

**Shohreh:** Yeah! [laughter] Y'all know. I send out my Sunday Share email almost every week that I send it at like freaking midnight, and that's just 'cause I, again, ADHD, I procrastinate. I work best under pressure. So it's like, alright, is it still technically Sunday? Close enough. We'll get this out there.

**Ally:** But also like, Instagram is something that most of us are on all the time. So I could totally see being like, oh yeah, I need to respond to this comment. 'Cause it's like, for me, if I get an Instagram comment, I'm gonna reply to it right away. But it's not my job. I'm doing it for fun, so there's, even if it feels like the same thing, there's still like a different, there's a difference in me responding to an Instagram comment versus you doing it.

**Tiffany:** Mmhmm.

**Shohreh:** Yeah, and I mean the other big boundary that I had to set with myself was to get rid of this expectation that I need to post every single day or almost every day. Because again, you know, I had a past business coach where that was kind of what she said, is that you need to have this consistent content. That's what's best for the algorithm, that's the best way to grow a following. And I think that can be true up to a point, but the problem is it meant that I was posting less high-quality stuff because it was more about the quantity and it was about, let me just get this out there.

And I have some very creative spurts where I will have a couple of weeks, or even a month where it's like, I'm just killing it and I'm able to put out a lot of content. But whenever that happens, then I often really need to pull back the next month because my creative juices have just like flown out of me and I need to recharge them. Like okay, I put out this great content, it did really well and now I don't have anything to say. And there's no reason to force it.

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

And so, I think just teaching myself that like yeah, okay, maybe the algorithm is not gonna love this, but it's always better, I think, to put out high-quality content as a business owner, even if it's less consistent, than to consistently put out low-quality or medium-quality content that doesn't do as well. I mean, that content just isn't gonna do as well because it has less substance.

And so that's been a big shift for me as well, is to be okay with it if I only post two times a week and it's not as active, because again, because my Instagram is for my business and it's mostly educational content, I wanna make sure I'm putting stuff out there that is actually doing what it want it to do. Which is helping people, which is giving people new things to think about, or mindset shifts and a lot of times that takes time.

It takes hours to make infographic posts with nine or ten slides. I don't just like whip that out and post it. It's not like when you take a photo off your camera roll and you just put it in there and write a caption. Like it can take a really long time to put those posts together. So yeah, when that happens, like I can't post those every day [laughs], I don't have the time for that 'cause again, I'm just one person.

**Tiffany:**

There's a thought that occurs to me as you're talking, and it's like, if you look back at how media in general is consumed, and you look back at how the timeline of creating that content has changed, if you look back to non-digital media, especially things that need to be prepared in advance, you know, if you're looking at a magazine, if you're looking at a television show or anything that has really high-quality content, that is typically prepared months in advance. There is somebody who sits down in January and is planning the fall fashion version of that magazine.

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

You are doing that in days, hours of that idea coming into your head. Like you didn't to sit down in January and plan this. You got this idea like yesterday. You put it together, share it, and hand it to the world, and you are incredibly successful in that. And so I commend you highly. And understand that the way that we have made this expectation that information can be consumed immediately. I come from a background back when journalism was just becoming digital, and the idea that you would be sharing news stories, like in real time, was just unthinkable.

**Ally:**

I feel like battling the algorithm is such an easy way to burn out, and that sucks because [laughs] obviously you want to try to understand the algorithm and play nicely with the algorithm, which is so fucking stupid. That it exists, not that like you have to do it [laughter]. 'Cause yeah, like you said, there's kind of this understanding if you're trying to build your following, especially on Instagram, you need to be posting every single day, or at least close to it. But yeah, when you think about the toll that that takes on somebody to produce content every single day...

But then you're forcing people to choose. Like do I prioritize my mental health? Do I prioritize what's gonna be best for me to put out high-quality content? Or do I prioritize being able to get seen every single day and hopefully grow my following, but not make necessarily the best content that I can make? I get exhausted just posting once a month a picture of my butt [laughter]. When I tell you, I know comparatively it's less effort, but when I tell you how long I sit there and think about captions, it's like... [laughter]

**Tiffany:**

You've taken 27 years to craft that butt, it's okay [laughter].

**Ally:**

I'm like which song lyric is gonna best capture the mood that I'm trying to put across in this picture, and is this like an obscure enough song lyric that

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

nobody is gonna understand what point I'm trying to make? You know, it does take a lot of thought [laughs].

**Shohreh:**

I think for me, I'll wrap it up with again, a positive aspect of social media. 'Cause as we've talked about this, yeah, we've talked about some positives and certainly there's been plenty of negatives with social media as well, but I will say, while there are a lot of people who don't know me but think they know me because of social media, I have made some like truly beautiful, wonderful friendships that are completely online. But that I would want to make in person friendships and I just haven't been able to yet because of COVID, for the most part. There were several people who are online friendships that I had plans to go out and actually meet them in person, and see them, and hang out with them, and this fucking pandemic just took that away from me for the time being.

But that's one of the really beautiful things that social media has given me, is not only just individuals who are wonderful, but also community. And that's one of the reasons that I think TikTok has been so life-changing for me is because it can be hard to find queer community in real life. It can be hard to find people who have gone through the things that you have gone through, or people who have ADHD. People just aren't necessarily walking around with that splayed on their forehead that they have that. And so social media can be a way to find people who have had similar experiences to you, who make you feel less alone, and that's what I love about it and why I keep coming back, even when it shits all over me [laughs].

**Ally:**

Yeah, that community aspect is so real. It's really expanded everyone's reach, whereas before, you kind of only knew people that you knew in real life.

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

**Shohreh:** Yeah, now you can know people across the country, across the freaking world.

**Ally:** And like the hashtags, and different chat rooms, and shit like that, I mean, it's been honed for years, but now I think we've kind of really figured out how to create these different communities for people that are looking for that, which is really fucking cool to be able to find like-minded people. Especially if it's something that you feel isolated about. If, you know, you'er neurodiverse or you've got maybe some really obscure hobby that none of your other friends have [laughs].

**Tiffany:** I definitely feel that and I echo pretty much everything that you guys have said. Because the aspect of community that I have always found, like I've always felt pretty isolated and I do have some really obscure hobbies, [laughter] and when you meet your best friend online because you messaged them about their weird fanfic at 3:00 in the morning, it's like, there's no way that you're gonna find that anywhere else [laughter].

**Ally:** Yeah.

**Shohreh:** Well, Girl Gang, it has been quite the journey through social media past and present. I'm sure in like 10 years all of this social media will be obsolete, and there will be all new social media shit that is out there because that's just the way that it goes. But thank you both for coming on and sharing about your social media experiences. I am sure that a lot of people are going to resonate with the various things that we've all been through, so thank you.

**Tiffany:** Yeah.

**Ally:** Yeah, for sure. Thanks for having us, as always.

# Redefining Health & Wellness

## #61

**Featured this episode:** Shohreh Davoodi & Tiffany Cunningham & Ally Ridnour

---

**Shohreh:** Of course. Alright y'all, well, we're signing off. If anybody has any topic ideas for the Girl Gang, we are always thinking of what we're going to chat out our asses about next [laughter]. So let us know.

**Ally:** Yes.

**Tiffany:** Yay!

**Ally:** Yay!

**Shohreh:** And that's our show for today! If this podcast has taught you anything or helped you in any way, I hope you'll consider supporting me in my effort to keep it going. You can join my Patreon community and receive members-only perks by going to [shohrehdavoodi.com/Patreon](https://shohrehdavoodi.com/Patreon), or you can tip me for my work through the payment links located at the bottom of the show notes for each episode. I would also encourage you to subscribe and submit a rating and review through your podcast provider of choice. I love hearing from listeners, so feel free to screenshot from your podcast player, post on social media, and tag me. Finally, if you're looking for more information on what I'm all about and how to work with me directly, head over to [shohrehdavoodi.com](https://shohrehdavoodi.com). Hope to see you for the next episode.