

Why No Social Media?

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The Platform Trap

We get asked this a lot: Why doesn't Pillar Media have a massive social media presence? Where's your TikTok? Your Instagram strategy? Your Twitter engagement?

The answer is simple: **we refuse to build on rented land.**

What Social Media Actually Is

Social media platforms are not public utilities. They are privately owned advertising companies that happen to let you post content. Their business model is simple: capture your attention and sell it to advertisers.

This means:

- **You don't own your audience.** The platform does. They can change the algorithm tomorrow and your reach drops to zero.
- **You don't control your content.** Terms of service can change. Accounts can be suspended. Entire platforms can shut down (RIP Vine).
- **You're the product.** Your content exists to keep users on the platform so they see more ads.

The Algorithm Problem

Social media algorithms are not neutral. They're optimized for engagement — and outrage, controversy, and conflict drive engagement. This creates perverse incentives.

Worse, these algorithms have documented biases against The Pillars:

- TikTok's algorithm creates racial filter bubbles
- Instagram's content moderation disproportionately flags Black and plus-size creators
- YouTube demonetizes LGBTQ+ content at twice the rate of other content
- Shadowbanning affects marginalized creators at higher rates

Why would we build our presence on platforms designed to suppress us?

What We Do Instead

We invest in owned infrastructure:

- **Premium domains** that we control completely
- **Email lists** that no algorithm can suppress
- **Direct relationships** with creators, not platform-mediated connections
- **SEO** that builds long-term discoverability

We're not anti-social-media. We use these platforms tactically when they serve our goals. But we refuse to make them the foundation of our presence.

The internet is bigger than any platform. And we're building for the long term.