

Ripka Media Presents

# Grit & Grace TV with Line Brunet and CJ Ripka

## What The Hell Is Social Media Etiquette?



## Introduction

Social media use has become an addiction to the world. Facebook's Mark Zuckerberg tells us that there are more than a billion global users. Twitter, Google+, and LinkedIn boasting hundreds of millions of active accounts. Young or old, and everywhere in between, whether they're engaged in social media marketing, keeping in touch with old friends, or seeking out new connections. People from all over the world are logging in each and every day.

With today's social media environment, it's hard to believe that just 10 years ago, social media barely existed. It reminds me about the Wright brothers setting up their flying machine in Kitty Hawk back in 1903. Their revolutionary invention took flight and their lives changed in an instant. And just like the growth of Social Media, this humble little machine changed the face of world. While it's great to connect with friends and colleagues anywhere and at any time, this connectivity carries risks. A careless tweet or Facebook post can alienate your loved ones and possibly jeopardize your job.

Even though privacy settings can help keep your social exposure limited to a limited lucky few, it's difficult to completely guard yourself from the public. However, if you use

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social media platforms regularly, following proper etiquette can protect you from unfortunate social backlashes.

On this episode of Grit & Grace, my co-hort and I will be discussing some Do's and Don'ts while engaging with your friends and followers on your favorite platforms. We will even share some stories from our experiences with some of the connections that we have made over the past decade using all of these Social Media Platforms.

So Line, What the hell is Social Media Etiquette?

### **Our suggestions...**

1. Don't Drink and Tweet. It's just as bad as a drunk text. Don't do it if you have a tendency to say things that you would NEEEEEVER say to them in any other condition.
2. Avoid the TMI posts. Over sharing could be detrimental to your relationships. No one wants to see endless pictures of all of your meals. And no one cares at all about how you pick up chicks or dudes and what you did with them after the bar.
3. Understand that your sense of humor is NOT universal. WHAAAAT! This one gets me into trouble all the time.
4. Try not to be Reactive. Many people are willing to go toe-to-toe online in ways they'd never dream of doing face-to-face. There are many ways to start a social media fight, from personally responding to a politically tinged Facebook post, to publicly calling someone out for wrongdoing. (Guilty!) No matter how it starts, the results aren't... well let's just say that neither party will walk away without consequence.
5. Don't hijack someone's post with your 'stuff' that's blatant self-promotion and nothing to do with the post or is rude and antagonistic towards others that comment.
6. Never add someone to a group without asking first. Just ask first.
7. If you friend request someone, send a message as well saying hello and why you reached out. However some people don't accept unsolicited messages so you may want to consider commenting on a post you are both commenting on and

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- building a relationship around that first. That way you can just say, hey there Line, Can I send you a private message? I've never received a no answer...
8. As a business owner, don't just splash your graphics with offers everywhere in groups without participating and engaging. It won't do your business any good.
  9. If you're a small business owner, your profile picture should be your face, not some random object or your pet. People want to know who they're doing business with.
  10. Don't tag 100 people in EVERY post you make. This usually happens with small biz owners. It's annoying AF! Just Stop IT!
  11. It's called 'Social' Media - engage with people - comment, like and share (DON'T STALK -- unless they are HAWT, just don't get caught...LOL) otherwise what's the point. It's kinda creepy when you run into people and they start talking about the things you've posted that they've never reacted to.
  12. If you're a business owner, complete your 'About' section and tag the business page so people can reach out to you. You are in business aren't you?
  13. Screen Names should represent who you are or what your business is. This isn't the 90's or the pre-teen 2000's. Names like Donkey Punch 4 Live deserves a donkey punch every day for the rest of his life and rumor has it, that this person is only in his teens. Thats a lot of donkey punches.
  14. Create a section on your main profile detailing who you are seeking to befriend and ask that visitors abide by that information. Everyone need not apply. This is specifically why there is a follow button. Rather than befriending thousands of folks that you will never take the time to get to know and become "friends" with, hit that follow button so you will know what is going on around that person.
  15. DO NOT under any circumstances use family oriented social media news feeds or tags or personal walls as a hookup or dating site. Personally I get 20 to 30 friend request per day. Of those requests there are any where between 90 to 95 percent of them that come from catfish profiles or people looking to hook up. I say people due to the fact that they are not always women who send them.

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16. If you are requesting to be friends with someone from another country, before you hit that request button, know who they are and why you are sending a request to them. If you have not built a relationship with them you may want to just follow them for a while to see if that person is someone you really want to be friends with.
  17. Don't put anything on the Internet that you don't want your future boss, current client or potential clients to read. I can't stress this one enough. Last year during the Sturgis Motorcycle Rally, I livestreamed a wet t-shirt contest. The next day I was pulled into the office and reminded that I still represent the company and anyone watching who knew who I worked for may get a bad opinion of said company.
  18. READ THE DAMN POST and comments! Your question was most-likely answered in the comments of the original post. Don't be lazy.

## Final Thoughts

Social media has gives us the ability to reach out to so many people all over the world. It allows us to influence others and it's important to follow proper etiquette when you connect and engage with other users. In the words of the creator of Terror Firma Media and Host of The Terror Firma Podcast and The Haver Drew Carson said, *"Don't Be A Spammy Dick."*

The social media world moves far faster than the offline world, so it's critical to think about the effects your words, pictures, and videos have before sharing them with hundreds or thousands of your peers from all over the globe. Here in the *"digital"* age, we aren't always quick to forgive and forget. But just as we are telling people to keep your poop in a group and don't do this or don't do that, You still have to experience Social Media on your own terms, But at the same time you need to experience life in the moment and not get caught up in what has happened in the past.

So what tips can you add to our list? Go to [gritandgracety.com](http://gritandgracety.com) and click on that comments or questions tab. Leave your tip along with your name and your tip may be added to ours for everyone who downloads the PDF from the resources page to see.

**Thank you**

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