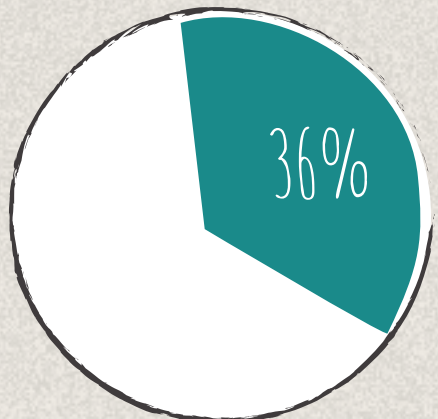


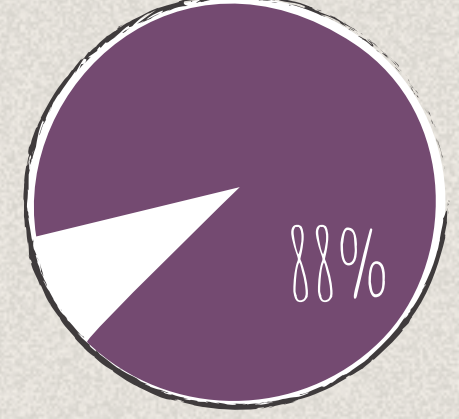
WHAT IS YOUR SOCIAL MEDIA PERSONALITY?

HERE ARE THE FACTS



Percentage of those surveyed admit to posting TV or movie spoilers on their social networks, though only 14% of younger social networkers are guilty of this

Percentage of young parents post pics of their kids or parenting-related updates once a month



1/10

have been defriended due to prolific political posting

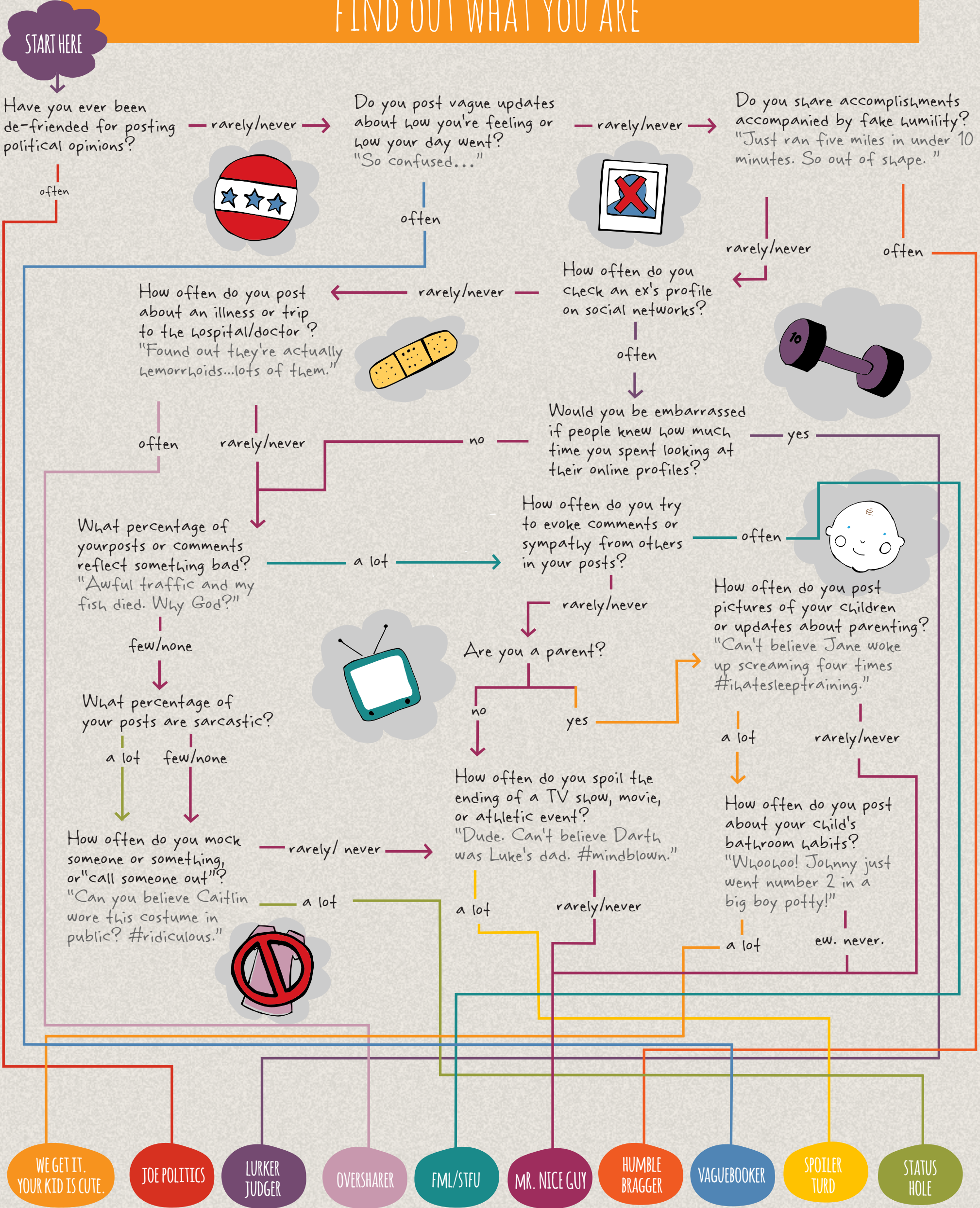
1/4

of adults 18-35 are guilty of "vaguebooking" on a monthly basis

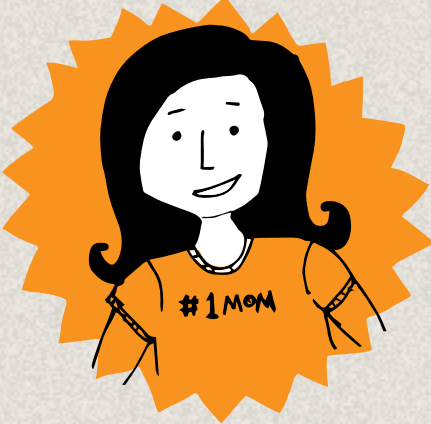
24%

of young men admit to creeping on an ex's social media profile once a month - more guilty of this than young women

FIND OUT WHAT YOU ARE



WHAT DOES THAT MEAN?



WE GET IT. YOUR KID IS CUTE.

Thinks that no child in history has experienced as many funny, surprising or prodigious moments as hers...

TIP: Instead of multiple-times-a-day posts that are only about your kids, show some restraint and only share your child's truly special moments.



JOE POLITICS

Aggressively shares political opinions and insists that his opinion is the only opinion.

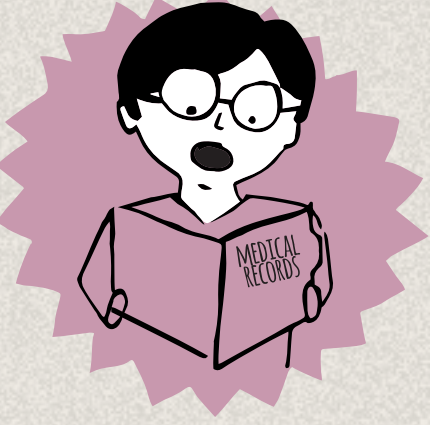
TIP: Stop threatening to "...move to Canada if..." And, remember, your network is made up of all political leanings.



LURKER JUDGER

Most comfortable in monitoring mode, posting infrequently and barely making his social presence known. Most likely also silently judging.

TIP: Balance your social engagement - it's an interactive process. You'll gain more from your social relationships as a result.



OVERSHARER

Doesn't apply a filter, sharing uncomfortably personal or salacious things that they likely wouldn't say aloud.

TIP: Ask yourself, "Would I announce this at a cocktail party?" If the answer is no, don't post it.



FML/STFU

Likes to share life's extreme highs and lows, bringing everyone along for the dramatic roller coaster ride.

TIP: Everyone has drama, but not everyone in your network needs to know about it.



HUMBLE BRAGGER

Shamelessly self-promotional with a hint of faux humility.

TIP: Be authentic. Celebrate, but don't brag. Anything short of that comes off as contrived.



VAGUEBOOKER

Posts status updates so vague - possibly by design - that friends and followers have almost no choice but to ask for more detail.

TIP: If you're hoping friends will ask you what you're referring to or what's wrong, don't. Otherwise, share the details that matter.



SPOILER TURD

Doesn't think twice about immediately blurting out the details of a series finale or his opinion on a new movie's ending.

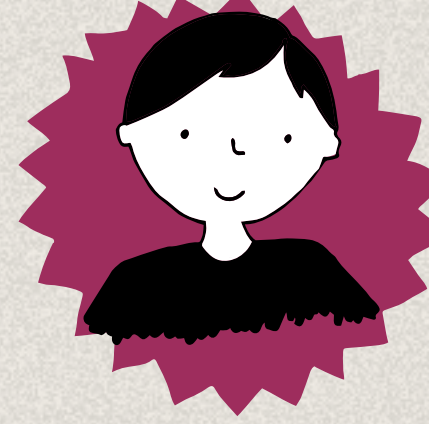
TIP: Enact a "sleep on it" rule... and make sure your comments are generic enough that you don't ruin it for someone else.



STATUS HOLE

Brings a negative and sarcastic energy to his social interactions, i.e. judging other people's pictures and mocking them.

TIP: The rule of "If you don't have anything nice to say, don't say anything at all" applies for online interactions, too.



MR. NICE GUY

You get a gold star! Congrats on not displaying common social media faux pas. You're either quite savvy (and can easily identify those violators in your network) - or in denial.

TIP: Try being a Status-Hole once in a while - it might improve your credibility.

