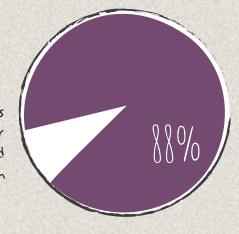


HERE ARE THE FACTS

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



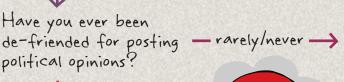
have been defriended due to prolific political posting

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

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



often



How often do you post

about an illness or trip to the hospital/doctor? "Found out they're actually

hemorrhoids...lots of them.

rarely/never

Do you post vague updates about how you're feeling or how your day went? "So confused ...

— rarely/never —

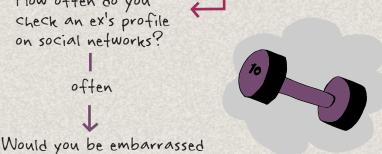
Do you share accomplishments accompanied by fake humility? "Just ran five miles in under 10 minutes. So out of shape."

often

often rarely/never

How often do you check an ex's profile on social networks? often

if people knew how much



rarely/never

time you spent looking at their online profiles? How often do you try to evoke comments or sympathy from others in your posts?

rarely/never

How often do you post

pictures of your children or updates about parenting?

"Can't believe Jane woke

up screaming four times #ihatesleeptraining."

"Awful traffic and my fish died. Why God?" few/none What percentage of your posts are sarcastic?

a lot few/none

often

What percentage of

yourposts or comments

reflect something bad?

How often do you mock someone or something, or "call someone out"? "Can you believe Caiflin

public? #ridiculous."

wore this costume in

Are you a parent? How often do you spoil the

a lot

ending of a TV show, movie, or athletic event? "Dude. Can't believe Darth was Luke's dad. #mindblown."

rarely/never

rarely/never a 10+ How often do you post about your child's bathroom habits?

"Whoohoo! Johnny just went number 2 in a big boy potty!" ew. never. a 10+

WE GET IT. YOUR KID IS CUTE

JOE POLITICS

LURKER TUDGER

OVERSHARER

-rarely/never-

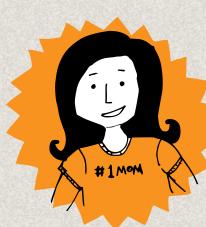
a 10+

FML/STFU

MR. NICE GUY

VAGUEBOOKER BRAGGER

STATUS HOLE



## WE GET IT. YOUR KID IS CUTE.

Thinks that no child in history has experienced as many funny, surprising or prodigal 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



**OVERSHARER** Doesn't apply a filter, sharing uncomfortably personal or salacious things that they likely

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

wouldn't say aloud.



# FML/STFU

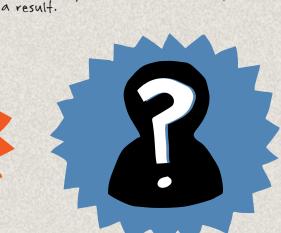
Likes to share life's extreme highs and lows, bringing everyone along for the dramatic roller coaster ride.

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.



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

SPOILER TURD

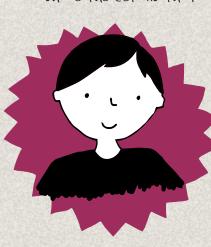
TIP: Enact a "sleep on it" rule... and make sure your comments are generic enough that you don't ruin it for someone else.



### 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 imaprove your credibility.



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