

VOL.  
1

# Bad Girl Good Business

*Uncensored Tips & Insights*

**by Nancy A. Shenker**

The Original Bad Girl, circa 1956

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**The Sins of Social Media  
...and How to Avoid Them!**



imho, bbf  
lol :)

Inside Front Cover  
no printing

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*Bad Girl Good Business*

**Cool, bff!  
Booze in a box!  
How Tweetable!**



## Volume 1:

# The Sins of Social Media ...and How to Avoid Them!

**I grew up in an era when rotary dial phones and handwritten (or manually-typed) letters were the primary means of communication.** Our worlds were largely defined by our school districts and our neighborhoods and it wasn't uncommon to not see or talk to a classmate during summer break. I had to wear a skirt to school every day until middle school and always said "please" and "thank you." Manners were considered very important. I never questioned authority in public (just behind their backs). Sneakiness was almost essential.

We were the first Baby Boomers and we number 76 million. And now, a new boomer generation has been born — Generation Y — and there are 78 million of them. And they grew up with cell phones, iPods, IM, and unlimited access to everyone else on the planet. They think, and even talk, in OMGs and TTYLs, not "misters" and "misses." They speak their minds. Their private acts are public. (Is there even such a thing as TMI anymore?)

Manners — and, for that matter, face-to-face communication — have fallen by the wayside while requests, follows, friend invites and pokes keep filling up our dance cards. But, how do you learn to navigate this brave, new social media world? No YouTube video or ChatRoulette session can possibly teach the nuances of good old-fashioned eyeball-to-eyeball connection and community or even what proper social media manners should be.

As social media has continued to expand and become a part of our daily lives, we've witnessed the development of two key groups: the Digital Immigrants and the Digital Natives.

And, as we move from the trend phase to the mainstreaming of social media, the time has come to lay down some basic rules to ensure that these two groups not only coexist, but also play nice. And, although I certainly don't claim to be an arbiter of etiquette (in fact, my generation was considered rude and sloppy by our elders), here is some basic common sense-ical wisdom...

# Who Are You?

Are You a Digital Immigrant...



Look mama,  
WiFi!

...or a Digital Native?



Tweet or text,  
text or tweet...



**Digital Immigrants** — They are people born before the Internet (way before). We Boomers grew up with punch cards and mainframe computers, manual typewriters and Wite Out®, Ed Sullivan and phonographs, rotary phones and answering machines. And when the message tape ran out, we missed our messages. To a digital native it may seem like a sad time – but we were able to take uninterrupted vacations, created our own amusements, and learned to look people in the eye. Some of us had international pen pals to whom we mailed letters and then waited patiently for a couple of weeks to get a response and collect the foreign stamps. Hobbyists and truck drivers lived to talk to strangers via ham radio and, to most of us, they seemed eccentric.

We are now grappling with this weird, fast-moving era of status updates, texts, meet-ups, tweet-ups and self-professed social media “rock stars.” If it doesn’t make us money or make our lives better, we’re simply not interested.

**Digital Natives** — They don’t remember a time without computers and cell phones. They grew up with nano-everything, instant information and gratification, iPods, iPhones, reality TV, Ryan Seacrest and Hulu. They use their fingers to IM, scroll, and adjust ear buds. They sometimes miss live interaction and have even invented apps (applications not appetizers) to help facilitate it.

Yes, you first started using texting and Facebook for keeping in touch with your friends and random strangers. And social media was invented by a 24-year-old. But you’re a big boy or girl now. And even Mark Zuckerberg (Facebook’s founder, for those of you who have never read a newspaper – online or in print) is now developing applications for business folk. You have amazing Internet communications skills. It’s about time you put them to good use.



# Tips for Digital Immigrants

**1. Acknowledge that you don't speak the language fluently.**

Do not try to fake it. It's like your mom and dad wearing blue jeans and saying "Peace, Man!" in the 1970's; it just doesn't work.

**2. Don't knock it if you haven't tried it.** You don't have to use all of it. Just play with all of it and decide what's relevant to your business or your life.

**3. Get help if you need it.** Lots of books (the paper kind even!), tutorials, and trainers can teach you which buttons to push – and when. For the more adventurous types, venture online (gasp!) to research the various social media offerings.

**4. I really don't care what you ate for breakfast.** But if you're going to tell the world, then make it useful or, at the very least, funny or interactive. Send the rest of the social media world recipes for Nutella and Valium pancakes and ask for new recipes. Or, post a picture of yourself in your frilly apron (especially amusing if you are a guy).



**5. Do not feel terrible if you hide or de-friend someone on Facebook.** It's not like publicly shaming them or beating them. It's simply letting him/her know that you don't want to engage in public.

**6. Spell-check before you tweet or post** (see Digital Natives #7). And then read what you wrote. Please keep the English language alive and tidy.

**7. Share pictures and videos, but please don't overdo it.** You don't need to post every picture you ever took of your family reunion or of you presenting from a podium at different angles. Buy a Flip Video and take cool (and short!) "home movies" and share those.

**Stand still so  
I can tag you.**





**8. Do not be afraid to have friends, colleagues, clients, and other assorted people hanging out in the same place.** It's a brave new world out there. Get used to it. (Just learn to use privacy controls.)

**Nostalgic Moment:**  
Remember "busy signals"?

**9. That said, keep in mind that you shouldn't post anything that you don't want everyone in your circle to see.** Use applications to categorize your on-line friends and contacts and, DO NOT friend your kids unless they want you to. It's like hanging out with them on a Saturday night. Creepy!

**10. Don't be afraid.** Think about what the telephone and television did for communications and entertainment. You own both of those, right?

**11. Respect digital natives.** Our parents' generation got denim and rock 'n' roll from us. Maybe we can get some amazing things from the next generation, too.



## BONUS TIP

#creepers



### The Sins of our Fathers:

- Ignorance
- Fear
- Promiscuous Friending
- Creepiness
- TMI
- Un-funniness
- Disrespect for natives



# Tips for Digital Natives



**1. Even though social media is cool, you still have eyes, a mouth, and a telephone.** Do not forget to use them as part of your communications – especially when dealing with digital immigrants.

**2. Building on #1, if you are going to be late for work or break-up with someone, do it on the phone (the former) or in-person (the latter).** Don't hide behind your keyboard.

**3. Keep it clean.** Don't post anything on your social media pages that you wouldn't want your boss or your granny to see. Of course, learn how to use privacy controls REALLY well.

**4. Do not begin formal communications with “Hey!” or some other overly-used abbreviation.**

The informality of social media is creeping into other communications (like job applications), which can be an immediate fail.



**5. You are not a guru or a rock star.** Sorry. Unless you are one of a handful of young Turks who have actually built profitable businesses and invented a new avenue for communicating, you are just a really smart person who has learned how to use that new avenue.

**6. Leave your devices home on occasion.** You don't have to own every new electronic toy that comes out. And, you can sit through a meal or in a meeting without using your thumbs.

**7. Spell-check before you tweet or post** (see Digital Immigrants #6). And then read what you wrote. Keep the English language alive and tidy.

**8. LinkedIn has a purpose.** Although many digital natives view it as the old folks' farty app, it is great for things like job hunting, information seeking, and connecting with important people (like some digital immigrants) who might be able to help your career.

**9. Do not say you "love an app".** You can love people, experiences, or music. Apps are simply tools. What you do with them still involves the human brain and a certain amount of judgment.



How many “L’s”  
in spellcheck?

**Nostalgic moment:**

Yes, it’s true! There used to be only 5 channels  
— and they were all black and white!

**10. Embrace the power of Google and Bing (and other search tools).** You can find virtually anything online if you look hard enough and people will expect that you've already looked there before asking them any questions. Digital immigrants grew up with the Dewey Decimal System and public libraries, so we had to learn to look really hard to find things. You guys have it easy!

**11. Respect digital immigrants.** Sometimes we really DO know some things and we can learn a lot from each other. Listening and patience will never be replaced by an app!



I'm tall, sensitive,  
and seek a SWM

## A Category I've Dubbed "Cuspers" Also Exists.



They may have grown up in the Internet era, but have a purist old school sense of communication. They know how to use computers, but love face-to-face as much as thumb-to-text. Although they may have met their mates on Match.com rather than at a singles bar, they tend to align

themselves more with digital immigrants and can often be heard saying, "I know how to use all this stuff, but I don't really GET all this stuff."

## The Sins of the Children:

Cockiness, Muteness, Rudeness, Poor Spelling,  
Lewdness, Disrespect for Elders, Ego

# Homework

Bad girls like to give orders and spoil fun so although you probably enjoyed reading these tips and may have even planned on putting them down right now and taking a nap or drinking a beer....No such luck, bucko! I'm now going to be a bit of a dominatrix and give you work to do.

**How many hits  
does it take before  
you get it!?**



Nancy ♡ social media

## Digital Immigrants

1. Set a goal of spending at least 15 minutes a day learning something new. Don't become an old fart.
2. Vow to meet at least one new person online each week. But beware of creepers.
3. "Adopt" a Digital Native.
4. Start or join a group of immigrants who want to get smarter about social media or hire someone (like me — hint, hint) to teach you.
5. Don't be a dork!

## Digital Natives

1. Unplug every now and then.
2. Clean-up your profile. Your boss doesn't want to see you drunk or naked.
3. Adopt a Digital Immigrant.
4. Read a paper book or newspaper or ask us old folk to tell you stories about the 1960's and 70's.
5. Smile, speak, shake hands, and make eye contact at least once a day!

Hey Goody Two-Shoes:

For extra credit see [nunumedia.com](http://nunumedia.com)  
for recommended reading.

## Who is Nancy A. Shenker ...and Why is She a Bad Girl?



Nancy has dual citizenship in the real world and the virtual world. An early adapter of technology, she founded and runs a boutique marketing company called theONswitch®. She worked for major brand companies for almost 30 years and then really got tired of being obedient, and so she escaped (an indication of her badness).

She has launched successful products and businesses, developed new ways of marketing traditional products, while breaking at least half of the rules in marketing textbooks and employee handbooks (shhh...don't tell). Possessing a defective brain/mouth filter, she usually speaks her mind and often pouts when she doesn't get her way.

But, because she delivers good business results (and because she makes people laugh), she is usually able to get away with bad behavior.

Her industry experience includes financial services (Citibank and MasterCard), publishing (Prentice-Hall, Reed Elsevier), real estate, retail, food, summer camp, education, event marketing, health and wellness, and technology. She is frequently quoted in industry publications.

She went to University of Michigan (party on!) and lived in a place called Xanadu. Despite her many bad habits including sex, drugs, and rock and roll, she graduated Phi Beta Kappa with a degree in Psychology and English.

When she is not busy breaking marketing rules, she writes (three blogs) and speaks to professional groups. So, please contact her about an appearance at [nunumedia.com](http://nunumedia.com). She's really good.

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Every Bad Girl needs someone to watch her back...  
Design by Michael Pilla, [mQuotient.com](http://mQuotient.com)



## SKINNY?

Be the Man You Always  
Wanted to Be...



with a Fake Profile Picture!

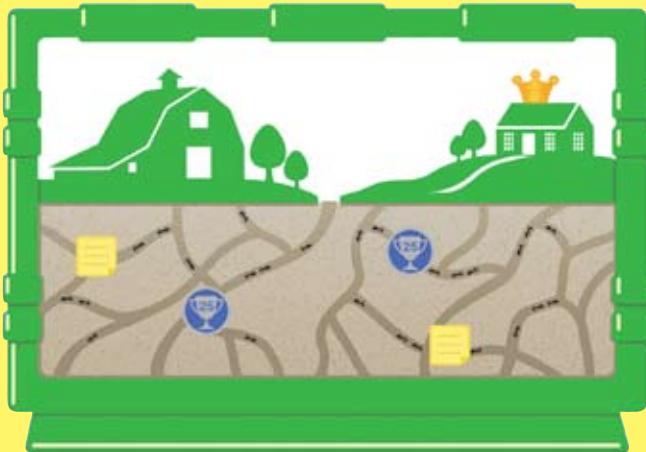
## AMAZING X-RAY GLASSES!!!



Instantly recognize your  
social media friends  
**IN REAL LIFE!!!**

## AntSquare: An Underground Community

Just watch the crowd as they flock to the next  
cool social media application. 5000 interactive friends.  
Or, join in...and become the **MAYOR OF THE ANTS!**



*Coming Soon from*  
**Bad Girl  
Good Business**

- **Bitch Slap:**  
When Women Misbehave at Work
- **Powerpoint Perversion:**  
...and other Event Horror Stories
- **When Bad Websites Happen to Good People**  
Free Yourself from the Web of Confusion
- **Get the &#\*\$@! Outta Your Office!**  
How to Network
- **Green for Lazy People:**  
How to Be Good to the Earth Even if You Hate  
Polar Bears and Love Your SUV



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Inside Back Cover  
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Who has time to read real business books and magazines  
(or even to fake it) ?

Welcome to the next generation of quick-read, instant  
gratification business inspiration — Bizic Books.™

Like comic books, but useful!

No super-heroes, vampires, or quirky Japanese cartoons — just to  
make you smarter and maybe even richer. You might even chuckle.  
When was the last time you smirked while reading a business book?

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## **This Bad Girl is Good for All Generations!**

### ***Praise from Digital Immigrants...***

“FYI, BGGB is OMG awesome; not just LMAO. These 1956 models  
still run like they just left the showroom and are smart enuf to drive  
themselves. Learning without boredom? A concept the witty and wise  
Shenker has mastered. Even Bad Boys Like Good Business.”

**Howard Bragman, PR Maven and Author “Where’s My 15 Minutes?”**

“Al Gore might have invented the Internet, but Nancy Shenker is the original  
Internet bad girl. The best new series since WKRP in Cincinnati!”

**Bill Sobel, Chief Connections Officer, SobelMedia LLC**

### ***Shout-outs from Digital Natives...***

“Different generations have a hard time talking about social media: your mom  
can’t imagine how it fits into her life, and your kid can’t imagine life without it.  
Nancy knows how to talk to both sets. ...She gets it, and so will you.”

**Sarah Birnbaum, Digital Strategist, Major Global Ad Agency**

“A MUST SKIM for self-proclaimed gurumavenrockstarninja’s like myself!  
Whether you’re new to social media or you already know the ins and outs  
of internet etiquette, you can learn a lot...”

**Damien Basile, Digital Something**

### ***Kudos from “Cuspers”...***

“A bad girl gone viral, she’s a refreshing voice within a social media space that  
too often sweats ordinary ideas. The must-have handbook for anyone with the  
ability to read and type — even you, Grandma.”

**Sarah O’Grady, Creative Copywriter & Marketing Storyteller**