

“Social Networking Etiquette”

Written by Narveen Aryaputri
Wednesday, 23 May 2012 08:25

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May 24th 2012

Independent Scholars' Evenings:
“Social Networking Etiquette”
Is Social Networking Rudeness on the Rise?

By

Mark McLaughlin
Author
Public Relations Director at Results Marketing.

Mark McLaughlin will explore the transgressions of online etiquette in his presentation. He will provide tips on how to avoid annoying or rude behavior. He will also provide suggestions on how to nurture positive Internet relationships. McLaughlin believes that annoying or inconsiderate social networking behavior is, in part, a product of the fast times in which we live.

“Our culture is passing through a time of brisk technological development,” he says. “Modern life is changing at a frantic pace – and that’s okay. But as the world changes, sometimes people concentrate too much on their own objectives and manners fly out the window – and that’s not okay.”

Because Facebook and other social networks are free, people sometimes feel that “anything goes” -- but in reality, nothing could be further from the truth.

“Abusing a free service is almost doubly inconsiderate,” he said. “People should be grateful for the service and treat its other users with respect.

Think about this social networking scenario: Suppose you are an author and some of your Facebook friends are also authors. But since they write books in the same genre as your works, they are also competitors. When those authors post ads for their books on your Facebook page without asking you, are they being rude?

About the presenter :

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Throughout his career, Mark McLaughlin has specialized in getting messages out to business, industry and the general public. Over the years, his writings have appeared in literally thousands of magazines, trade journals, business publications, newspapers, anthologies, and websites.

When he is not at his desk at Results Marketing, writing advertising copy and news releases, he is at home working on his latest book. His 20-plus books include the supernatural suspense novel MONSTER BEHIND THE WHEEL (co-written with Michael McCarty), the story collections MOTIVATIONAL SHRIEKER and PICKMAN'S MOTEL, and the poetry collections THE GOSSAMER EYE (co-written with Rain Graves and David Niall Wilson), PHANTASMAPEDIA, and PROFESSOR LaGUNGO'S EXOTIC ARTIFACTS & ASSORTED MYSTIC COLLECTIBLES.

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light refreshments, wine and beverages are served.
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