

KECTIL FIFTEEN RULES FOR SOCIAL MEDIA

1. Use social media for good.

- Be passionate about your cause and educate others.
- Learn how to speak the truth in a way that promotes positive social changes. Don't hide from calling out poor government, corruption or illegal or immoral behavior, but do it in a way that leads to a positive result, not a negative result. If you need training on this read the works of Martin Luther King, Jr., Nelson Mandela or Mahatma Gandhi.

2. Your posts should not be all about you.

- Social Media is not about getting as many people as possible to focus on you. Practice the 4:1 Rule. For every post about yourself, make 4 posts about other people, events, updates, politics, the environment, etc.
- Even though Martin Luther King died before the age of social media, he taught us about how to use social media properly:

"If you want to be important-wonderful. If you want to be recognized, wonderful. If you want to be great-wonderful. But recognize that he who is greatest among you shall be your servant. That's the new definition of greatness."

MLK's message is do not stand out as a means to glorify yourself.
Do it to help others.

3. Limit your time on social media to no more than 2 hours a day and be strict about it.

- Do you have a social media addiction? If you can't be without your phone or constantly checking your social media, you may have addictive tendencies which decrease your productivity and quality of life. Use strict discipline to create responsible use and boundaries.
- Be willing to leave social media altogether for a few months if it is having a negative effect on your life.

4. Social Media is not a substitute for personal relationships. Make a decision to spend twice as much time with people in person than on social media.

5. Be here now

- Don't stare at your cell phone while you are in a meeting, class, or group setting. It is rude to the people you are with or listening to, because it sends the message that they are not as important as anything on your phone. And you will likely miss needed personal interactions and important information.
- Don't use social media or stay on your cell phone for a long time at work. Your boss is watching and you could lose your job! Be the hardest worker, not the most distracted.

6. Don't post anything that can hurt your reputation.

- It takes a lifetime to create a good reputation and just a few minutes to destroy it. People are listening to and watching what you do/say, which becomes part of what they think of you.

7. Pretend your next employer is reading your post.

8. Be careful with photos—what is your message?

- Show discretion in your posted photos. Photos can speak louder than words about who you are (or who others think you are).
- Great place to practice your personal branding as a young leader born for greatness.

9. Always be positive and nice to avoid the perception of bullying or discrimination.

- Kind words are great medicine.
- Saying something nice about someone you are not getting along with can make you feel better and may calm the situation.

10. Be a role model for others. You never know when you will have a positive effect on someone or something.

- Remember the “Butterfly Effect”, where a small change in one thing can cause a very large difference somewhere far away. Could it be that something inspirational you do or say can ripple to a major positive effect?

11. Do not use social media to release anger. If you are upset, wait 24 hours before posting. Then if you are still mad, wait another 24 hours.

- Avoid aggressive debates online that can escalate into emotional, unprofessional exchanges.

12. Critically analyze “Influencers” and social media “Role Models”.

- What are they really selling? Themselves? A product?
- Does the Influencer use the platform for good?
- It is not all about someone's body or face or clothes. It is about their heart.
- Is the world better off because of this Influencer or Role Model?
While many youth follow the Kardashians, they do not not naturally look like that—they have all had an enormous amount of plastic surgery and implants and are selling their own products. Is this worth promoting or following?
- Do Influencers and Role Models actually make youth feel bad about themselves and inferior? Why support that?

13. Watch out for Fake News.

- For issues pertaining to your country or community, try to determine the true facts instead of having a news source digest the facts and tell you what to think.
- Assume news outlets are biased until otherwise proven.
- Avoid the “Herd Mentality”, which is believing something just because many people are saying it on social media. Reach your own conclusion.

14. Remember that the internet is forever. Better not to post than to post something that you regret and can’t remove.

15. Check for spelling and grammatical errors before posting.

- When you have something important to say, don’t let unprofessional wording, bad grammar and/or misspellings distract from your message. Run your message through a quick spelling and grammar check.