



# The Etiquette of Social Media: How to Connect and Respond to Others in the World of Social Media

By Leonard Kim

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**Did you know that 30% of College Admissions Officers found something online about an applicant that negatively impacted their college application?**

**Or that more than two in five (43%) Hiring Managers found information online that caused them not to hire a candidate?**

Is social media preventing you, or someone you know from achieving their dreams and desired opportunities? Quite frankly, it is hard to say, as usually when we are denied something, more frequently than not, we are never told why.

From the statistics above, we can see that social media is a huge determining factor in whether or not us, our children or our friends and family are accepted into the college of our dreams or into our dream jobs. In my professional life, I have always been told that an ounce of prevention is worth a pound of cure. In other words, it is better to be fully equipped and prepared for the opportunity as it arises, as opposed to wondering what we did wrong after we are passed up. Much like how a building must have their foundation built into the cornerstone that allows it to withstand the tests of time, we must have our foundation etched and chiseled out so we can be the best that we can be. This book, The Etiquette of Social Media, is the complete guide on the basic foundation that we all need to ensure that our online image is bulletproof from being judged by the decision makers of the world who may be able to have control of our destiny.

**Social Media is paving the way of the future.** It is a new trend that is becoming standardized as a part of our daily lives. This new standard includes media outlets ranging from Facebook to LinkedIn to Quora and Twitter, along with many others.

With how new social media is, there are no classes at our schools that cover the etiquette of social media. Whether you are in high school or a senior level executive, chances are you are oblivious to the guidelines of how to act on social media. In this day and age, that has been forgivable.

## Why?

Because never before has there been a guide covering *The Etiquette of Social Media*, until now.

Inspired by best-selling author James Altucher, Leonard Kim decided to write his first book of many. Being a personality with high visibility and a Top Writer on Quora, an Online Knowledge Market, Leonard has seen it all.

From comments to messages to public attacks, Leonard has broken free from the viewpoint we all have of what is right in front of us. He has been able to expand outside of the myopic bubble of the Internet we have all come to see. He has expanded his view of our online society as a whole. In a single year, Leonard went from being a nobody to having over five million views on the internet. He went from being an introvert with less friends than he has fingers to cultivating friendships all across the world.

Through decades of experience, Leonard has acquired a unique skill set. With a background in branding, Leonard understands the importance of your online reputation. He has been able to identify the key points to ensure that you come across as an approachable and likable human being.

Are you looking to make new friends? Manage your online reputation? Or expand your business connections?

This book will provide you with the essential tools you need to get ahead.

The world is changing. Soon it will no longer be forgivable to be ignorant of your behavior on social media. People will start to judge you for each action you make. Read this guide to prepare yourself before that dreadfully awaited day finally arrives.

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**By Leonard Kim Bibliography**

- Rank: #1731438 in Books
- Published on: 2014-08-27
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .24" w x 6.00" l, .34 pounds
- Binding: Paperback
- 104 pages



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## Editorial Review

### About the Author

In the middle of 2013, Leonard Kim started fooling around on Quora, an online knowledge market. In 6 months, he:

Went from 3 to 3,300 followers

Was named a Top Writer

Acquired 2 million views

2.5 years in, he has:

Over 100,000 social media followers

Over 10 million views

Been featured in publications like Inc., Entrepreneur, Forbes, Huffington Post, etc.

But it didn't start out that way. He originally was working at startups, putting all his hard effort into trying to make one work.

Leonard took one of them from \$0 to \$50,000 a month in revenue within 3 months.

He took another from 100 to over 1,000 vendors within 9 months.

But the problem was that these startups were underfunded, so they eventually collapsed.

Then Leonard got sick & tired of it. How could he put so much of his hard effort in going from building company to company, only to watch his work just crumble before his eyes?

During that process, Leonard asked himself a question. A question that ultimately changed his entire life.

"Why did I put all my hard work & effort into building companies, when 95% of them fail within the first 5 years?"

Leonard knew what he needed to do. He needed to take time off & reflect upon his life. So he went to go work at a Fortune 100 company where he had nearly no responsibilities (compared to the startup world) and was bored out of his mind.

Then he thought, "Why didn't I redirect all that effort into building up my own personal brand instead?"

Then everything clicked. Leonard realized that he couldn't spend his life building up things that were going to fail. He needed to invest his time & effort into building up the only thing he could depend on my entire life: Himself.

Once he did, the doors to opportunity opened up from every angle:

Interviews from the media became normal

People depended on his expertise advice

He's living the life that he always wanted

Leonard wants to teach you how to do what he did, and what he continues to do. Let him show you how.

Visit [InfluenceTree.com](http://InfluenceTree.com)

## Users Review

### From reader reviews:

#### **Jose Gould:**

Do you have favorite book? When you have, what is your favorite's book? Publication is very important thing for us to learn everything in the world. Each publication has different aim or goal; it means that guide has different type. Some people sense enjoy to spend their time to read a book. They are really reading whatever they have because their hobby is reading a book. Think about the person who don't like reading a book? Sometime, man or woman feel need book if they found difficult problem or maybe exercise. Well, probably you will need this The Etiquette of Social Media: How to Connect and Respond to Others in the World of Social Media.

#### **John Hickman:**

This The Etiquette of Social Media: How to Connect and Respond to Others in the World of Social Media are usually reliable for you who want to be described as a successful person, why. The main reason of this The Etiquette of Social Media: How to Connect and Respond to Others in the World of Social Media can be among the great books you must have is definitely giving you more than just simple reading through food but feed anyone with information that possibly will shock your earlier knowledge. This book is actually handy, you can bring it all over the place and whenever your conditions both in e-book and printed people. Beside that this The Etiquette of Social Media: How to Connect and Respond to Others in the World of Social Media forcing you to have an enormous of experience such as rich vocabulary, giving you demo of critical thinking that we know it useful in your day pastime. So , let's have it and luxuriate in reading.

#### **Kathryn Botello:**

This The Etiquette of Social Media: How to Connect and Respond to Others in the World of Social Media is great book for you because the content which is full of information for you who else always deal with world and have to make decision every minute. This specific book reveal it information accurately using great plan word or we can claim no rambling sentences inside. So if you are read this hurriedly you can have whole info in it. Doesn't mean it only provides you with straight forward sentences but hard core information with beautiful delivering sentences. Having The Etiquette of Social Media: How to Connect and Respond to Others in the World of Social Media in your hand like finding the world in your arm, information in it is not ridiculous one particular. We can say that no reserve that offer you world with ten or fifteen minute right but this e-book already do that. So , this really is good reading book. Hello Mr. and Mrs. stressful do you still

doubt which?

**Cheryl Fisher:**

Reading a book to become new life style in this season; every people loves to study a book. When you go through a book you can get a large amount of benefit. When you read publications, you can improve your knowledge, mainly because book has a lot of information onto it. The information that you will get depend on what sorts of book that you have read. If you want to get information about your research, you can read education books, but if you act like you want to entertain yourself look for a fiction books, such us novel, comics, along with soon. The The Etiquette of Social Media: How to Connect and Respond to Others in the World of Social Media offer you a new experience in reading through a book.

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