



PRIVACY is DEAD.

The NEW rules for business,
personal, and family reputation.

.....

ERIK QUALMAN

BEST-SELLING AUTHOR OF **SOCIALNOMICS**



PRIVACY is DEAD. REPUTATIONS are DYING.



Don't let it happen to your company, team, or family. Learn the art and science behind why digital reputations are determining:

- Business winners and losers
- Your child's future
- Effective vs. ineffective CEOs and school teachers
- Your team's culture
- Church congregation sizes
- Your next job
- Everything!

You need to understand the new rules of today's transparent society and pass this book on to your employees, boss, players, kids, congregation...everyone. Produce & protect your best reputation.

“QUALMAN IS SPOT ON.
In today's world, your digital reputation
has a dynamic impact on your future
business and personal success.”
– **MAGIC JOHNSON**

Called a Digital Dale Carnegie,
author Erik Qualman was voted
the second-most likeable author
in the world behind *Harry Potter's*
J.K. Rowling.

@equalman
WWW.EQUALMAN.COM

\$19.95
ISBN 978-0-9911835-0-0
5 1 9 9 5 >

9 780991 183500

MY LIFE STAMP



*As a youth with little a plan,
My dad oft asked,
“What footprints are you going to leave in the sand?”*

*It meant little then,
But with time,
This became a motivating line.*

*If up to me,
What will be,
My ultimate legacy?*

*A legacy for me,
It would seem,
A far off, lofty dream.*

*After all, who am I?
I’m just average,
Somewhat shy.*

*Then I realized something you see,
It is up to me,
My ultimate legacy.*

*Social media, search,
Mobile, and more,
Leave digital footprints on the floor.*

*Digital shadows,
If you will,
Following all that I fulfill.*

*My grandchildren and great grandchildren,
What will they see and think of me?
What is my digital legacy?*



*Will they see that I pursued my dream,
Or that I settled,
For something in-between?*

*That I lived a life doing things I loved,
Or one filled with,
Should of, could of?*

*Digital footprints remain for all time,
So I can't commit,
The ultimate crime.*

*What is that crime, you say?
It is, of course,
Not seizing the day.*

*Yes, before I die,
I'd rather fail,
Than not even try,*

*I will reach for the sky,
Laugh,
And cry.*

*I'll cry from joy not sorrow,
Because I lived for today
And planned for tomorrow.*

*My legacy,
You see,
Is truly up to me.*

*That's my view,
But, now I ask,
What will you do?*

Written by Erik Qualman from his book *Digital Leader*



ERIK QUALMAN

EQUALMAN STUDIOS
Cambridge MA

TABLE OF CONTENTS



<i>Introduction</i>	xi
CHAPTER 1: The New Rules of Reputation.....	1
CHAPTER 2: Lessons Learned.....	65
• Business & Jobs	
• Personal & Family	
• Teams & Athletics	
• Crime & Politics	
CHAPTER 3: Protecting Your Identity.....	95
CHAPTER 4: Top Reputation Tools.....	103
CHAPTER 5: Video: Putting Your Best Face Forward	111
CHAPTER 6: Preventing Cyberbullying.....	119
CHAPTER 7: Protecting Your Family.....	123
CHAPTER 8: Business & Team Resources	125
CHAPTER 9: Digital Stamps.....	137
CHAPTER 10: Success Insights from Individuals.....	159
<i>Glossary</i>	165
<i>Notes</i>	169
<i>Acknowledgements</i>	177
<i>Must-Reads</i>	181
<i>About Erik Qualman</i>	183

INTRODUCTION



Privacy is dead. Reputations are dying. Do not let it happen to your company, your team or your family. You need to turn this potential liability into leadership, and you need to start today. Learn the art and science behind why digital reputations are determining:

- Business winners and losers
- Your child's future
- Effective vs. ineffective CEOs & school teachers
- Your team's culture
- Church congregation sizes
- Your next job
- Everything...

Whether you are a schoolteacher, senator, CEO, soccer mom, coach or pastor, you must understand the new rules of today's transparent society and pass this book onto your employees, kids, boss, players and congregation.

This book can be read in a day, but referenced for a lifetime. Everyone important to you deserves this gift. Its 36 essential rules ensure you produce and *preserve your most important asset* — *your reputation*.

It's not just about surviving; it's about thriving and being:

- Industry Leaders vs. Industry Followers
- Hired vs. Fired
- Promoted vs. Demoted
- Winners vs. Losers

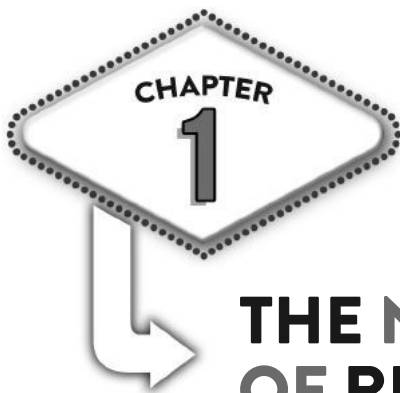
- Inspired vs. Tired
- FLAWsome

Instead of shame, these tips will help you and your organization achieve the fame you so richly deserve. The explosion of mobile and social technologies means that we have to live as if our mother, boss, coach and enemies are watching us... because they are. Success is a choice in this digital age, but we only have this choice if we understand the new rules.

Why 36 rules? Because there are 36 numbers on a roulette table and if you do not understand these rules then you are truly playing Russian roulette with your future.

It's not a question of *if* you will make a mistake, it's a question of *when* and *how* you will *capitalize* on turning digital lemons into digital lemonade. Learn to be FLAWsome.

Whether it's business or personal, your digital reputation *is* your reputation.



THE NEW RULES OF REPUTATION

.....

1. Common sense is not that common
2. Live as though your mother is watching
3. KISS: Keep It Super Simple
4. 100% LinkedIn profile completion
5. Don't post whispers
6. Integrity & reputation are now one
7. What's your digital compass?
8. Be "FLAWsome"
9. Privacy is your problem
10. Have one digital identity
11. Complain = Digital Pain
12. Post it forward
13. Network before you need your network
14. Praise publicly, criticize privately
15. Words: Measure twice, post once
16. The three-second rule
17. We will make digital mistakes—how we handle them defines us

18. Multitasking = Mistakes
19. Be trustworthy
20. It's not the crime, but the cover-up
21. Make ginormous public goals
22. Face-2-Face cannot be replaced
23. Tinderbox Topics—Caution!
24. The power of a letter
25. Cyberbullying: Don't enable it
26. See your kids as others see them
27. Be authentic
28. Fail fast, fail forward, fail better
29. Freedom of choice — Not freedom from consequence
30. Adhere to the Golden Rule
31. You represent your company, organization & family
32. Be a Baker not an Eater
33. Your Legacy = Digital Footprints + Digital Shadows
34. Surround yourself with success
35. Watch your language
36. Teach & train your team, employees & family

• • • • •

***“A man is the sum of his actions,
of what he has done,
of what he can do, nothing else.”***

GANDHI

• • • • •



Common Sense is Not That Common

- Smart people make costly gaffes by posting items digitally without using common sense or by committing inappropriate acts offline that are posted online by a witness.
- The new reputation rules in this book will help you increase your digital common sense and avoid public digital blunders. These easy to remember concepts will not only help you survive, but also thrive in this digital age. You will present and protect your best self.
- Already have digital common sense? Gift this book to a person you care about who is not so savvy (e.g., co-worker, employee, teammate, spouse, son). For a refresher, I encourage you to review these rules occasionally as well.
- When it comes to your digital reputation, it is always best to have command of your destiny. In today's world, your digital reputation is your reputation.
- 1 in 3 people regret something they posted online.²



Google your name; search results often indicate how the world sees you. Make sure to also click on the “images” and “videos” tabs to see any particular media that has been posted of you.

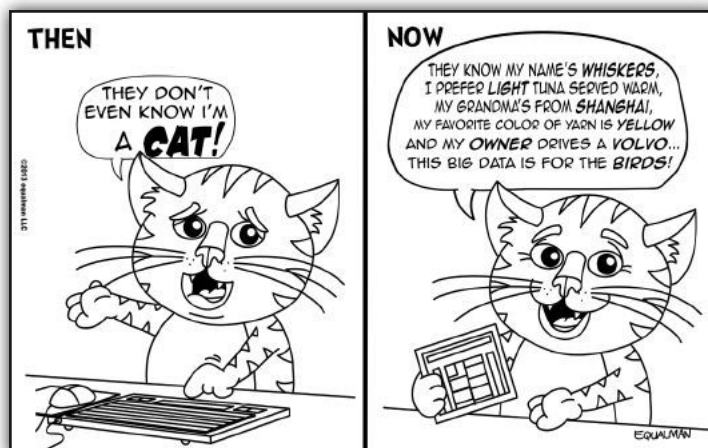
If you find unflattering content, you can submit a request to Google for its removal here:

www.google.com/webmasters/tools/removals

No. 2

Live as Though Your Mother is Watching

- Assume whatever you do, both offline and online, will be seen by your mother, dad, boss, coach, boyfriend, teacher... the world.
- Rule of thumb: If it's something that would embarrass your mother, do not do it offline and do not post it online. Seventy percent of job recruiters in the United States report that they have rejected candidates because of information online.³
- Always think twice before you press the send button.
- Advances in wearable technology combined with decreasing costs of video storage indicate that soon, everything will be recorded.
- Even if you do not post your party pictures from spring break or the holiday office party, someone else will.





LEARNING MOMENTS

The world is increasingly transparent, evidenced by the fact that McDonald's secret sauce is no longer a secret. McDonald's of Canada produced a video of McDonald's executive chef Dan Coudreaux showing how to make the sauce at home.⁴

See "Secret Sauce" video: <http://bit.ly/UBPMUc>

• • • • •

There were dangerous riots and looting of stores in Vancouver, Canada, following the Vancouver Canucks loss in Game 7 of the Stanley Cup hockey finals. Many looters initially escaped police punishment, but were arrested several days later.

How were they caught? Civilians helped police find wrong doers via photos that were posted on Facebook and Twitter. From these photos, "Digital Deputies" and "Digital Vigilantes" identified individuals who had committed criminal activity.

LESSON: The good outnumber the bad, always have and always will.

• • • • •

"The people who are worried about privacy have a legitimate worry. But, we live in a complex world where you're going to have to need a level of security greater than you did back in the olden days, if you will. And, our laws and our interpretation of the Constitution, I think, have to change."

MICHAEL BLOOMBERG

• • • • •



KISS: Keep It Super Simple

- Steve Jobs was proud of the things he and Apple decided *NOT* to do. If you try to stand for everything, then you stand for nothing. Facebook founder Mark Zuckerberg discovered that “...the trick isn’t adding stuff, it’s taking away.”⁵
- Determine what you want to stand for as an individual, a business, a team or a family. Whether you are a sports team or a small business, you need to know your identity before you can achieve success.
- Many of us complicate our lives by trying to be everything to everyone. This makes our reputation difficult to manage. Life in the digital age is complex; those who simplify it win.



LEARNING MOMENT

A British Institute of Psychiatry study revealed that reading digital messages while performing another creative task decreases your IQ in the moment by 10 points. This decrease is the same as not sleeping for 36 hours—more than twice the impact of smoking marijuana.⁶

LESSON: Eliminating multitasking puts you on a path to simplification & success.



***“If you have more than three priorities,
then you don’t have any.”***

JIM COLLINS, AUTHOR OF GOOD TO GREAT



• • • • •

***“A brand for a company is like
a reputation for a person.
You earn a good reputation by trying
to do hard things well.”***

JEFF BEZOS

• • • • •



• • • • •

***“The way to gain a good reputation
is to endeavor to be what
you desire to appear.”***

SOCRATES

• • • • •



100% LinkedIn Profile

- LinkedIn is rapidly replacing the paper resume.
- 91% of companies use LinkedIn to research candidates.⁷
- 35% of the time recruiters find items online that cause them to dismiss a candidate.⁸
- Research from LinkedIn indicates that if your LinkedIn profile is 100% complete, you will receive **40x more job and business opportunities** than someone who doesn't have a complete profile.
- LinkedIn profiles show up high in Google search results. This is particularly helpful for those who do not have a substantial digital presence (i.e., a blog, company website, YouTube channel).

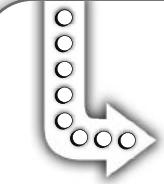
LinkedIn indicates in the upper right hand corner of your profile whether your profile is 100% complete. If it's incomplete, LinkedIn will indicate if you forgot to post a profile photo, recommendations or previous jobs.



***“It takes 20 years to build a reputation
and five minutes to ruin it. If you think
about that, you’ll do things differently.”***

WARREN BUFFETT





LEARNING MOMENTS

David T. Stevens signed up for LinkedIn, hoping it would help him network for his sales job with KEZR and KBAY radio in San Jose, California. Several months later, the economy took a turn for the worse, and Stevens found himself looking for work. As he headed out on his last day, he decided to post on LinkedIn, “Up for Grabs. Who wants me?”

On his ride home, he received a call from one of his contacts on LinkedIn who knew of an open job. Another LinkedIn connection recommended him to the hiring manager for this position. Stevens scheduled an interview and two weeks later, he was working for his new organization. “I was like, this is awesome,” recalls Stevens, 31. “That was a miracle, but I had my doubts it could happen.”⁹

• • • • •

Surya Deepanjali experienced a traveler’s nightmare. Someone grabbed Deepanjali’s laptop by mistake at the Mumbai airport and he didn’t realize it until it was too late.

The only clue Deepanjali had was the company name on the other traveler’s laptop. Using LinkedIn, Surya found an old classmate who worked at the same company. A few phone calls and emails later, the company was able to put Surya in contact with the traveler who mistakenly had taken his laptop to Sweden.

Hence Surya, with the help of LinkedIn, was able to locate his missing laptop 15,000 miles away and have it safely returned in two days.¹⁰

LESSON: It’s important to be socially active, engaged and connected with powerful tools like LinkedIn. These tools can be used in a myriad of ways to benefit you both personally and professionally.



Don't Post Whispers

- If you'd whisper it offline, do not post it online.
- If pondering whether something is appropriate to post online, ask yourself: *Would I tell this to a large group of people in-person?* If the answer is "no" or "maybe not," do not post it.
- Most whispered conversations do not reflect your best self.
- Your friends and followers will discover if you are posting whispers. You will quickly develop a reputation as someone who posts private information.
- If someone were to hear your offline whispers, they could always post it digitally.



LEARNING MOMENTS

NFL star running back Arian Foster revealed an MRI of his hamstring injury on Twitter. This is a big "no-no," since your competitors are also on Twitter and will use this injury information to their advantage in the football game.

If you work at a business and aren't sure if something is secret or proprietary, do not post it until you are 100% sure it's OK.

Do not give your competitors digital ammunition that can be later used against you.

If you hear a secret about someone or some juicy gossip, make sure it stops with you. The worst thing you can do for others and your own reputation is to post this information digitally. This will ultimately reflect poorly on you.

LESSON: Nefarious activity or secrets should be revealed; all other secrets are generally best kept secrets.



Integrity & Reputation are Now One

- Integrity is what you do behind closed doors or when you think nobody is watching. Integrity is the true essence of who you are, your beliefs and your values.
- Reputation is the public perception of who you are. It is how others view your integrity or strong moral principles.
- As a result of digital tools and connectivity, the difference between your integrity and reputation is now zero. Everything we do or say is broadcast to the world. The result? **Reputation = Integrity.**

LEARNING MOMENT

Meghan Vogel, a junior at Ohio's West Liberty-Salem High School, won the state's 1,600-meter race, but she became an even greater champion by finishing last in another race. Why does her last place finish have millions of views on YouTube?

In the 3,200-meter race, Vogel was 50 meters from the finish line when another runner, Arden McMath of Arlington High School, collapsed. Rather than run past her, Vogel stopped on the track and carried her fallen competitor across the finish line, making certain that McMath finished ahead of her in the race.

"Helping her across the finish line was a lot more satisfying than winning the state championship," Vogel told the News-Sun.

"I've never seen that," said Arlington coach Paul Hunter. "What a selfless act. That's real sportsmanship."

www.youtube.com/watch?feature=player_embedded&v=irs9XP2bplE

LESSON: Finishing first has many different definitions. Run your race.



What's Your Digital Compass?

- Write a digital compass. What do you want people to find when they search Google? Set your sights high. For example, mine is:
Be a “Digital Dale Carnegie” by inspiring others to achieve their best life, leadership and legacy while honoring God and Family.
- Think of this as a moral compass, the guiding light for your ultimate legacy. Whenever you are faced with a difficult decision or situation, use this as your guide.
- Keep it simple—140 characters or less.
- It's helpful to write down what you want the most important people in your life to say about you at your funeral. From this exercise, you will notice you aren't writing down accomplishments (fastest, smartest, best), but more profound concepts—how did your presence uplift others? We no longer have to wait for our funeral to hear what people are saying about us. We know what people are posting about us.



Post your personal digital compass online with the hashtag #digitalcompass

**ACTION
ITEM**



LEARNING MOMENT

At the young age of three, Dyrk Burcie was diagnosed with pediatric liver cancer. Dyrk's father was a firefighter and Dyrk certainly had the fighting spirit. This spirit soon became known as "Dyrk Strong." As Dyrk battled this terminal disease, local fire stations started posting images of "Dyrk" and "Dyrk Strong."

The fire stations looked for unique ways to send their support for this courageous boy. Fire stations became creative by spelling the name "Dyrk" letter-by-letter in fire or casting it alongside the tallest ladder on the fire truck.

Soon, the cause spread globally, with thousands of people posting images dedicated to Dyrk and his cancer prevention cause. Dyrk's courage showcases that in today's digital era, mountains can be moved and hearts can be connected as the communication barriers of time and distance are removed.

Dyrk died in peace after his fourth birthday, but his digital legacy lives on forever.

More on Dyrk: <http://bit.ly/dyrk-strong>

LESSON: Take inspiration from our hero Dyrk by leaving a legacy that matters.

• • • • •

"We don't get a chance to do that many things, and everyone should be really excellent. Because this is our life ... life is brief, and then you die, you know?"

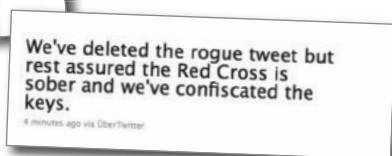
STEVE JOBS

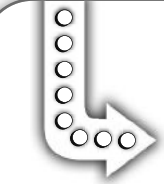
• • • • •



Be FLAWsome

- The world is a better place because of everyone's imperfections.
- Admit and own your flaws either as an organization or as an individual and the world will think you are awesome.
- Being "Flawsome"¹¹ is admitting that you aren't perfect. You are awesome because of your flaws. Flawsome is described as owning your mistakes and taking the necessary steps to correct them. It's about turning a negative into a positive (such as making digital lemonade out of digital lemons).
- Making a mistake as a business or as an individual is your opportunity to show customers and followers that you are awesome by caring enough to correct the flaw. 83% of customers liked or loved that a brand responded to a complaint on Twitter. Yet, 76% of people who complain on Twitter do not receive a response from the brand.¹²





LEARNING MOMENTS

A young woman at the Red Cross thought she was posting to her own Twitter account, but accidentally hit the button for the Red Cross Twitter account. She posted *"Ryan found two more 4 packs of Dogfish Head's Midas Touch beer, when we drink we do it right."* A young man at the Red Cross saw this mistake and immediately posted on Twitter *"We've deleted the rogue tweet, but rest assured the Red Cross is sober and we've confiscated the keys."*¹³

The result? The beer company suggested that instead of drinking a pint of beer, beer drinkers should consider donating a pint of blood to the Red Cross. Donations for the Red Cross increased dramatically that week. By using humor, the Red Cross showed they are simply people trying to help people. They turned a potential negative situation into a positive one. They were Flawsome!

I too witnessed this first hand. Some of my most ardent literary critics often become my biggest supporters when I listen to what they say and admit that I made a grammatical error or acknowledge that a chapter in the book isn't "up to snuff."

FedEx also discovered that a customer is three times more likely to remain a steady customer when resolving a customer's complaint, as compared to a person who never experienced a problem with FedEx.

LESSON: Rather than attempting to present a perfect digital profile, proudly present yourself—*"here I am, warts and all!"* Also, speed wins. A quick, short response in four minutes is better than the perfect response four days later.

More on Flawsome here:

<http://www.trendwatching.com/trends/flawsome/>

*Hat tip: Ann Handley first introduced me to this concept



Privacy is Your Problem

- Do not assume that someone else is looking out for your digital privacy.
- Facebook, Twitter and even the FBI (see below), despite their best intentions and privacy tools, do not care nearly as much about your privacy as you should.
- Therefore, you need to take ownership of your privacy and identity. Stay abreast of security breaches involving companies you use.
- Pay attention to emails discussing security breaches, but never click on these emails, as they could be phishing scams. Instead, visit the company site directly by typing in the Web address. This will save you from accidentally clicking on a phishing scam, including fake emails or websites attempting to obtain your personal information.
- Periodically review free credit rating reports from the appropriate agencies in your country. These credit reports often can alert you to a potential digital security breach involving your personal data.



Review the passwords you have set for your accounts. If there are any passwords that someone could easily guess (i.e., password, 12345, your last name), take a moment to change them.



LEARNING MOMENT

The Antisec hacker group reported stealing 12 million Apple IDs from the computer of an FBI agent. This hacker group then posted the personal information of some of these IDs online.¹⁴

LESSON: If the FBI can be hacked, so can you.

• • • • •

***“Once you’ve lost your privacy,
you realize you’ve lost
an extremely valuable thing.”***

BILLY GRAHAM

• • • • •





Have One Digital Identity

- Multiple online accounts for the same service result in multiple personalities. This complexity can eventually cause your downfall.
- With rare exceptions, it is best to have only one account/ profile for each digital network, including avoiding having four different Facebook profiles. Having only one account is also easier to maintain—and less stressful (see rule #3 Simplify)!
- Many people have discovered that having a LinkedIn account for their business contacts and a Facebook account for their personal contacts is a great approach. If you aren't comfortable when your boss wants to connect with you on Facebook, kindly ask him/her to connect with you on LinkedIn and encourage your boss to write you a LinkedIn recommendation! Keep in mind, like it or not, the days of having a work personality and a completely different weekend personality are over.
- Be yourself! It is much easier than pretending to be someone else. The rules in this book are guidelines; they aren't designed to make you a robot. Let your own unique personality shine online.

• • • • •

***“Privacy is one of the biggest problems
in this new electronic age.”***

ANDY GROVE

• • • • •

• • • • •

***“I have as much privacy
as a goldfish in a bowl.”***

PRINCESS MARGARET

• • • • •



The FBI uncovered U.S. Central Intelligence Director General David Petraeus's trail of deceit and extramarital affair. Petraeus and U.S. Army Lieutenant, Paula Broadwell, were having an affair. Despite Petraeus's expansive knowledge of digital espionage, the FBI was eventually able to find some digital breadcrumbs indicting the two. Petraeus and Broadwell had set up a communication system using fake names via free webmail accounts and exchanged messages without encryption tools. They would share an email account with one saving a message in the draft's folder and the other deleting the message after it was read.¹⁵

This was one of the biggest scandals in history and Petraeus was forced to tender his resignation as Director of the CIA to President Barack Obama.

LESSON: If the Director of the CIA can't cover his tracks, do not think you will succeed in leading a double life.

• • • • •

“You have one identity. The days of you having a different image for your work friends or co-workers and for the other people you know are probably coming to an end pretty quickly... Having two identities for yourself is an example of a lack of integrity.”¹⁶

— Mark Zuckerberg, Facebook Founder & CEO

LESSON: The days of different personalities for different friends and groups are over.



Complain = Digital Pain

- Complaining is negative energy and the enemy of greatness.
- Remember: Anything you post online is in “ink,” not “pencil.” Do you want your digital footprint littered with complaints?
- It’s imperative not to complain about a particular person. Think how you feel when you see a post that says, “<your name> is a jerk!”
- The average person complains 15-30 times per day. You can positively stand out simply by not complaining.

• • • • •

***“If you don’t like something,
change it.
If you can’t change it,
change your attitude.
Don’t complain.”***

MAYA ANGELOU

• • • • •



LEARNING MOMENT

A young man was working for an online agency and Chrysler was their marquee client. Part of his job was to assist Chrysler with its Twitter account. On one particular day, he had a very difficult commute to work.

To help relieve his frustration, he posted to his Twitter account, *"I find it ironic that Detroit is known as the #motorcity and yet no one here knows how to fu***** drive."* Unfortunately, he hit the wrong button and instead of posting to his private Twitter account, he posted this on the Chrysler Twitter account for millions to see. He and his agency were quickly fired.¹⁷ Complaining often negatively impacts the complainer, so rise above it.

The average person complains 15-30 times per day.¹⁸ Be above average—stop complaining.

A good way to practice not complaining is to track your progress. For each complaint-free day, put a rubber band on your wrist. Try to accumulate seven days in a row without a complaint. Good luck!

LESSON: Be wary of texting and tweeting in the heat of the moment.



Post It Forward

- You have heard the expression pay it forward: performing good deeds without expecting something in return. Digital tools like Twitter, Facebook and LinkedIn make it easy to praise someone digitally.
- Make a daily habit of posting daily a positive comment about someone via a blog, Twitter, text, Facebook or email. There are only upsides.
- Research shows that posting positive items about others increases your own happiness.¹⁹
- Religiously use the *Endorse*, *Like*, *Re-pin*, *1+* and *Follow* buttons to make someone's day.



ACTION ITEM

Look for reasons to praise three people each day, expecting nothing in return. You will be amazed at the positive response you receive.

**LEARNING
MOMENT**

I loved a particular song by Christopher Tin and wanted to use it for a YouTube video I was creating. Tin embraced the idea that I was creating awareness of his music with my loyal followers. We exchanged signed copies of books for signed copies of music and posted pleasant things about one another digitally. Tin's incredible talents eventually enabled him to win two Grammy's. While we expected nothing in return by "posting it forward," each of us experienced long-term benefits.

LESSON: A one-second positive post will brighten someone's day and could brighten yours for many years to come.

• • • • •

***"A life lived for others,
is the only life worth living."***

ALBERT EINSTEIN

• • • • •



Network Before You Need Your Network

- Individuals do not achieve success in a vacuum. In order to reach your goals, you need to stand on the shoulders of others.
- Those who succeed develop deep relationships before they need those relationships. They network before they need the network both offline and online. A candidate tracking study showed networking was the most effective method for obtaining a new job.²⁰
- It's difficult to ask for a favor when you haven't communicated with or previously helped that other person.
- Online networks like LinkedIn make it easy to build new relationships or strengthen existing relationships.
- When you do make a digital mistake, your network will help support you and mitigate the damage.
- Social media has diminished the gatekeeper to industry leaders. It's now easier than ever to reach out to your role model and receive a response.

• • • • •

***“Surround yourself with people
who are smarter than you.”***

RUSSELL SIMMONS

• • • • •



LEARNING MOMENT

The city of Grand Rapids, Michigan was experiencing some challenging times when Newsweek wrote an article declaring it a “Dying City.” In response, the entire Grand Rapids community rallied to produce the world’s largest lip dub video, singing along to Don McLean’s famous song “American Pie.” Sponsors covered the \$40,000 production cost and over 5,000 people volunteered.

The video has received millions of views and at one point was one of the Top 10 most viewed videos on YouTube. Roger Ebert called it “the greatest music video ever made.”

View video here: <http://bit.ly/am-pie>

LESSON: ONE is never stronger than MANY, offline or online.





Praise Publicly, Criticize Privately

- Never criticize your boss, mom, teacher, rabbi or coach; the worst thing you can do is to criticize publicly, especially through digital outlets.
- If you have an issue with someone, address it as quickly as possible in person. If face-to-face isn't an option, then set up a time for discussion by phone or via video conversation. Make sure your settings are set for private, not public. It is always preferable to handle conflict face-to-face.
- Sometimes our emotions get in the way of our common sense. Even the most sensible people can be caught up in the emotions of an argument with a co-worker or a negative reaction to a comment their friend made. It's often in the heat of the moment that people post things they often regret after having some time to cool down.
- If you have something positive to say about someone or something, post away! Post it forward (Rule #11).



LEARNING MOMENT

Kevin Curwick, a Minnesota High School student and football team captain, uses Twitter for good. Curwick set up the anonymous account @OsseoNiceThings to help counterattack cyberbullies. Whenever a student is attacked by cyberbullies, Curwick posts nice things about the victim to help boost that student's confidence.

The movement has been able to uplift people across the United States, Australia and England. Curwick revealed that he was the person behind the account on KARE-TV in Minneapolis-St. Paul.²¹ Since this public announcement, he has since received high praise from teachers, students, potential colleges and even Ryan Seacrest. It has resulted in a “nice page” movement in other towns and cities.

LESSON: Be the link in the chain that breaks the pattern of malicious acts like cyberbullying.

• • • • •

***“The nicest feeling in the world is to do
a good deed anonymously-and have
somebody find out.”***

OSCAR WILDE

• • • • •

• • • • •

***“In the future, we will all enjoy
our 15 minutes of privacy.”***

SCOTT MONTY, FORD

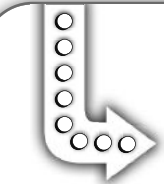
• • • • •





Measure Twice, Post Once

- A good carpenter measures twice and hammers once. We too must read our words twice and post just once. While it may take extra time in the short term, it will save time in the long-term.
- This also can be applied to blogging. Be sure to read your posts thoroughly for grammatical and spelling errors. Even the most thoughtful posts can be ruined if they are littered with errors or incorrect data.
- Short and powerful comments are usually best.



LEARNING MOMENT

Cardale Jones, a quarterback on the Ohio State University football team, made his feelings about attending classes clear on Twitter.

"Why should we have to go to class if we came here to play FOOTBALL, we ain't come to play SCHOOL classes are POINTLESS," he posted.

Embarrassed, OSU officials publicly reminded all of their athletes, "Always remember not to post or tweet anything that could embarrass themselves, their team, teammates, the university, their family or other groups, organizations or people."²²

LESSON: A valuable team member does not act selfishly. Inappropriate expressions of opinion reflect poorly on the team, whether they are shared on the field, off the field or through online outlets.



The Three-Second Rule

- If you have to think for more than three seconds about whether something is appropriate—it's not.
- Read the above bullet point—then read it again!



LEARNING MOMENT

Nokia produced a polished television commercial for the launch of a new mobile phone. The commercial showcased the new stabilization feature of the phone's video camera.

A young, attractive couple is bike riding in Europe and the young man films the young woman as they ride. Like diet advertisements that utilize before and after photos, the commercial showcased video footage with the stabilization feature off, highlighting a bumpy ride and with the stabilization feature on, highlighting a smooth ride with clear imagery.

The smooth footage in the commercial wasn't the result of the Nokia camera. Rather, the commercial was filmed using a sophisticated high-definition movie camera mounted on a tripod in a van traveling alongside the bikes! How was Nokia caught in this deceptive act?

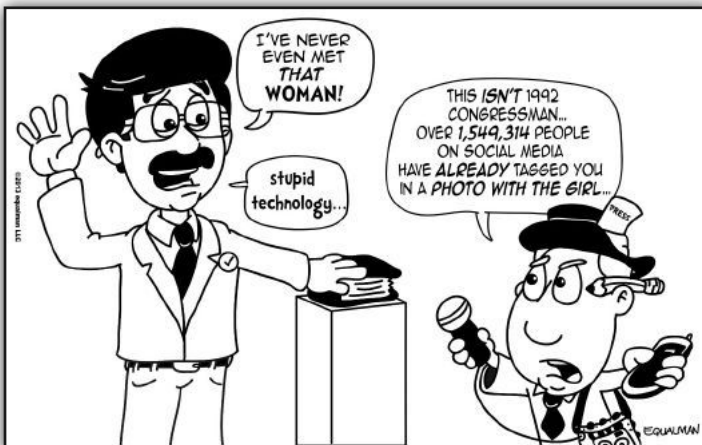
During the sequence, for a split second, the couple biked in front of a glass window. In that brief moment, someone slowed the video and the camera van was visible in the reflection! Nokia immediately issued a public apology and withdrew the million-dollar commercial.²³

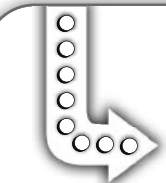
LESSON: Companies and teams must foster a culture of openness and encourage all staff—from junior analyst to executives—to raise a red flag when items appear untruthful or morally corrupt. Everybody benefits in an open, transparent environment.

≡ No. 17 ≡

We Will Make Digital Mistakes; How We Handle Them is What Defines Us

- It's not a question of *if* we will make an online or offline mistake, the question is when and how we handle it.
- How we handle these mistakes (with integrity) is what ultimately separates and defines our digital stamp.
- Often it's not the crime, but the cover-up that gets us into trouble. (see rule #20)





LEARNING MOMENTS

Married Congressman Anthony Weiner was accused of sending lewd tweets and photos to several women, including college students, while he and his wife were expecting their first child.

Weiner vehemently denied any wrongdoing and stated, “I know for a fact that my account was hacked. I can definitively say that I did not send this.”²⁴

Unfortunately for Weiner, a few women released to the press inappropriate photos they had received from him. One photo showcased Weiner surrounded by family photos, holding a piece of paper with the word “me” and an arrow pointing towards him. Another photo of Weiner wearing underwear was particularly damaging. Late night talk show hosts had a field day using the Congressman’s last name as grist for their comedy routine.

Weiner finally admitted he hadn’t been hacked. He acknowledged that he sent photos and engaged in inappropriate communication with multiple women over a three-year period. Weiner was forced to resign from Congress.

Sadly, once he was caught, he continued his inappropriate digital communication with several women. This cost him an election bid in a later campaign.

LESSON: Illicit digital acts can result in job loss and disgrace.



Multitasking = Mistakes

- Automobile accidents often occur because one or both drivers were distracted. *Car & Driver Magazine's* research found that compared to a baseline of attentive driving, impaired drivers traveling at 70 MPH (103 feet/second) took 8 feet longer to react to danger and begin braking their vehicle. By contrast, test results showed that texting drivers took 40 feet longer to react and begin braking. Thus, the texting drivers reacted 5 times slower than the impaired drivers did.
- Digital mistakes often occur because the sender was distracted. Focus on one item at a time and the potential for a digital “oops” moment is lessened. Multitaskers make up to 50% more errors.²⁵
- Multiple studies demonstrate that people are healthier and more productive when they DO NOT multi-task. Neuroscience reveals that our brain doesn't have the ability to multi-task like a computer. Rather, we switch between tasks requiring our brain to decide which task is more important. Time and energy costs are associated with each of these switches.
- Gary Small, a neuroscientist and author of the book *iBrain*, warns that children who spend their formative years multi-tasking lose out on chances to focus on developing crucial but slow-forming interpersonal skills.²⁶



LEARNING MOMENT

Experts Joshua Rubinstein, PhD, Jeffrey Evans, PhD and David Meyer, PhD, estimate that switching between tasks can decrease productivity by 40 percent. Errors can result, especially if one is working on items that involve a lot of critical thinking.²⁷

One in five pedestrian teenagers admitted to being distracted by their mobile device when they were treated in the emergency room after being hit by an automobile.²⁸

A study by the British Institute of Psychology concluded that our IQ drops by 10 points each time we multi-task, equivalent to staying awake for 36 hours, which is twice the effect of smoking marijuana.²⁹

LESSON: Multi-tasking makes us less efficient, more prone to make mistakes, stresses our health and can even result in serious injury.





Honesty is Easy

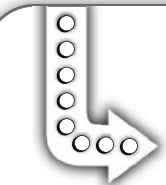
- Honesty is easy and liberating. You always remember the truth!
- Trustworthiness is the sister of honesty. The quickest way to lose the faith of your boss, teammate, teacher, parent or coach is to disclose information publicly entrusted to you. Do what is right even when it's difficult. Keep Promises. Be true to yourself. Show up on time and honor your commitments. Under-promise and over-deliver.

• • • • •

***“Honesty is the first chapter
in the book of wisdom.”***

THOMAS JEFFERSON

• • • • •



LEARNING MOMENTS

Four students approached their professor and apologized for missing a very important exam. They explained that a flat tire was the cause of their tardiness. In response to their request for a make-up exam, the professor said, “No problem. You can all take the exam together tomorrow.” The students arrived the next day and the professor explained, “This is a pass/fail exam. Either all four of you will pass or all four of you will fail.” She handed one blank sheet of paper to each student and placed them in separate corners. “We only have one question today,” she stated, “Which tire?”

• • • • •

A U.S. employee of Anglo-Irish Bank asked his boss for a personal day to address a family matter. Someone then posted the employee's photo on Facebook. He was in attendance at a party holding a wand and wearing a tutu. All his colleagues discovered the lie.

LESSON: Don't lie to your boss; don't lie to anyone. Don't wear a tutu.

• • • • •

Google sets trap for Microsoft: Google had a suspicion that Microsoft's search engine Bing was stealing and mirroring the search results from Google. Google made up several fake words and seeded them into the Google search results. Sure enough, these fictitious results soon appeared on Bing's search engine.³⁰

LESSON: Companies sometimes achieve short-term gains through deceit or deception. When these dishonorable practices are discovered, the companies always pay a steep price.



It's Not the Crime, But the Cover-Up

We all make mistakes and must face those online and offline mistakes head on. The next time you make a mistake:

- Own it
- Apologize
- Lay out action items and public steps to “make it right”
- Follow through on these steps
- Learn from the experience

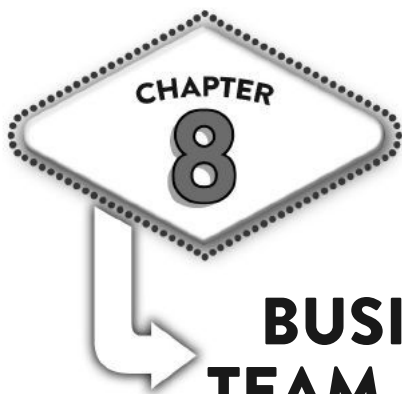


LEARNING MOMENT

Jim Tressel, the National Champion football coach of Ohio State University, found himself in a difficult situation. His sterling reputation was under attack. Several of the team's most prominent players were accused of selling school issued memorabilia in exchange for body tattoos. Body art or tattoos are considered a form of monetary value, a direct violation of NCAA rules.

Tressel thanked the NCAA for uncovering these incidents and stated he was unaware of any such activity. Emails were later uncovered indicating Tressel had been informed of this illegal activity and did nothing to stop it. Once the emails were released, Tressel was fired for lying to the NCAA officials. In retrospect, the infractions by the players were considered minor violations and Ohio State and Tressel would have received a very light penalty had they initially acknowledged wrongdoing and asked for forgiveness. Tressel's attempt to cover-up the crime ultimately resulted in his fall from grace.

LESSON: Honesty is always the best policy, especially when you make a major mistake.



BUSINESS AND TEAM RESOURCES

.....

I have written this book in a short, easy to digest format in order to encourage families, teams and organizations to share and discuss these important concepts. Although I have suggested some prompts, feel free to develop any format that suits your needs.

Discussion Prompts for Your Family, Team or Organization

- Describe your digital stamp. How do you want to be remembered?
- Describe a time when you made an offline or online mistake. How did you correct that mistake?
What did you learn from that experience?
- Describe a time when you made digital lemonade from digital lemons. Ownership of your mistakes is flawsome!
- Name a statistic in business, your personal life, or this book that made you say “WOW!”
- Assemble into teams and have each team research information on a specific team, company, individual

or product. Each team must not only present the top positive item they uncovered and the top negative item they uncovered but also develop an action plan focusing on accentuating those strengths.

- After completing this book, describe one thing you would change about your online presence.
- Break up into teams or pairs and have each team digitally research any individual or organization they hold in high regard. Sketch a digital stamp focusing on esteemed qualities and discuss possible ways to emulate those desired qualities.

EXAMPLE: The American Red Cross is a non-profit organization with the following mission statement:

*The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.*⁷⁸

WAYS TO EMULATE: The American Red Cross uses Twitter to promote individual success stories of people doing good. I too can do good and will take five minutes per day to pay it forward and post positive words about people who have nurtured and supported me.

• • • • •

“Individual commitment to a group effort—that is what makes a team work, a company work, a society work, a civilization work.”

VINCE LOMBARDI

• • • • •



GENERAL QUIZ

1. **When you make a mistake online or offline, the best course of action is:**
 - a. Delete any mention of the mistake and maintain a low profile.
 - b. Attempt to hide the mistake and refute all accusations.
 - c. “Spin” the story or shift blame.
 - d. Immediately and publicly accept responsibility for the mistake and describe the steps you are taking to rectify the mistake.

2. **True or False: To encourage online simplicity, all users of social media sites must have multiple accounts for each site.**
 - ☐ True
 - ☐ False

3. **What rule should you follow when posting around sensitive topics including religion and politics?**
 - a. Keep your argument strictly emotional. Strong emotion demonstrates your passion.
 - b. Present factual information and avoid combative dialogue.
 - c. Vent your strong disapproval of someone’s posting around these topics.
 - d. Always write the post in order to convert someone to your way of thinking.

4. When emotionally upset it is best to:

- a. Post everything you are thinking as quickly as possible before you lose your strong emotion.
- b. Breathe deeply, count to 10, and then post.
- c. Call a friend and shriek your anger.
- d. Cancel your service provider.

5. When you see a negative post about yourself or your organization's service, the best approach is:

- a. Acknowledge the correct statements and apologize for any errors.
- b. Ignore the post.
- c. State that the negative post is incorrect but do not provide details.
- d. Post negative comments about the person who posted the remarks.

6. When an online series of comments becomes emotionally heated, it is best to:

- a. Win the argument with sarcastic comments.
- b. Breathe deeply and wait for your emotions to calm down before responding in a professional manner.
- c. Ignore the comments and stop posting any replies.
- d. Post a nasty comment on Twitter.

- 7. The art of being “FLAWsome” involves:**
- a. Acknowledging your mistake or flaw while identifying steps to correct that error.
 - b. Purchasing expensive dental equipment.
 - c. Pointing out your competitors’ flaws.
 - d. Assuming an arrogant manner especially when you know you made a mistake.
- 8. Topics that become heated quickly include:**
- a. Politics
 - b. Religion
 - c. Sexual Orientation
 - d. All of the above
- 9. The new rules of reputation are important for:**
- a. Executives
 - b. Teenagers
 - c. Employees
 - d. Politicians
 - e. All of the Above
- 10. Often what gets people into trouble isn’t the actual crime committed, but the:**
- a. Cover-up
 - b. Technology
 - c. Smoking gun
 - d. Money involved

Answers to Quiz:

1. d 2. b 3. b 4. b 5. a 6. b 7. a 8. d 9. e 10. a



QUIZ FOR ATHLETIC TEAMS

1. **If you have a problem with your coach, the best step is:**
 - a. Post the issue on Twitter before speaking with your coach.
 - b. Talk privately with your coach about the issue.
 - c. Tell everyone you know to get his or her advice.
 - d. Talk to the press.
2. **True or False: You should constantly update the status of an injury or personal issue on social media.**
 - ☐ True
 - ☐ False
3. **To help motivate your team and “psych-out” an upcoming opponent you should:**
 - a. Post inflammatory comments on social media sites.
 - b. Post the wide point spread in favor of your team on Twitter.
 - c. Motivate your teammates inside the locker room or during practice.
 - d. Post unflattering remarks about specific players on the opposing team.

4. **If you are being hazed or bullied by a teammate, you should:**
 - a. Ask that teammate(s) to stop.
 - b. Approach the captain of the team and ask for assistance.
 - c. Approach and discuss the issue with the coach.
 - d. All of the above in this order.
 - e. None of the above.
5. **When someone posts negative comments about you personally, it is best to:**
 - a. Ignore the post or respond in a calm, focused manner.
 - b. Blame others and minimize your involvement.
 - c. Find something negative to say about that person.
 - d. Post the scenario on Facebook.
6. **When an online series of comments becomes emotionally heated, it is best to:**
 - a. Win the argument with unkind or sarcastic remarks.
 - b. Breathe deeply, count to 10, and then post responsibly.
 - c. Have your boyfriend or girlfriend posting from his or her own account in your defense.
 - d. Unfriend that person.

7. Family, friends, boyfriends or girlfriends must understand:

- a. Negative posts or comments about the team or an opponent are a direct reflection on you and your team.
- b. Negative posts or comments can result in strained relationships with the press and the coach.
- c. Pointing out the flaws of your competitors is completely unacceptable.
- d. All of the above.

8. Game plans should be:

- a. Kept to yourself.
- b. Shared with friends and family.
- c. Posted to social media so you can attract more followers.
- d. Disclosed to friendly press member who travel with the team.

9. Participation on social media during the season is:

- a. A necessity
- b. A privilege
- c. Best used during the game

- 10. Often what gets people into trouble isn't actually the crime committed, but the:**
 - a. Money involved
 - b. Cover-up
 - c. Technology
 - d. Smoking gun
- 11. The best way to increase my value with pro scouts via social media is:**
 - a. Post three to five times per day.
 - b. Post the reasons you would make a great pro.
 - c. Use social media to compare and contrast your athletic abilities with current professional athletes.
 - d. Be genuine, interact with fans in a professional manner and work hard.
 - e. Interact and "friend" professional agents via social media.
- 12. When is it appropriate to use profane language or racial slurs in a joking manner?**
 - a. With teammates because this type of banter bonds the team.
 - b. With select friends who understand the context and your sense of humor.
 - c. With the opposite sex.
 - d. Never.

13. The best way to increase popularity and gain followers on Twitter is:

- a. Show a genuine interest in others and try to provide them value.
- b. Do something controversial.
- c. Post frequently about anything that crosses your mind.
- d. Tweet comments about your teammates or coaches.

14. If you are not getting sufficient playing time, you should:

- a. Lobby for more playing time via social media.
- b. Convince several close friends to post your displeasure on social media.
- c. Discuss your concerns with the coaches in a private conversation.
- d. Become friends with the press and describe your displeasure in great detail so they can write an article.

15. If an attractive male or female flirts with you online, you should:

- a. Use social media to develop the relationship before meeting in person.
- b. Send impressive information about yourself.
- c. Meet in person after you check their digital profile.
- d. Take a snapshot and forward to your best friend.

16. If you find reading comments about yourself on social media is negatively affecting your athletic performance or hurting your class work, you should:

- a. Take a break from social media until the season or semester is over.
- b. Pay external social media agencies or consultants to manage your accounts.
- c. Hire a sports agent to help you manage your life.
- d. Watch videos on TMZ.

Answers to Quiz:

1. b 2. b (false) 3. c 4. d 5. a 6. b 7. d 8. a
9. b 10. b 11. d 12. d 13. a 14. c 15. c 16. a



DIGITAL STAMPS

.....

A Digital Stamp is a permanent collection and culmination of your digital footprints and digital shadows. Your digital stamp matters 5 seconds from now, 5 years from now, 50 years from now, and 500 years from now.

I asked individuals and companies to submit the digital STAMP they want to leave on this world. Here are some responses. You submit your own at equalman@equalman.com. We will absolutely add more to the next edition. If your stamp didn't make this edition, it can certainly be in the next edition. Heartfelt thanks to my loyal supporters; this book would not exist without you! As for me, my desired STAMP is:

"Be a Digital Dale Carnegie by motivating others to their best life, leadership & legacy. Honor my family & God."

@equalman

"Exploring possibilities, putting useful apps to work every day, and contributing to the body of digital knowledge."

Margie Putnam

"Successful social media butterfly with high profile within music, marketing and radio circles. Starting in radio working with unsigned bands, she has worked her way up through marketing, music journalism and social media to become

one of the most hardworking, trustworthy and friendly people to work with. With a passion for all things social and creative, she puts effort into everything she does to make sure she can help others achieve their goals.”

Cheryl Hughes, UK
cheryl.hughes@drllimited.co.uk

“My legacy, he loved Jesus, loved his family, great family man & wonderful businessman. In that order.”

Greg Baily @bigtimemarketer

“The web is my playground.”

@kwerner

“That I made life fun.”

@phyliskhare

“To have made a difference to people I touch.”

@thelinkedinman

“Help Higher Education Sector understand how social media can improve customer service/relationship management.”

@davidgirlinguk

“I want every one of my academic papers and studies and lectures to be accessible and available to all (+free).”

@JohnGirdwood

“She was real. She cared. She connected!”

@SCMSJanine

“I want my legacy to be a rich narrative of connections, experience and expertise.”

@TSCollier217

“Compassionate connector, insatiably curious, convinced sleep is overrated.”

@ScratchMM

“10 years from now I would like people to see how geeky I was in 2013.”

@JeanRicher

“I would like my digital legacy to be an understanding of how digital is part of everything but is nothing on its own.”

@SimonSalento

“Always cared about others well being and made it a point to put others in front of himself.”

@joshharcus

“Impacted how teachers & parents embrace educating children on building relationships & protecting their personal brands using social media.”

Scott Wild

“We listened because he did.”

@arnoldtjerina7

“She didn’t “talk at,” she “listened to” and engaged with her audience on a more personable level.”

@PamSahota

“Life is full of seasons, but at the end of mine, I want others to find that I spoke for those who couldn’t speak for themselves.”

@JanieSikes

“Be Real. Live your passion. Stay present. Never let your mind second guess your heart.”

@springboardw

“I impacted other lives in a positive way. I was passionate about life and lived with a true sense of gratitude. I created my own path.”

Jason DeAmato

“Andrew was a great father and manager. His specialty was growing online businesses in good and bad economic times. He made everyone laugh.”

Andrew Artemenko

“Develop my business and career. It’s my digital CV...”

@paulpingles

“Create awareness for, visibility of & support to people in need who are less fortunate than us!”

@jonrpeters

“He challenged the established norms in the realm of digital marketing to facilitate growth of companies he is associated with.”

Arun Varma

“Helping broaden narrow minds.”

@earthianne

“He believed in the ability of mankind to change the World.”

Jean Baptiste

“He loved and invested in a younger generation, encouraging them to be remarkable for the glory of God.”

@alvinreid

“I’m the tweep behind ‘The Greatest Customer Service Story Ever Told.’”

@JillianMktng

“He inspired and entertained, he blessed many, he was a success as a man.”

Ryan Bethea

“He was a relational architect who helped Higher Education embrace social media as a new “normal” while wearing sweatervests.”

John Hill

“He invested his life into mine, taught me to live wide awake and step into the fullest and best version of myself.”

Scott Schimmel

“Strived to promote genuine values in work, family, friendship, love and everyday life.”

Jason Rubley “Rubes”

“I follow the creator, servant, CrossFiter, firefighter, helper, Student, Tennessean, technology enthusiasts, leader.”

@C_RSmit

“Inspired others to live a great story through healthy living, love of family, community service and a sense of adventure.”

Shanna Kurpe

“He was great in virtue.”

Maciej Jobza

“I hope to they see how to alter their children’s legacy by learning how to leave the planet better than they found it.”

Kristina Summers

“Like Kipling, I know something of the things which are underneath, and of the things which are beyond the frontier.”

Jim Nico

“Christoph showed that communication is happiness and the essential thing in life.”

Christoph Jeschke

“Layne continues to spread her love of humanity through her works and writings. She lives happily with her wife of 110 years and their dog.”

Layne Holley

“I overcame the pain of losing an infant and was a loved and loving father and husband. And, I gave my boys the gift of writing. Beautifully.”

Mark Irvine

“Known for artistic expression, Laurie developed & nurtured relationships & influenced action & change by listening & sharing relevant & compelling information.”

Laurie Wakefield

“We will transform collaboration in Brazil through the power of education, technology and fun!”

Luiz Irumé & Sâmara Irumé, E-continuuus Inc.

“A freedom fighter who believed everyone is a leader. She encouraged others to stand up, do something, be meaningful.”

Nancy Beth Guptill

“She proved that kindness and caring is the true key to success.”

Katelyn Auclair

“She brought genetic carrier status out of the closet.”

Jane Belland Karwoski, MyBlueGenome

“A freedom fighter who believed everyone is a leader. She encouraged others to stand up, do something, be meaningful.”

@SweetMarketing

“She made all the little things count, no matter how small, happy is happy.”

@sarahJAYallday

“A really good teacher.”

Megan Peters

“Enabling footprints to broaden the reach & access in closing the digital & social divide.”

@mwthomasSCRM

“She inspired and empowered generations of authors.”

@LisaTener

“He turned an obsession with Social Media into a series of successful businesses, and he had a BLAST every step of the way.”

Michael McClure

“A leader who inspired others to create opportunities and act based on their passion in life.”

@akassab

“That I helped out people who were in need and all the different organizations I was involved in and all the good I had done around the world.”

Cole Menzel

“That I became a successful Music Supervisor, I’d want my life to be reflected as a good one. Someone who achieved what they wanted.”

Erin Zins (@erinzins)

“I’d want my digital legacy to sum up my life. It would be really interesting to just look back at anyone, and see what their lives like.”

Brandon Wilton

“For helping people in some way, like giving up something important to me or giving my life for someone to live or prosper better.”

Jason Ratcliff

“I would want it to talk about the things that I accomplished, my family, the people who were close to me.”

Boochi Kashinkunti

“That I loved my family more than they will ever know and I was pretty good at writing IEP’s.”

Vicki Peterman

“1. I did not do something just because everyone else did. 2. When I am tagged in photos, I look like a swamp monster. 3. I dressed FABULOUSLY.”

Abby Lawley

“The hard work I put into becoming the person I am today and that it allows me and my friends to look back and be proud of who we were.”

Brock Kamrath

“An article about me graduating from Mizzou, my work in the field of nuclear power, and solve the energy crisis that we will continue to face.”

Jessie Jennings

“To show that I am a kind and selfless person, that I rather think of others than myself. All in all for have a big heart.”

Meghan McMurray

“That I made a difference in peoples’ lives. That I did all I could to help others who couldn’t help themselves and I succeeded.”

Tricia Morgan

“My digital legacy stamp would simply be “Grace Gollon is awesome.”

Grace Gollon

“A website with a short bio about me, and how I started a nationally-known organization.”

Leah Mergen @missLMergen

“A woman who loved God, her family, was blessed beyond her wildest dreams and was a blessing to others.”

Julie Zara

“Tyler was loyal to his friends and family. He loved where he came from (Riverton IL). He was patriotic, happy and thankful for living in the USA!”

Tyler Curry @Tyler_Curry89

“She’s a leader that’s purposeful, positive and present and because of that she was able to empower thousands of women to live their dream.”

Julie Timm

“A strong woman who survived many tests in her lifetime. She beat breast cancer and selflessly participated in research for The Cure. She gave all that she had to her family & friends. She loved unconditionally and was loved endlessly.”

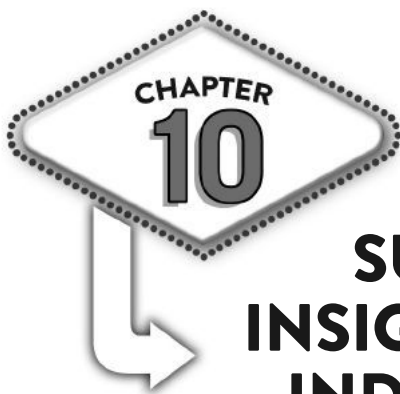
Mary Tolley

As a microlending nonprofit, PeopleFund would like to be remembered as being a “hand up, not hand out.”

Miku Sakamoto

“She was a caring individual who used her creative gifts and talents to help others!”

Jennifer Frey



SUCCESS INSIGHTS FROM INDIVIDUALS

.....

Please find below four stories that will inspire you to achieve your best. These are personal insights from individuals that have achieved success in this digital age. They faced a challenge head on and came out stronger as a result of it. Hopefully their personal stories will help you the next time you are faced with a difficult decision or challenge. They have been kind enough to include their contact information so feel free to follow them or connect with them.

Marc Colando: Taking the moral high road pays off

I remember one particular story from the go-go Web 1.0 days of the late-90's. My agency in Atlanta was growing at a fantastic clip, and attracting lots of great employees and clients. There's more info at <http://ipi.net> for the curious.

One day, a client asked us to bid on a project from a newly formed business unit. The task? Build an online system that would prioritize patients in the emergency room based on their credit score. Ewww. We respectfully passed, citing a philosophical conflict. A few days later, we got a call from the lead client, who would go on to be a high-ranking global exec-

utive. “You know, one of your competitors will make a million dollars from this project if you don’t.” He’s right. They probably did.

This test to my 25-year old self was the first of many that would determine how well I’d be able to sleep at night. Since then, I almost certainly haven’t always done the “right” thing. And I’ve definitely left millions on the table for every million I’ve made. But, if you connect with me on LinkedIn, you’ll see a recommendation that remains my proudest business accomplishment. A former client writes that besides having my share of talent and skills, I am a “[good] human being.” I use this comment as a standard measure in my life now. Am I doing my best to be a good person today?

Follow me on Twitter (@mcolando), hit me up on Facebook or find me on LinkedIn to let me know how I’m doing. I love new ideas and I’d be excited to follow your own stories of inspiration as they unfold.

Marc Colando, @mcolando

• • • • •

“How could you have a soccer team if all were goalkeepers? How would it be an orchestra if all were French horns?”

DESMOND TUTU

• • • • •

Lisa Tener: **If you don't like something, change it**

After it took Lisa Tener seven years to go from idea to holding a published book in her hands, she decided it shouldn't take that long! She set up shop helping aspiring self-help and how-to authors write their books and book proposals. It worked. Many of her clients write high quality books or book proposals in 8-12 weeks and sign with top publishers including Random House, Simon & Schuster, HarperCollins, New World Library, HCI, Yale University Press and more.

As a faculty member of Harvard Medical School's CME publishing course, Lisa knows the industry—and how to make a book marketable. She balances this business-end of book writing and publishing with the heart-centered, creative aspects and is known for helping writers access their inner muse. Her *Bring Your Book to Life*® program won the Silver Stevie Award for Best New Service of the Year-Media from the American Business Awards partly because of its creative use of social conferencing technology to create high engagement in her virtual classroom. Participants also get to work privately with Lisa to clarify their book concept, structure and improve their writing.

"I'm invested in participants writing stand-out books that get picked up by top publishers or that are self published and win awards, and books that make a big difference in the lives of readers. Social media—and blogging in particular—has helped me in many ways:

My blog helps share the successes of my clients—which helps my clients sell books and also demonstrates my effectiveness in guiding them.

Through my blog, potential clients get to know me, gaining confidence about investing in a high quality program knowing they are more likely to write the quality book they want.

Blogging on my own site led to blogging for the *Huffington Post* Books section—which helps me reach even more people—a strategy I suggest to many of my clients who need to build their author platform for a book deal.”

Lisa Tener – LisaTener.com, @LisaTener

Kamron Karington: Silly String can be your savior

Handcuffed and pacing a Hollywood jail cell, Kamron Karington was grinning. Thirty minutes earlier a cloud of Silly String, aimed at a friend’s car, landed instead on the windshield of a passing LAPD patrol car. The officer was not amused. But the opportunity of a lifetime was at hand for Karington.

The next day “Manager of Cause And Effect Arrested For Felony Silly-String Assault on a Police Officer” was a national story (<http://bit.ly/silly-string>). A much-needed jolt of publicity instantly catapulted a struggling band onto the *Billboard* chart, a national MTV tour and a quarter million records sold. A freak occurrence involving Silly String was leveraged into a magic carpet ride.

Today, Karington’s company, Repeat Returns harnesses social media to build client’s sales and rocket national brands up the Nielsen charts. Karington says, “by making digital personal, meaningful and fun, we can drive a word-of-mouth buying frenzy at the push of a button, but more importantly, identify and nurture brand champions who promote and protect on behalf of brands they love.”

LESSON LEARNED: “A freak occurrence can take you up, or take you down. Fast. And bad news, raging customers or disgruntled employees can poison your reputation while you sleep. Going public with my silly-string arrest was my decision.

Today, it's anyone's. Defenders and destroyers alike are prowling the social landscape. You must communicate the good, and get ahead of the bad before it blows up in your face. If your defenders don't craft your reputation, your detractors will."

Kamron Karington

Arnobio Morelix: Making success an option for everyone

In a hundred years, the notion that businesses can pursue profits alone at the expense of society will probably be outdated. And it might sound as archaic as the early 1900s' use of child labor sounds to us today.

This trend is fueled by increasing transparency in the business world. As companies come under public scrutiny, practices that were common—such as disregard for the environment or sweatshop-like working conditions for whole communities—are not acceptable anymore.

In Brazil, however, there was a group that was invisible to society. Remote communities and indigenous tribes, in areas including the Amazon jungle and the arid backcountry, usually got the short end of economic development. To help solve this problem, social entrepreneur Arnobio Morelix co-founded the PESSOA Institute. PESSOA teaches people in these communities how to start their own businesses, including participating in the online economy. The project has trained more than 2,000 people for free since its inception in 2009.

For his project, Arnobio has recently been nominated for the Inspiring Young Innovators of Brazil prize, organized by Revista Veja, the largest circulation magazine in the country. In addition, in order to expand the mission globally, Arnobio is now working on the pre-launch phase for Origem Lab, a not-for-profit accelerator that will host entrepreneurs from

around the world at Google Fiberhood, the startup community served by Google Fiber's ultra-speed internet.

What happens on Vegas definitely stays on YouTube. Arnobio is working so that what happens in the Amazon jungle also does.

Arnobio Morelix (@arnobiomorelix)

GLOSSARY



CATFISH: Someone who uses social media and other digital tools to create a false persona. Typically used to attract online romances. For example, the user posts a beautiful picture and an impressive biography under a false name.

Former Notre Dame Linebacker and NFL player Manti Te'o indicated he was a victim of catfishing.

"Catfish" is a 2010 movie that tells the story of a young man who develops an online relationship with a woman who is vastly different from her Facebook profile.

The origin of the term could stem from the movie or the restaurant practice of substituting a cheaper fish in place of customer's more expensive selection.

CYBERBULLY: To tease, insult or make fun of another person online. The intent is to destroy the target's reputation. Cyberbullying is often considered a criminal offense. Offline bullying laws apply to online behavior.

DIGITAL FOOTPRINT: Everything you post about yourself online. Examples include status update, blog post, photo/video upload, text, tweet, etc.

DIGITAL LEGACY: (Synonym of Digital Stamp) A permanent collection and culmination of your digital footprints and digital shadows. Your digital stamp matters 5 seconds from now, 5 years from now, 50 years from now and 500 years from now.

This term generally applies to your digital stamp after the death of a person or an organization

DIGITAL SHADOWS: The items other people post about you. This includes your online and offline actions. Almost every person and organization has a digital shadow, even if he or she does not use online tools.

DIGITAL STAMP: A permanent collection and culmination of your digital footprints and digital shadows. Your digital stamp matters 5 seconds from now, 5 years from now, 50 years from now and 500 years from now.

FLAWSOME: Something or someone who is fantastic yet flawed. This can be a person, company, product, organization or object. Flawsome combines the words Flaws and Awesome. As a company or individual, you can prove how awesome you are when you make a mistake and take actions to correct that mistake.

Non-business example: Chicago's Wrigley Field is old with small uncomfortable seats, insufficient parking and overly expensive drinks, yet it is a totally Flawsome ballpark.

POST-IT FORWARD: Similar to the offline act of paying it forward in which an individual performs an act of kindness without expecting something in return such as paying for a stranger's expired parking meter. Online examples include endorsing someone on LinkedIn, positively posting about someone else's success on Twitter or Facebook, liking someone's post, re-tweeting, etc.

RETWEET: A retweet is a re-posting of someone else's tweet. Twitter's retweet feature helps you and others quickly share that tweet with all your followers. Sometimes people type RT at the beginning of a tweet to indicate they are re-posting

someone else's content. This is not an official Twitter command or feature but signifies the person is quoting another user's Tweet. It is analogous to forwarding an email.

TROLL: Online user who posts inflammatory posts on message boards, blogs, comment section or product reviews in order to incite controversy and argument. Their arguments and comments are often off-topic.

Wikipedia definition: In Internet slang, a troll (/ trɒl /, / tr ɪ l/) is a person who sows discord on the Internet by starting arguments or upsetting people, by posting inflammatory, extraneous or off-topic messages in an online community (such as a forum, chat room or blog), either accidentally or with the deliberate intent of provoking readers into an emotional response or of otherwise disrupting normal on-topic discussion.

TWEETING: The act of posting digital messages in a 140 character or less format on the popular micro-blogging platform Twitter.

• • • • •

***“Integrity does not come in degrees—
low, medium or high. You either have
integrity or you do not.”***

TONY DUNGY

• • • • •

ABOUT ERIK QUALMAN



Often called a Digital Dale Carnegie, Erik Qualman is the author of *Socialnomics: How Social Media Transforms the Way We Live and Do Business*. *Socialnomics* made Amazon's #1 Best Selling List for the US, Japan, UK, Canada, Portugal, Italy, China, Korea and Germany. His book *Digital Leader* propelled him to be voted the 2nd Most Likeable Author in the World behind Harry Potter's J.K. Rowling.

His work has been featured on 60 Minutes to the Wall Street Journal and used by the National Guard to NASA. He recently gave the commencement address at the University of Texas and has spoken in 42 countries for the likes of Coach, Sony, IBM, Facebook, Starbucks, Chase, M&M/Mars, Cartier, Montblanc, TEDx, Polo, UGG, Nokia, Google and many more.

Socialnomics was a finalist for the "Book of the Year." Qualman wrote and produced the world's most watched social media video "Social Media Revolution." In his past, Qualman was Academic All-Big Ten in basketball at Michigan State University and in 2011, Erik was honored as the *Michigan State University Alum of the Year*. He also has an MBA from the McCombs School of Business.

Additional Books & Resources by Erik Qualman

*Socialnomics: How Social Media Transforms
the Way We Live and Do Business*

**Order here:
bit.ly/socialnomics-book2**

*Digital Leader: How Digital Leaders are Made—Not Born.
The 5 Simple Keys to Success in the Digital Era*

**Order here:
amzn.to/leader-kindle**

**www.equalman.com
www.socialnomics.com**