



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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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.

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Ruth Ward:

What do you think about book? It is just for students as they are still students or the idea for all people in the world, the particular best subject for that? Just simply you can be answered for that query above. Every person has several personality and hobby for each other. Don't to be forced someone or something that they don't need do that. You must know how great in addition to important the book *The Etiquette of Social Media: How to Connect and Respond to Others in the World of Social Media*. All type of book is it possible to see on many options. You can look for the internet resources or other social media.

Fabiola Stewart:

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