



The Rules of Netiquette: How to Mind Your Manners on the Web
By Julie Spira

These aren't your grandmother's rules anymore.

The Rules of Netiquette: How to Mind Your Manners on the Web is a new book written by bestselling author, Julie Spira. **It's like "Miss Manners Meets the World Wide Web."**

Facebook has over 800 million members and an equivalent population of the third largest country in the world behind China and India. If Facebook had been around in 1993, it's quite likely that *Sex and the City's* Carrie Bradshaw would have been dumped in a status update on Facebook, instead of in a post-it, which has now become passé. Over 90 trillion emails are sent every year, with many regrets about pushing the send button.

On Twitter, the microblogging site with over 225 million registered users, singles are proposing marriage and celebrities are breaking up in 140 Characters or less. Twitter blue went Royal when Prince William and Kate Middleton announced their engagement and wedding plans on Twitter. However, the broke the rules of netiquette by sending their wedding save the date announcements via fax. Texting and sexting played a part in numerous divorces, including Tiger Woods, Eva Longoria, and Anthony Weiner. If we only knew *The Rules of Netiquette*, our personal lives would be happier and our professional lives would flourish.

In *The Rules of Netiquette*, readers will learn the best Internet etiquette tips for social networking sites, including Facebook, Twitter, LinkedIn, Google +, Pinterest, blogging and more. From romance to business, desktop to mobile and everything in between, you'll be fully equipped to maintain your social media reputation, both online and offline. From birth announcements to death notices, acronyms and emails, this book covers the appropriate etiquette on the Internet. People are breaking the *Rules of Netiquette* on a daily basis, without even knowing there were rules to begin with. So before you start "poking" someone on Facebook, read *The Rules of Netiquette* so you won't regret pushing the "send" button and you won't find yourself saying, "It's Complicated" anymore.

RulesofNetiquette.com Facebook.com/RulesofNetiquette Julie@juliespira.com 310-433-7786