MEDIA SHEET

The Rules of Netiquette®

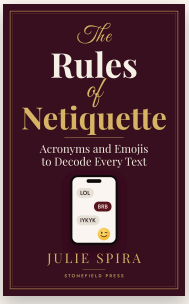
Acronyms and Emojis to Decode Every Text

Julie Spira
Netiquette Expert
Available on Kindle

About Julie

Julie Spira is a bestselling author, netiquette expert, social media strategist, and certified dating and relationship coach. She created the Rules of Netiquette® in 2008, coined the acronym SMAD, for Social Media Anxiety Disorder, and has been featured in more than 2,500 stories worldwide, including ABC, CBS, CNN, Hallmark Channel, NBC, NPR, *The New York Times*, and *The Wall Street Journal*.

The Book



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Stonefield Press
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Kindle, $4.99
Free with Kindle Unlimited

280 acronyms, 52 emoticons, 50 emojis decoded, the Top 10 Rules of Netiquette for Texting, Emoji Netiquette Do's and Don'ts, and 20 real texts decoded.
amazon.com/dp/B0HNMJJDW5

Story Angles

Does your thumbs-up sound rude? Why a thumbs-up or smiley face can read as curt to younger texters.

The LOL mix-up. When "laughing out loud" lands as "lots of love," and other costly acronym mistakes.

Holiday texting etiquette. Family group chats, the three-letter "HBD," and keeping the peace.

Decoding the kids and grandkids. What GRWM, IYKYK, and the skull emoji really mean.

Emojis at work. When an emoji helps in the team chat, and when it backfires with the boss.

Social Media Anxiety Disorder. The pressure to post, the urge to check, and healthier digital boundaries.

Suggested Interview Questions

1. What are the Rules of Netiquette, and why do we still need them?
2. Why does the same emoji mean different things to different generations?
3. Is it ever okay to use acronyms like LOL or IYKYK with your boss?
4. What's the biggest texting mistake you see people make?
5. Why are people ending relationships or friendships by text?
6. How can parents and grandparents keep up with how their kids text?
7. What should you do if a text you sent was misunderstood?
8. Is it rude to reply to a heartfelt message with just an emoji?
9. You coined the term SMAD. What is Social Media Anxiety Disorder?
10. What's the one rule everyone should follow before hitting send?