

TECH ETIQUETTE

DEAR YOU,

WE HOPE YOU ENJOY OUR TECH ETIQUETTE ADVICE

KIND REGARDS,
YES AND NO NO GIRLS



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*In memory of Amanda Todd, Rebecca Sedwick and
the other untimely deaths associated with tech abuse and misuse.*

PROLOGUE

HEY! GOOD TO SEE YA. WE'RE THE YES AND NO, NO GIRLS AND WE'RE HERE TO GIVE YOU A FEW POINTERS ABOUT ONLINE ETIQUETTE. WHETHER YOU'RE A TEEN WHO CAN'T STOP TWEETING, A TEACHER WHO JUST LOVES INSTAGRAM, OR A PARENT WHO STILL DOESN'T REALLY GET THE WHOLE "FACEBOOK" THING, WE'RE READY TO HELP YOU THRIVE ONLINE. THIS BOOK IS LOADED WITH ALL THE FACTS—GIVEN TO YOU WITH WIT AND HUMOR (IT'S THE ONLY WAY WE KNOW HOW TO DO IT)! THAT BEING SAID, IT ISN'T OUR INTENTION TO BE OFFENSIVE—JUST TO PRESENT YOU WITH TRIED AND TRUE TIPS IN A WAY THAT IS INTERESTING AND FUN! WE ENCOURAGE YOU TO SHARE THIS BOOK WITH YOUR STUDENTS, FRIENDS, PEERS, CHILDREN, PARENTS, BROTHERS, SISTERS, DOGS, CATS, AND EVERYONE IN BETWEEN. SO KICK BACK, RELAX, AND LET US DO OUR THING.



MEET THE YES AND NO NO GIRLS

THREE SMART, STYLISH, STREET-SAVVY WOMEN WHO KNOW JUST WHAT IT TAKES TO GET AHEAD. THEIR ETIQUETTE TIPS ARE SPRINKLED WITH HUMOR AND WIT THAT WILL KEEP YOU LAUGHING WHILE ALSO TEACHING YOU A THING OR TWO ABOUT HOW TO BEHAVE.



SHLEE



GOLDIE



YUMI

MEET SHLEE



MOTTO: "IF YOU HAVE TO FART IN PUBLIC, HOLD IT UNTIL YOU FIND A PET STORE—THAT WAY NO ONE WILL NOTICE WHEN YOU DROP IT."

NAME: ASHLEY (AKA SHLEE)

AGE: 26

SIGN: VIRGO ♍

TECH HABITS: ADDICTED TO HER FITBIT, INSTAFAMOUS YOUTUBE SENSATION.

FAVORITE MUSIC: KENDRICK LAMAR, ARIANA GRANDE, DRAKE

LIKES: THE BEACH, SURFING, HIKING, FRENCH FRIES, DOGS, SAVING THE PLANET.

DISLIKES: LAZINESS, RAINY DAYS, GUYS THAT SLEEP WITH THEIR PHONES (ESPECIALLY WHEN SHE'S THE ONE SLEEPING WITH THEM)

IDEAL CAREER: C.E.O. OF HER OWN ATHLETIC COMPANY

MEET GOLDIE



MOTTO: "THE MOST IMPORTANT ACCESSORY TO POWER IS A GREAT PAIR OF STILETTOS."

NAME: GOLDIE

AGE: 32

SIGN: LEO ♈

TECH HABITS: SAYS SHE WRITES "1000 TWEETS PER MINUTE", FACEBOOK 24/7, AVID FOLLOWER OF FASHION BLOGS, CHIC GEEK.

FAVORITE MUSIC: LADY GAGA, BEYONCE, KANYE (OBVI) AND A LITTLE JAMES BROWN #TBT

LIKES: GOLD, GOLD, GOLDIE! FASHION, FRIENDSHIP, OLD MOVIES.

DISLIKES: MEAN GIRLS, DISHONESTY, GUYS WHO PESTER HER FOR "SEXY PIX".

IDEAL CAREER: CO-CO CHANEL, HILLARY CLINTON AND HRH PRINCESS KATE MIDDLETON

MEET YUMI



MOTTO: "IN ANOTHER LIFE—OOOOOOOHHHHHHMMMMMM" 

NAME: YUMI

AGE: 30

SIGN: AQUARIUS 

TECH HABITS: FLUENT IN PHOTOSHOP, TOP-SELLER ON ETSY, MAC MANIAC, OK CUPID HEARTBREAKER, ALWAYS PLUGGED INTO SPOTIFY.

FAVORITE MUSIC: O.A.R., DISCLOSURE, EDM.

LIKES: YOGA, BALANCE, MUSIC, ART, CODING (IN HER SPARE TIME).

DISLIKES: JUDGMENT, SCHEDULES, PASSIVE-AGGRESSION, BULLIES.

IDEAL CAREER: THE NEXT STEVE JOBS -OR- DALAI LAMA (R.I.P. OHM)



YES:

KEEP THAT PARTY INVITATION
PRIVATE ON FACEBOOK



NO, NO:
TURN UP!

EVEN WITH THAT RATCHET GIRL WHO STOLE
YOUR BOYFRIEND. BTW, THE NEIGHBORS
JUST CALLED THE PO-PO.



YES:
SEND A CUTE, CUDDLY,
CLOTHED SELFIE TO
YOUR BOYFRIEND.



NO, NO!
RELENT AFTER HE'S ASKED YOU 20 TIMES FOR A
NUDE, THEN JOIN HIS TROPHY ROOM WITH ALL THE OTHER GIRLS
HE IDOLIZES—UGH! YOU JUST GOT CHIRPED!



YES:
PROTECT YOUR IDENTITY.

NO, NO:
BECOME THE POSTER CHILD FOR MULTIPLE PERSONALITY DISORDER
—AND JUST YOUR LUCK...NONE OF THEM HAVE THAT
RED FERRARI YOU'VE ALWAYS WANTED. SWERVE.



YES:
POST STUFF THAT WON'T
GET YOU INTO TROUBLE.



NO, NO:
DON'T POST YOURSELF TANKED, TORCHED, TRASHED, OR
IN ANY AUGMENTED REALITY YOU HAVE SURVIVED—
YOU JUST GOT CHIRPED... AGAIN!



YES:
STOP RACIAL SLURS AND
HATE MESSAGES ONLINE.

NO, NO:
TBT DAT TIME HITLER, THE KKK, AND OSAMA BIN
LADEN WERE YOUR BFFS—SERIOUSLY??





YES:

KEEP YOUR 'PRIVATE'S' PRIVATE



NO, NO:
ANTHONY WEINER.



YES:
BE CYBER-KIND

NO, NO:
BE CYBER-CRIME.





YES:
MAKE AN INSTAGRAM OF YOUR
FRENCH BULLDOG, BUFFY.



NO, NO:
MAKE A FACEBOOK PROFILE FOR ASHLEY,
THE 22-YEAR-OLD PISCES LOOKING FOR LOVE—
SAVE CATFISHING FOR THE BAYOU.



YES:
PUT YOUR PHONE
DOWN WHILE DRIVING.



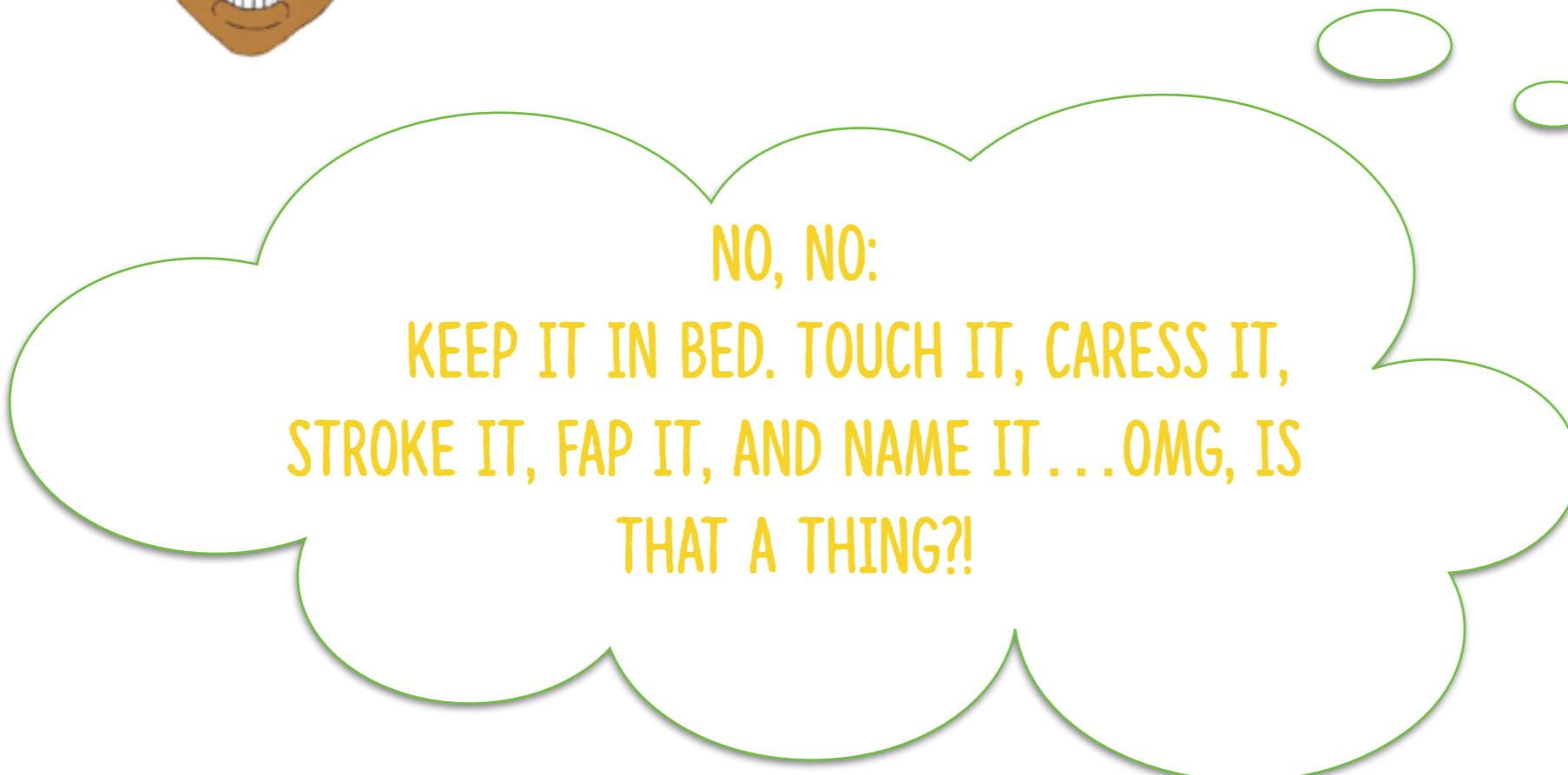
NO, NO:
NO NEWS IS WORTH DYING FOR,
EVEN IF YOU “JUST CAN’T EVEN”



YES:
GO TO BED WITHOUT
YOUR PHONE.



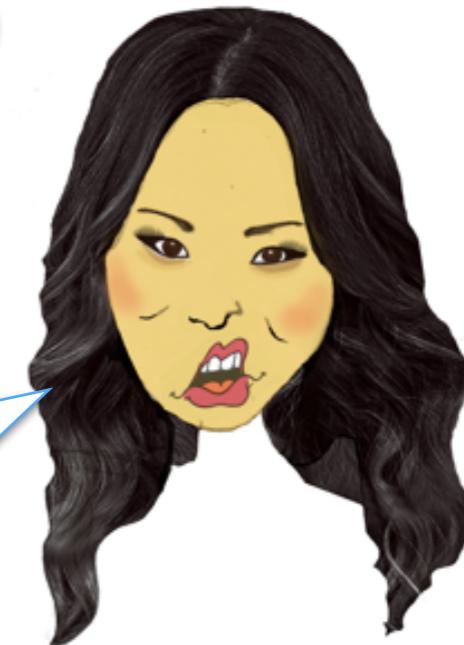
NO, NO:
KEEP IT IN BED. TOUCH IT, CARESS IT,
STROKE IT, FAP IT, AND NAME IT...OMG, IS
THAT A THING?!





YES:

SPEAK UP IF YOU OR SOMEONE YOU KNOW IS BEING
HARASSED OR STALKED ONLINE.



NO, NO:

HASHTAG, WHATEVERRR. CAN I GET AN AMEN?!



YES:
DON'T POST ANYTHING ILLEGAL.



NO, NO:
MUPLOAD THAT ISH WITH YOUR HANDS
ON THAT HEINEKEN, BABY.

TIPS FOR PARENTS AND SCHOOLS

COMMUNICATE... YOU MAY THINK THEIR
SLANG IS A FOREIGN LANGUAGE, BUT IT'S
THEIR LANGUAGE.



LEARN THE LINGO.

TIPS FOR PARENTS AND SCHOOLS, LEARN THE LINGO.

TURN UP- WHAT TEENS SAY WHEN THEY WANT TO GET PUMPED UP, AS IN: "FRIDAY—TIME TO TURN UP!"

RATCHET- AN URBAN DIVA, THOUGH RATCHET CAN OFTEN BE USED IN A LESS-THAN-FAVORABLE WAY, AS IN: "VELOUR TRACK SUIT? BETHANY IS SO RATCHET."

BTW- ACRONYM FOR BY THE WAY, AS IN: "BTW, I'M NOT GOING TO HOMECOMING WITH PAUL THIS YEAR."

PO-PO- SHORT FOR POLICE, AS IN: "I GOT A TICKET LAST NIGHT! PO-PO ALWAYS TRYING TO BRING ME DOWN!"

SELFIE- A PICTURE ONE TAKES OF THEMSELVES...BE HONEST, YOU'VE PROBABLY TAKEN A FEW.

CHIRPED- SIMILAR TO "CALLED OUT" OR "CAUGHT RED-HANDED", AS IN: "KAREN GOT CAUGHT TEXTING IN CLASS" "OHHHHHH KAREN JUST GOT CHIRPED!"

SWERVE- USED TO PEPPER A SENTENCE WITH EXCITEMENT. CAN BE USED BEFORE OR AFTER A SENTENCE, AS IN: "16TH BIRTHDAY, DAD BOUGHT ME A CAR...SWERVE!"

TBT- ACRONYM THAT MEANS "THROWBACK THURSDAY," THOUGH IT'S NOW USED ANY DAY OF THE WEEK TO EXCUSE A NON-CURRENT POST, AS IN: "#TBT TO THAT TIME I TOTALLY ACED MY MATH FINAL"

DAT- ALTERNATE SPELLING OF "THAT," USED FOR EMPHASIS SIMILAR TO "DOE" AND "THOUGH", AS IN: "YEAH, SHE WAS CUTE...BUT DAT BOOTY DOE."

BFF'S- THIS ACRONYM HAS BEEN AROUND SINCE THE DAWN OF TIME—BEST FRIENDS FOREVER, AS IN: "LAUREN'S COOL AND ALL, BUT IT'S NOT LIKE WE'RE BFF'S."

WEINER- STILL MEANS THE SAME THING...THIS ONE HASN'T CHANGED.

CATFISHING- WHEN SOMEONE 'HOOKS' SOMEONE ELSE INTO AN ONLINE RELATIONSHIP USING A FAKE PROFILE AND IDENTITY, AS IN: "CREY THOUGHT THAT GIRL WAS CUTE, UNTIL HE GOT CATFISHED."

CAN'T EVEN- HYPERBOLIC PHRASE TO EXPRESS COMPLETE EXASPERATION, AS IN: "DID YOU SEE THIS WEEK'S BIOLOGY HOMEWORK? I LITERALLY CAN'T EVEN"

FAP- YOU DON'T WANT TO KNOW :)

OMG- A TRUE BLUE TEEN ACRONYM THAT'S BEEN AROUND SINCE THE DAWN OF ONLINE INSTANT MESSAGING THAT MEANS "OH MY GOD," AS IN: "YOU GOT TICKETS TO THE ONE DIRECTION CONCERT?? OMG!!!!"

HASHTAG WHATEVER- HASHTAGS HAVE BECOME A COMMON WAY FOR TEENS TO EXPRESS THEMSELVES IN QUICK, CONCISE WAYS, AND WHATEVER IS...JUST WHATEVER, AS IN: "NICK IS MAD YOU DIDN'T CALL HIM BACK LAST NIGHT." "HASHTAG WHATEVERRR"

CAN I GET AN AMEN- A TEENAGE CALL TO RALLY, USUALLY SAID AFTER A PARTICULARLY INSIGHTFUL COMMENT, AS IN:

"CAPRIS HAVE NEVER BEEN IN FASHION...CAN I GET AN AMEN?!"

MUPLOAD THAT ISH- MOBILE + UPLOAD = MUPLOAD, AND ISH IS BASICALLY AN APPROPRIATE WAY TO SAY "SH*T" IN FRONT OF YOUR PARENTS, AS IN:

"YO, I JUST TOOK A PIC(TURE) OF TOMMY SCORING A KICK FLIP AT THE SKATEPARK" "DUDE! MUPLOAD THAT ISH!"

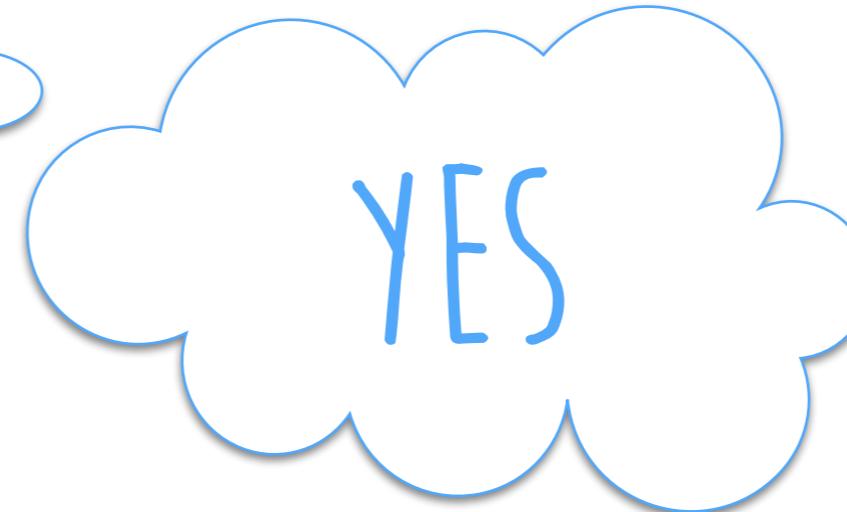
TIPS FOR PARENTS AND SCHOOLS



PRETEND YOU'RE IN AN ALTERNATE REALITY, I.E. THE TWILIGHT ZONE
AND THAT YOU KNOW EVERYTHING THEY'RE DOING...

SERIOUSLY?!

TIPS FOR PARENTS AND SCHOOLS



CONSTANTLY USE THE TECHITOFF.COM WEBSITE TO STAY IN TUNE AND UP TO DATE.

TIPS FOR PARENTS AND SCHOOLS, FROM OUR FRIENDS AT TECHITOFF.COM.

TALK IT OUT - UNDERSTAND WHAT THEY'RE DOING ONLINE

KEEP UP WITH APPS- RECEIVE UPDATES FROM TECHITOFF.COM

SET BOUNDARIES - LET THEM KNOW YOUR GUILD LINES FOR USE.

JOIN THEM - BEFRIEND THEM ONLINE

TECH CHECK - WEEKLY CHECK-IN TO REVIEW ONLINE BEHAVIOR

REPORT IT - SHOW YOUR KIDS HOW TO REPORT ONLINE ABUSE

JUST SAY NO - THIS MEANS YOU.

TIPS FOR PARENTS AND SCHOOLS.



PRETEND YOU'RE STILL IN AN ALTERNATE REALITY, I.E. THE TWILIGHT ZONE
AND THAT YOU KNOW HOW THEY CAN POTENTIALLY BE ABUSED.

OUR FRIENDS AT TECHITOFF.COM HELPED US.

TIPS FOR PARENTS AND SCHOOLS, FROM OUR FRIENDS AT TECHITOFF.COM.

CYBERBULLYING AND OTHER ABUSES YOU SHOULD BE AWARE OF.

CYBERBULLYING- CARRYING OUT ANY BEHAVIOR ONLINE WITH THE INTENTION OF HURTING, HUMILIATING, OR HARASSING A SPECIFIC PERSON OR GROUP. BASICALLY TAKING TRADITIONAL SCHOOLYARD BULLYING FROM THE PLAYGROUND TO THE INTERNET.

FLAMING- FIGHTING ONLINE—SENDING ANGRY, VULGAR, OR JUST PLAIN MEAN MESSAGES BACK AND FORTH TO ONE ANOTHER IN AN ONLINE GROUP OR THROUGH A PRIVATE MESSAGE.

HARASSMENT- REPEATEDLY SENDING NASTY, MEAN, AND INSULTING MESSAGES TO SOMEONE ONLINE.

DENIGRATION- ONLINE SLANDER—SPREADING GOSSIP AND RUMORS ABOUT SOMEONE THROUGH ONLINE POSTS OR MESSAGES WITH THE INTENTION OF DAMAGING HIS OR HER REPUTATION OR RUINING HIS OR HER FRIENDSHIPS.

IMPERSONATION- PRETENDING TO BE SOMEONE ELSE AND SENDING OR POSTING MATERIAL TO GET THAT PERSON INTO TROUBLE, DAMAGE THEIR REPUTATION, OR RUIN THEIR FRIENDSHIPS.

OUTING- SHARING SOMEONE'S SECRETS OR EMBARRASSING INFORMATION/IMAGES ONLINE WITHOUT THEIR CONSENT.

TRICKERY- TALKING SOMEONE INTO REVEALING SECRETS OR EMBARRASSING INFORMATION/IMAGES ONLINE.

EXCLUSION- INTENTIONALLY AND CRUELLY EXCLUDING SOMEONE FROM AN ONLINE GROUP.

THE LIST IS GROWING, THESE ARE A FEW.

TIPS FOR PARENTS AND SCHOOLS, FROM OUR FRIENDS AT TECHITOFF.COM.

CYBERBULLYING AND OTHER ABUSES YOU SHOULD BE AWARE OF.

CYBERSTALKING- REPEATED, INTENSE HARASSMENT OR DENIGRATION ONLINE THAT INSTILLS FEAR IN THE VICTIM.

CYBERSEXTING- SENDING EXPLICIT PHOTOGRAPHS OF YOURSELF OR OTHERS THROUGH AN ONLINE MEDIUM—
THIS INCLUDES ONLINE MESSAGING, TEXTING, AND ANYTHING IN BETWEEN.

PRANKING- THE FORMULATION AND EXPOSITION OF SITUATIONS IN WHICH A VICTIM IS DEVALUED AND/OR HUMILIATED FOR ENTERTAINMENT'S SAKE WITHOUT THE VICTIM'S CONSENT.

CATFISHING- CREATING A DISHONEST ONLINE PROFILE AND PARTICIPATING IN A ROMANTIC ENGAGEMENT WITH ANOTHER PERSON THROUGH THAT FEIGNED MEDIUM.

IDENTITY THEFT- COERCING, USURPING AND USING ANOTHER PERSON'S PERSONAL INFORMATION WITHOUT THEIR CONSENT.

ABUSE OF PERSONAL INFORMATION- USING SOMEONE'S PERSONAL INFORMATION FOR AN ORIGINALLY UNINTENDED PURPOSE WITHOUT THEIR CONSENT.

THE LIST IS GROWING, THESE ARE A FEW.



YES:
CREATE A VALUE SYSTEM THAT FRAMES
HOW WE USE TECHNOLOGY.



NO, NO:
EMBRACE A WORLD THAT SUPPORTS
BULLYING, STALKING, CHILD PORNOGRAPHY,
INSOMNIA AND ADDICTION. LITERALLY...

THE YES AND NO NO GIRLS HOPE YOU FIND OUR TECH ETIQUETTE HELPFUL, AND WE ENCOURAGE YOU TO PROMOTE SAFE AND HEALTHY TECHNOLOGY USE. MANNERS ARE IMPORTANT AND EVEN MORE SO WHEN SOCIALIZING WITH OTHERS.

BE SURE TO CHECK OUT OUR OTHER ETIQUETTE BOOKS, COMING TO YOU NEXT SPRING.

TECH YA' LATER! ;)

