



Sc.	Copy - Voice Over	Visual
1	<p>Everything is Voice Over (VO)</p> <p>Hello and welcome to our Social Media IQ course. Today we are discussing the the "4 P's of Posting." Today you will learn the four most important keys when posting anything on social media.</p> <p>Our goal is to help people develop greater belief in themselves, while creating a powerful personal brand online and most importantly learning to be safe and responsible with social media interactions.</p>	<p>Icon and ENUF Logo. Blend the two. Roll in before the the host comes on the screen.</p>
2	<p>I know what you're thinking: "Oh, not again! Is this really necessary? I already know not to give out my credit card information to scam artists or put my cell phone number on my Twitter profile or post too many selfies. I'll behave—I promise! Just please, not another lecture!"</p>	<p>(stock photo of distressed teen girl with hands over her ears)</p>
3	<p>Relax, and hear me out. This is important. And I promise to make this quick and fun. Besides, you might learn something you didn't know that you can impress your friends with later.</p>	



4	Think about it. Even just 30 years ago, all a person had to go on for first impression of you was—you!	(Stock photo of happy teen on top of a mountain.)
5	Whether at school, work, or a social gathering, all you had to worry about was dressing to fit the occasion and making sure you didn't have any lunch stuck between your teeth.	
6	Even if you applied for a job where a resume was required, your potential employer would use it to check your references and criminal record, and then he or she would decide whether to call you on the phone, or file it away never to be seen again.	(resume)
7	That's not how it works anymore, is it?	
8	Where before, the most information a stranger could get is what they could find in a phone	

	book or get someone you knew to tell them on the phone.	
9	<p>Today, potential business contacts are able to learn enough about you to decide whether or not to reach out quickly and easily—often before you even knew they were interested! And it’s not just employers have access to your background and contacts anymore, either.</p>	(stock image of person with different social media logos around their head)
10	<p>In fact, what you post online can make you a target for a number of things:</p> <p>Like, Identity theft, where you’ll spend months trying to clear your good name, you could also inadvertently share your location and photo with a sexual predator, maybe even get fired for posting something inappropriate, and worse, you could identify your house as an attractive burglary destination.</p> <p>So, pay attention! What you learn in the next five minutes could save your life!</p>	


11	<p>But there's no need to stress now. Just remember the 4 P's:</p> <p>Privacy, Professionalism, Politeness, and Permanence.</p>	<p>(Bulleted list on slide)</p> <ul style="list-style-type: none"> ● Privacy ● Professionalism ● Politeness ● Permanence.
12	<p>First up: Privacy</p>	<ul style="list-style-type: none"> ● Privacy ● Professionalism ● Politeness ● Permanence.
13	<p>Now, it's gotten to be almost cliché to say that there's no such thing as "online privacy" any more.</p> <p>So what if there are "privacy" settings you can use to filter out some of the negative attention lurking out there on the webosphere?</p> <p>You still don't get to decide who that person you randomly "friended" on Facebook 10 years ago shares your posts or photos with—or who else might be looking over his shoulder.</p>	<p>(stock photo of girl and black blob characters from Spirited Away, -optional)</p>
14	<p>So, when you're deciding what you put out there on your personal</p>	


	<p>social media account—and how much you reveal about yourself in the process—picture this guy on the other side, reading every word you write!</p>	<p>(display photo of scary looking guy)</p>
15	<p>As a rule, avoid posting</p> <ul style="list-style-type: none"> • Your location • When you are or will be away from home • Your address • Full names or birthdates of yourself or children or siblings • Pictures that could give away any of that information <p>Please, please memorize this, write it down and make it part of your life and who you are on social media.</p>	<p>Show bullet list</p> <ul style="list-style-type: none"> • Your location • When you are or will be away from home • Your address • Full names or birthdates of yourself or children or siblings • Pictures that could give away any of that information
16	<p>This may seem like overkill, but here are just a few examples of websites that crawl social media sites for interesting information they can use to find your physical location, and when they're most</p>	<p>Bullet List:</p> <p>The Beat Spokeo Pipl Open Status Search</p>

	<p>likely to find you alone. I know that's scary, right? Turn off the GPS feature on your mobile devices, as your device location links to pictures you take with them.</p> <p>The Beat Spokeo Pipl Open Status Search We Know What You're Doing Facebook</p>	<p>We Know What You're Doing Facebook</p> <p>Find out more at safersettings.com</p>
17	<p>And of course, be mindful to only connect with people you actually know.</p> <p>First principle, done. Pretty easy, right?</p>	<p>(Stock photo of easy button - optional)</p>
18	<p>Next, stay Professional.</p>	<ul style="list-style-type: none"> ● Privacy ● Professionalism ● Politeness ● Permanence.
19	<p>I know some of you watching this may be young but get used to this at</p>	<p>(maybe some non-riske examples of bad photos here)</p>

	<p>a young age and you will have a bright successful future. Business casual should be your ground-level standard for all pictures you post online. That’s right, the minute you have access to social media you are in the real world. In other words, wear online what you wear to school, and don’t post anything you wouldn’t want your grandmother to see. Kissy-faces, revealing clothing, and similar photos make you a target – and sickos have no problem manipulating photos to suit their needs.</p>	
20	<p>As every presidential candidate soon learns there really is no line that separates your public life from your personal life online.</p>	<p>(optional – photos of crazy headlines about recent presidential candidates),</p>
21	<p>With that in mind, whatever you post, comment on, or share, just picture it on a news banner with quotes around it on your favorite news channel and choose your words accordingly.</p> <p>Speaking of debate...</p>	

22	Number 3 Be Polite.	<ul style="list-style-type: none"> ● Privacy ● Professionalism ● Politeness ● Permanence.
23	<p>It's natural to want to tear it up in an online conversation on a pet topic now and then. However, one hateful comment could cost you your reputation, your job, a future career or irreversibly hurt a fragile person and lead them to hurt themselves or others. Cyberbullying is always wrong. Don't do it! So choose kind words constructive feedback over the scathing witty remarks and remember "If you can't say something nice, don't say anything at all."</p> <p>Because "Anything you say can and will be used against you, taken out of context and reposted on Twitter."</p>	<p style="text-align: center;">Impressive picture of cyberbullying</p> <p style="text-align: center;">(picture of Bambi and Thumper)</p> <p style="text-align: center;">(photo of slightly goofy police officer writing a ticket)</p>
24	Which brings us to number four	

25	<p>Everything you post online is permanent.</p> <p>It doesn't take much poking around on Facebook to see that nothing posted online is ever really gone. Someone who knows what they're doing can pull up any picture, video, or blog post within just a few minutes even if you went back and deleted it after the fact.</p> <p>So before you press enter, ask yourself if it could be held against them if your kids ever tried to run for president</p>	<ul style="list-style-type: none"> ● Privacy ● Professionalism ● Politeness ● Permanence.  <p>(blue</p> <p>quotegram.com meme)</p> <p>(picture of a child in an Uncle Sam outfit.)</p>
26	<p>It's really is that simple.</p>	<p>(easy button?)</p>

27	<p>Keep your personal life private by keeping posts professional and polite because everything you post is permanent.</p>	<ul style="list-style-type: none"> ● Privacy ● Professionalism ● Politeness ● Permanence.
	<p>Okay, you've made it through this course now let's do a quick review. If you only remember one thing today, it's about the 4 P's.</p> <ul style="list-style-type: none"> ● Privacy ● Professionalism ● Politeness ● Permanence. 	<ul style="list-style-type: none"> ● Privacy ● Professionalism ● Politeness ● Permanence.
28	<p>It's does not matter how old you are these four P's will lay a great foundation for success, less social media stress and allow you to utilize the greet tools of social media to your benefit.</p> <p>Let's all commit to protect ourselves, our families, and our classmates from online dangers, because as Charles M. Hayes said, "Safety first is safety always." Until next time, stay safe out there.</p>	<p>(photo of a runner crossing the finish line triumphantly)</p> 

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