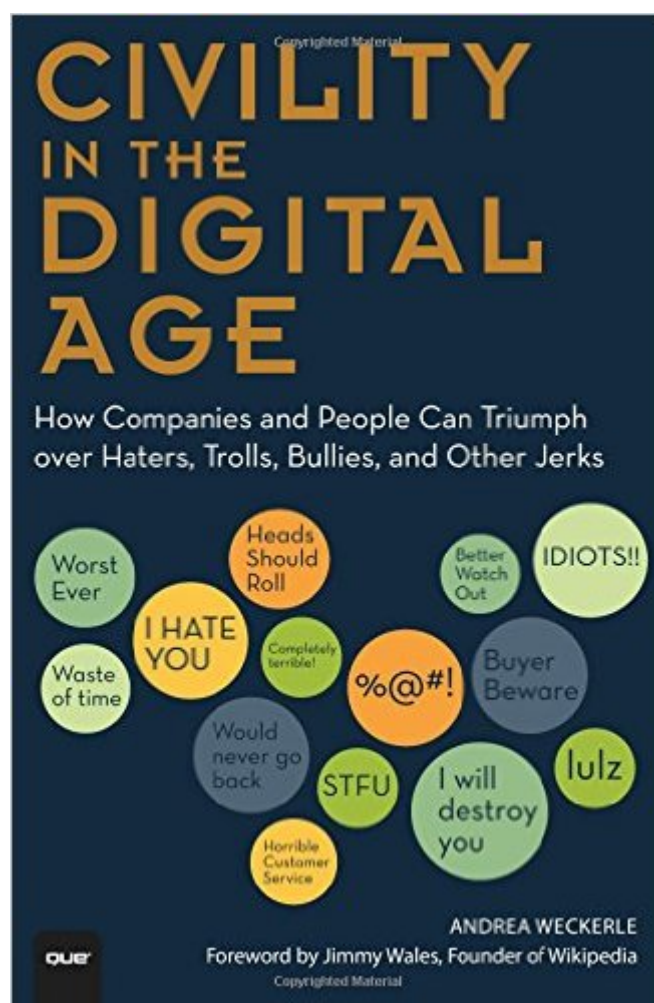


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# Civility In The Digital Age: How Companies And People Can Triumph Over Haters, Trolls, Bullies And Other Jerks (Que Biz-Tech)



## Synopsis

Re-civilize Life Online! **PROVEN** Conflict Management and Prevention for Social Media and the Web

Ever seem like the Web is just one big screaming match? Ever feel like you're refereeing a worldwide tantrum on YOUR social media sites, blogs, and online forums? That's not good for your goals or your sanity. Stop. Now. Step back. Take a breath. And solve the problem. Thought you couldn't? You can: there are proven best practices for getting people to be civil online. Even when they disagree. Even if they're complaining. You can avoid misunderstandings that lead to flame wars, and promote constructive conversation amongst those with strongly held views. And, finally, you can handle the people that just can't be civilized. Today, these skills are flat-out imperative. Everyone who leads, curates, manages, or participates in online communities needs them. Andrea Weckerle has just compiled them: she's created a 30-Day Action Plan for restoring civility to your corner of the digital world. This plan works and not one moment too soon.

Master the foundational skills you need to resolve and prevent conflict online

Understand the dynamics of each online conflict, from procedural disputes to online lynch mobs

Stay cool and effectively manage conflict in even the highest-pressure online environments

Differentiate between what people say and what they really want

Create a positive online footprint or start cleaning up a negative image

Recognize online troublemakers and strategize ways to handle them

Manage your own anger and, when necessary, express it online safely and productively

Strategically manage others' online hostility and frustration

Limit risks to your organization's online reputation due to actions it can't control

Draft and implement corporate social media policies that actually work

## Book Information

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## **Customer Reviews**

As social media continues to evolve and mature, the growing pains associate with its evolution seem to grow along with it. Along with all the good and positive opportunity, one ever-present pain is the increase in the unpleasantness side of online interaction. The mean streaks of our society often come through loud and clear in our increasing online conversations. Civility in the Digital Age is a one-stop guide for dealing with this seemingly inescapable negative side of social media. There is so much good that can come out of and be done online today -- it's integrated in much of our lives. But in order to achieve the good and reap the benefit, it's important to be able to properly navigate through the dark side, and that's where this book helps. Whether you are a professional dealing with the negativism as a key part of your every day job or as one component of many aspects of your job, or just as an individual looking to grow your personal relationships, this book will help you. The subtitle says it all -- "How Companies and People Can Triumph over Haters, Trolls, Bullies and Other Jerks." The book is well laid out and well thought out. As one who is involved in social media professionally and personally, I read it cover-to-cover, start-to-finish, and found myself nodding in agreement at parts, and anxiously taking note of recommendations at other parts. It made me think at both a more strategic level as well as at a tactical level for different areas of my job. But I also learned much from just my personal use of online interaction and social media. Whether you are engaging (and dealing) with a user community of customers or with any size group of friends and family, there is something that you can glean from the book.

With just over twenty years since the advent of the Internet, the Web still reflects much of the old Wild West and its anything goes mentality. Notwithstanding, freedom of speech is a fundamental human right and must be protected, but we need to add social accountability and responsibility to the mix. Civility in the Digital Age: How Companies and People Can Triumph over Haters, Trolls, Bullies and Other Jerks is published by Que Publishing and, said Roberts, I had the pleasure and privilege of an early preview. 'Civility in the Digital Age: How Companies & People Can Triumph over Haters, Trolls, Bullies & Other Jerks'™ lays out, in often shocking detail, the depth of online hostility and reputational attacks against organizations and individuals. But rather than just describe the problem, Weckerle provides real-world solutions for how to turn the present online culture into a

more embracing environment that gives everyone a voice. Andrea's ability to grasp and communicate the complexities & dynamics of digital and analog public discourse, technology, ethics and issues of the human heart are evidenced by the pages of this passionate work. Among other things, Weckerle stresses the crucial need for functional aptitude in what she calls digital literacy. She artfully reduces this complex issue in chapter seven as follows: "digital literacy is important because of the vast amount of information available online. It's difficult to sift through it without having established some sort of system for separating the qualitative from the quantitative, the valuable from the unimportant, the accurate from the inaccurate, and the emotionally manipulative from the rational. In other words, digital literacy requires strong critical-thinking skills".

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