



Xanthus Communications

# Media Jockey

*A Newsletter from Xanthus Communications*

**Friend Pimps**

**facebook**

Some of our friends are rapidly hitting the Facebook limit of 5000! (Facebook will not allow more than 5000 friends.) In the new world of social capital, since you can't have more than 5000 friends, you will have to drop or "defriend" the friends you really don't want and add only the cool new kids on the block, kind of the same way you did when you were a rotten kid in middle school. Maybe you have so many friends on Facebook because you are doing business by pimping products and services.

Are you getting paid to talk-up products, events and services?

Issue 34  
2010

May 31,

***The Friend Whore Edition.***

Dear Friends and Colleagues: Greetings!

With the possible exception of morticians, cobblers, and bankruptcy attorneys, few people are making very much money these days. So the new currency has become *social capital* and it is given its valuation by how many friends you have on Facebook. Beware! Social capital encourages *friend greed*, which makes us want to connect with everyone, whether we have had prior contact with the person or not.

Remember dot.com IPOs, sub-prime mortgages, collateralized debt obligations, and credit default swaps? To define our social value according to how many friends we have on Facebook is foolish and reminiscent of past meltdowns. When the social media bubble bursts, how will you cash in your social capital?

Has social capital changed whom we consider to be friends? In this issue, we are going to explore all the signs of how to recognize if you have become a friend whore.

Best Regards,  
Patricia Vaccarino,  
Managing Partner  
[patricia@xanthuscom.com](mailto:patricia@xanthuscom.com)

Visit [PRforPeople](#) to learn more about our experts



**Are you telling your friends about the toothpaste that helped you to land a job?**

**Are you plugging a restaurant because they gave you a free meal?**

**Are you showing your "sexy but real body" slathered in Dove Body Wash before that big date?**

**Worse yet, are you pimping for free? Even among real prostitutes, there is a code of honor that says you should at least get paid for your time.**

The Goldman Sachs logo, featuring the company name in white serif font on a dark blue rectangular background.

*Friend Greed*

**You "like" Goldman Sachs.**

**You try to make money off of your friends' friends.**

**You bid against your own friends by setting up investment vehicles for their friends and don't tell your friends about it.**

**You take away all your**

## Are you a friend whore?

The term "friend whore" was first attributed to teenage girls, but anyone can be a friend whore. In fact, most teenagers on Facebook are only friends with people whom they really know. If you answer "yes" to any one question below, then face it: you are a true friend whore.

- You are so eager to pad your numbers that you will friend anyone.
- You have more friends than the combined friends of your children.
- You have been known to friend cats, dogs and snakes.
- You have been known to friend people who use parrots as a branding device in their photo.
- You have hired an intern whose sole mission is to make friends for you.
- You envy people who have more friends than you do.
- You spend more hours on Facebook than you do working, eating, sleeping, exercising, or interacting face to face with another real human being, including your significant other.
- You select specific types of people to pursue.
- You want to be "liked" by everyone.
- You set up your own fan page and "like" yourself.



**Friend Tip:**

friends' friends and make them totally forget about your friends.

You always want more friends, even though you have plenty already.

**PRforPeople programs and speakers are in place, but stay tuned, venues may change.**

**Tuesday, June 1, 4pm to 6:30pm**, Julie K. Clark, CEO,  
SharedBusinessSpace.com  
Rock Salt Restaurant,  
1232 Westlake Avenue,  
**Seattle, WA 98109**

**Monday, June 28th, 6pm to 8:30 pm est**,  
Dave Bresler, founder of  
Network Network!!  
Butterfield8  
5 East 38th Street between  
5th and Madison (Rear  
Party Room) **New York City**  
Re: Generating word-of-mouth business in the age of new media

**Thurs, July 1st, 4pm to 6:30pm**  
Rock Salt Restaurant  
1232 Westlake Avenue  
**Seattle, WA 98109**  
Re: Leadership in Green Innovation

**Sunday, August 1, 4pm to pm**, Michael Kostov,  
Kostov Productions at the  
Whispering Wind Ranch in  
**Woodinville, WA**  
Re: How to use digital media to generate buzz

If you have more friends on Facebook than you have in \$\$\$ revenue for the week, chances are you probably aren't putting in the time to build real business. You need help from a mental health practitioner who is probably not a friend.

## What do you stand for, professionally and personally?

Whatever community you have established in the real world should be replicated online so you can stay in communication with the people in your community. Social media gives you the opportunity to present yourself in an intriguing and interesting way. You can show your value system and your powerful thinking by sharing ideas and information that can add a richer dimension to all of our lives. We can reveal the back story of how we live in a way that is controlled, thoughtful and enhances our professional lives. The whole point of using social media is to stay relevant in your community, to keep your communication current, and to keep your conversation alive. But before you pull the trigger and post, you must always put your brand chatter to a test and ask: What do you stand for, professionally and personally?

**pr for people™**  
Be famous for who you are and what you do.

Please visit [PRforPeople.com](http://PRforPeople.com) to learn more about our clients.



Follow us on Twitter @PRforPeople



Join our fan club *PRforPeople* on Facebook

For questions or comments, please reply to [patricia@xanthuscom.com](mailto:patricia@xanthuscom.com)

Published by Xanthus Communications LLC © 2010

JOIN OUR LIST

[Join Our Mailing List!](#)

**Wednesday, Sept 1, 4pm to 6pm,**

Julie Tobiason and Timothy Lynch, artistic directors of Seattle Dance Project at ACT Theater Seattle, WA  
Re: The legacy of dance in the cultural landscape of the Northwest

**Friday, October 1, 4pm to 6pm,**

Rainier Club, Seattle, WA  
Re: The new era of journalism: what reporters now need to cover a story

**Monday, November 1st, 4pm to 6pm**

Skye Burn, Executive Director, The Flow Project  
The Flow Project works with artists to identify principles of art and artistic practice common to the artistic experience across mediums and works with leadership educators to translate the principles of art into principles of leadership and leadership practices.

**Wed, December 1st  
Annual Holiday Party!**