



*Xanthus Communications*

# **Media Jockey**

*A Newsletter from Xanthus Communications*

## The Godfather and Brand Chatter

Dear Friends and Colleagues: Greetings! Those of you who know me, professionally or personally, know that I don't have a tendency to run at the mouth. I prefer to choose my words very deliberately. It's a personality trait that is at the core of my brand persona as a public relations professional. On many occasions, I am required to keep information confidential about all of my clients, including past clients. There are some secrets I am foresworn never to tell anyone. I have good reason to keep my mouth shut. My favorite Sicilian proverb goes something like this: *one who speaks little makes mistakes. Imagine the one who speaks a lot.*



Since I have been using social media, I have heard my "friends" tell me in great detail about their colonoscopies, dead teeth pulled, dead dogs, flatulence, adult acne, marital breakups, battles with mental illnesses and drinking problems. I've read lots of bad poetry written by people who are so full-of-themselves that they do not know that they lack the requisite writing talent to even think about writing poetry.

In the world of social media, the one time I was really blown away was when I knew a "friend" who was desperately seeking a job. He was supporting a large family, had run out of employment insurance and had been forced to go on welfare. With dramatic flair, he reported on facebook that in his last interview he didn't get the job, but he didn't really want that job anyway!


It's just dumb for anyone who really needs a job to announce to his professional world that he wasted an employer's time in a job interview, especially when he might be talking in real time to his next future employer on facebook.

So in this issue of Media Jockey we want to make an important point: **What you say on social media can make a long lasting impression about you and your brand.**

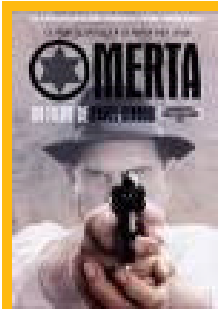
Best Regards,  
**Patricia Vaccarino,**

ManagingPartner  
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Anyone of Sicilian heritage can attest that Sicilians are a funny people when it comes to talking too much. And I don't mean funny in the humorous sense. I mean *funny like peculiar*. I knew one person with the name of Vaccarino who was whacked, and his manner of death indicated that he talked too much. He had violated **Omerta, the Sicilian code of silence.**



**Instead of seeing authentic selves, we are seeing people say and behave in ways that are excessively confessional as if they are talking to a therapist instead of to their colleagues, acquaintances, family, and**



"friends."

**Baring it all on social media seems to be without consequence, but it's not. What will become of your brand chatter? Where will your digital footprints appear in the future? The CEO of an executive search firm recently told me that he was very surprised about the questionable material he finds online about potential job candidates. He is amazed that professionals allow their friends and family members to post unflattering photos and comments for the entire world to see. In the long run, this information can seriously harm your brand persona.**

## Closely Held Secrets

There is an increasing blurring of the lines between what is personal and what is business. This doesn't mean that social media should be used as therapy to expose what we really do not want to know about you or anyone unless we are getting paid \$200 an hour to listen.



Luca Brasi sleeps with the fishes

Just like Luca Brasi, we all have a dark or dysfunctional side to our private selves. We would not be human if we did not make mistakes and have fatal flaws. But some things are best kept as closely held secrets.



**PRforPeople-Seattle: a new networking group.**

*People need people to help build their business.*

**Wednesday, July 1st  
4 to 6pm  
Patricia Cameron Art Gallery  
234 Dexter Avenue North  
Seattle, WA 98109**

**Contact: Patricia Vaccarino  
patricia@xanthuscom.com  
206 979 3380  
Patricia Cameron  
206 909 9096**

*Complimentary hors d' oeuvres and wine.  
Street parking available.*



People are saying things online that they probably would not say to anyone face-to-face. With social media, you can be vapid, boring, and annoying with alarming frequency. You can say the mundane things that you would only say to a spouse who completes your sentences after you have been married for 30 years. So long as you do not make a negative comment about ethnicity, race or religion, you can be as stupid as you want to be. The funny thing about posting something incredibly stupid, you will always find someone who responds and "likes" what you said, proving that you can always find someone to be even more stupid than you have been. With so many friends posting at the same time in real time, there is a growing tendency for people who are intent on sharing their real selves that they cross the line and behave in a way that is narcissistic.

Meeting fee \$11

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