



Civility in the Digital Age: How Companies and People Can Triumph over Haters, Trolls, Bullies and Other Jerks (Que Biz-Tech)

Andrea Weckerle

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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 hasn't 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

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