

THE MOBILE USER'S GUIDE TO:

THE NEW SOCIAL ETIQUETTE

VOL. I PRESENTED BY



HELIO™

FORGET WHAT YOU KNOW

THIS IS THE NEW SOCIAL ETIQUETTE

The game has changed. People don't just sit around and wait for calls anymore. Instead, they sit and eat in restaurants while wearing a Bluetooth® earpiece that's flashing like an illegal warehouse rave. (Which we certainly don't recommend.) But what we do suggest is that you retire that old wait-three-days-before-you-call rule and flip through the rest of this booklet. It's a crash course in Emailing, IMing and yes, even MySpacing from the road or anywhere else your Helio™ may take you. It may seem quite confusing. But fear not. You are not screwed. You are one of the lucky ones. In your hands, you hold volume one of the Mobile User's Guide to: The New Social Etiquette. Class is in session.



TOOLS OF THE NEW SOCIAL ETIQUETTE:



VOICE CALL

The original. If you don't know what this is, then please just give this book away. You're obviously some type of weirdo recluse and nothing we say can help you.



TEXT MESSAGE

Keep it short. These little nuggets of conversation are made up of words, abbreviations of words, and variations of the smiley face emoticon. Limit your use of all three.



PICTURE MESSAGE

Pictures speak louder than words. So use a pic when you don't know what to say. And do call it a pic. That's what photos are called now.



VIDEO MESSAGE

Video messages are cool. But don't get too excited. Unless you own a Helio, you'll probably never experience the joy that comes with receiving one.



INSTANT MESSAGE

Think of it as a text message between your Helio and anyone on a laptop. Your buddy list is ideal for seeing who's online so you can ignore people when they IM you. Ladies, you may see this as harsh, but it's perfectly acceptable.



EMAIL

The Helio Ocean™ is bringing email back. Until recently email was the domain of businessmen, the long-winded and the slightly older. Be careful of a new female friend who loves to email. She just might be a cougar.



MYSPACE® MOBILE

The Wild West of digital communication. Not just for high school students and indie rock bands, this powerful tool takes social networking mobile. Words, pictures, video, gossip-mongering—they're all here. Use with caution.



EMOTICONS 101

What they really mean.



Smiley face. The mother of all emoticons. It's the oldest, the most tired and certainly the most used, but this happy face isn't going anywhere. Use it to dull the edge of your sarcasm or just let people know you're A-OK!



The wink. Oh, you sneaky devil. Although this looks very similar to the smiley face, it's actually loaded with meaning and innuendo. That means you probably shouldn't use it with your mom or your poker buddies.



Sticking out tongue. No, this is not sexual. It means that you or someone else is being silly. Use sparingly; it's kind of lame.



Laugh. Hmm...a laughing emoticon. Wonder what that means? Seriously though, use this guy to take some pressure off your LOLs. They can really get old after a while.



Money mouth. Nobody knows what this one means. When you talk, does money spill out? Are your words worth their weight in collectible coins? Or, are you flashing some virtual gold teeth? Our money is on leaving this one alone.



Frown. Aw...you're sad. Use this emoticon to wield your sorrow like a passive-aggressive switchblade. Or, if you're the one who's ruining the plan, just throw it out there to prep him/her for the bad news.



Cry. Well, if you're actually crying over an IM, then you either have emotional problems or you're a cowardly relationship-breaker-offer. But barring that, the crying face is mostly used as a funny way to say that you were hoping for a different answer. However deep that tear goes, only you will know.

TOP THREE THINGS TO REMEMBER ABOUT EMOTICONS:

1. Guys shouldn't send other guys emoticons. Unless they like the other guy. A lot.
2. No emoticons until you've met the person face to face or at least sent a picture. Unless of course, your face actually resembles a semicolon.
3. Never use the "cool" emoticon (i.e., the one with the sunglasses). It's the virtual equivalent of a fanny pack.

TNSEGTA

(The New Social Etiquette Guide To Abbreviations)

THE OL' STANDBYS

LOL (Laugh Out Loud)

Here's the deal. People like to think they are funny. So if you want to make a lot of friends online, just go ahead and throw LOL around like you're spending somebody else's money. What you shouldn't do, though, is actually say LOL instead of laughing when you're hanging out with your friends. We saw this once and it scared us. Just joking. Not really. LOL.

BRB (Be Right Back)

Go ahead and stop freaking out right now. Your friend is not ignoring you. When people type this, it simply means that they're doing something else for a minute. This is also known as going AFK (Away From Keyboard), so don't expect to hear anything back for a few minutes. If it takes longer than that, then we'll admit, there is the small possibility he/she really is trying to ditch you. But hopefully, it's just a pee break.

JK (Just Kidding)

This is a very important abbreviation. Why? Because when you're texting or IMing, people can't hear your tone or see your face. This means that your friends can and will take every opportunity to be offended, hurt or angered by your seemingly obvious attempts at sarcasm. Think we're joking? Well, we're not. If we were, we'd say JK, you moron.

UNCHARTED WATERS

ILYBYFIWH (I Like You But Your Friend Is Way Hotter)

IHFY (I'm Hot For You)

WYSMC? (Will You Sign My Cast?)

INWAU (I'm Not Wearing Any Underwear)

CIBYAD? (Can I Buy You A Drink?)

PPTSC (Please Pass The Sour Cream)

DTMITY (Don't Text Me, I'll Text You)

STBY (Sucks To Be You)

IHACBOH (I Have A Clean Bill Of Health)

YMMFS (You Make My Fingers Sweat)

GA (Go Away)

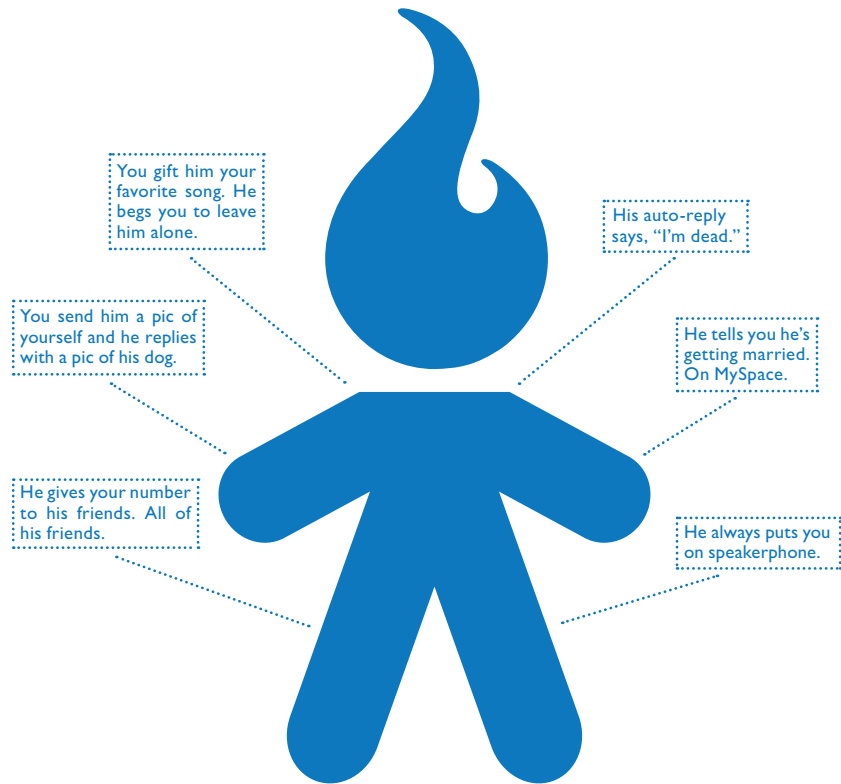
HLBOM (He Looked Better On MySpace)

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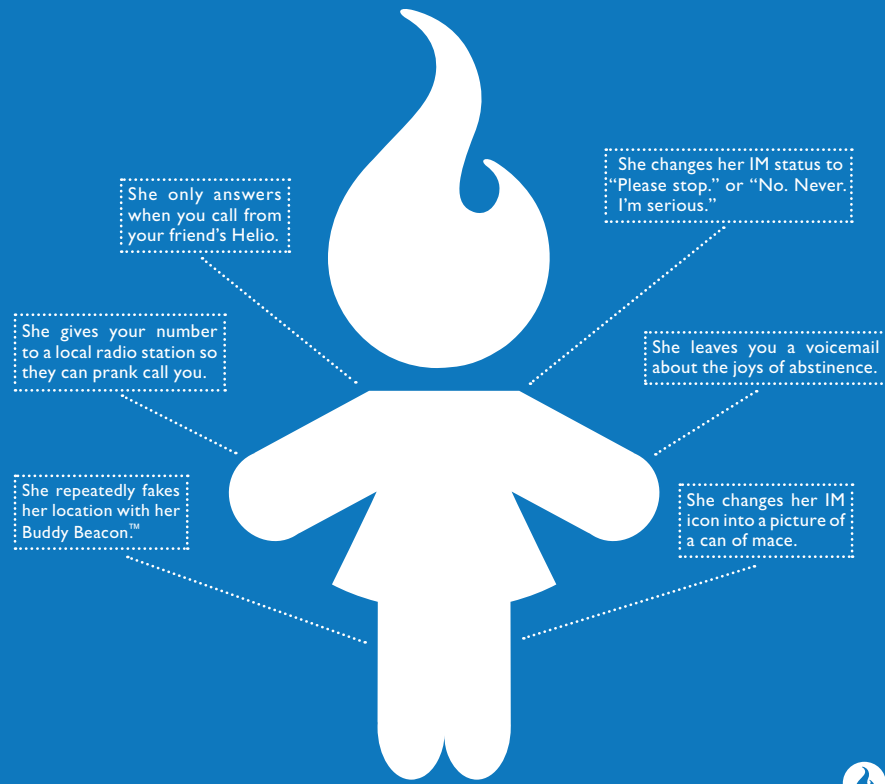
(See, it's easy. Now you give it a go.)



HE'S NOT INTERESTED IF:

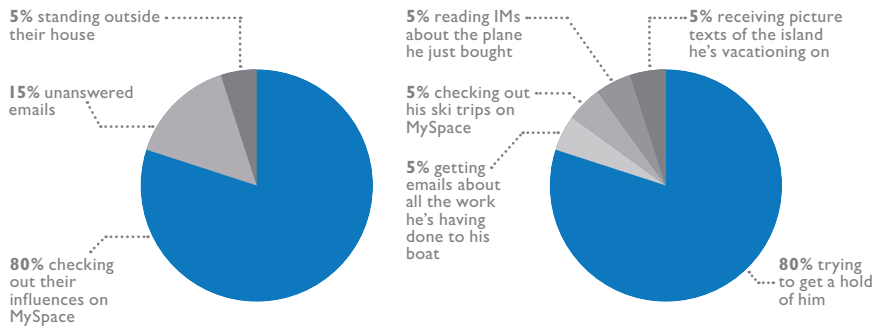
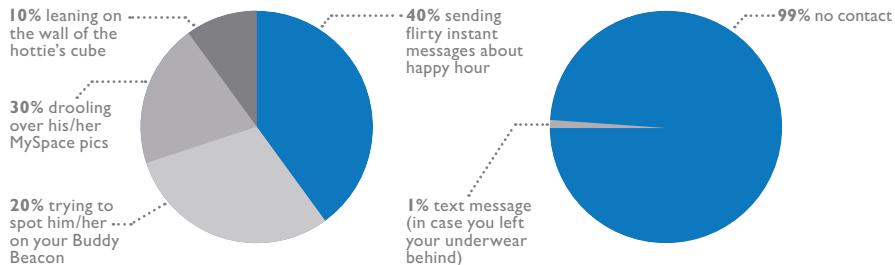


SHE'S NOT INTERESTED IF:



THE PIE DON'T LIE

How you should be spending your time.



READ BETWEEN THE LINES

Pair the communication with the communicator.

COMMUNICATION	COMMUNICATOR				
	BOSS	PERSONAL TRAINER	MOM	COWORKER	COLLEGE BUDDY
TEXT	trying to be cool	thinking about more than your abs	she loves you	booty call	drunk again
INSTANT MESSAGE	testing your work ethic	just stretching his/her fingers	she misses you	booty call	bored at work
EMAIL	needs that tps report	wants a raise	she wants you to visit	ill-advised booty call	don't open at work; could be dirty
CALL	doesn't matter; don't answer	you're late again	she's looking at your baby pictures	booty call	needs to borrow some money
MYSPACE	conducting a background check	needs a friend that isn't a meathead	she's appalled by your actions	booty call	comparing himself/herself to your new friends



THE MATCH GAME

Connect the situation with what it really means.

You log onto IM. Your friend logs off.

You call your friend. It rings eight times and goes to voicemail.

Somebody calls you but doesn't leave a message.

Somebody calls and you don't answer. Somebody immediately calls you again.

You call your friend. It goes right to voicemail.

You call your friend. It rings twice and goes to voicemail.

You send out a friend request on MySpace and get denied.

You text someone five times in a row with no response.

Your significant other changes his/her MySpace profile to "swinger."

Somebody is in desperate need of human contact. Avoid this person.

Have you drunk IMed recently? That may have something to do with it.

Hey! Welcome to the stalker club!

Somewhere, a lonely Helio is ringing in a parked car.

You just got the technological version of "talk to the hand."

Hmmm...sounds like you two need to have a little sit-down.

Your friend is on a direct flight to Awesometown and you weren't invited.

Your "friend" is ignoring your call. Better find a new one.

Somebody is too lazy to leave you a message.

Want to see how you scored? Find the answers to The Match Game and everything else you need to know about The New Social Etiquette at www.heliosocial.com. It has more than 3.7 times the information in this book and enough etiquette games to bounce your cerebellum in your cerebrospinal fluid. So go now. Your social life depends on it.

POP QUIZ

Don't sweat it. Unlike a real quiz, this one is impossible to fail. Just make sure you finish it and we'll make sure to give you something nice.

So you're out with your friends when a guy/girl catches your eye from across the room. You both agree it's a case of love at first sight. What do you do when you get home?

- A You slave over the perfect email, then never send it because you convince yourself you're not good enough.
- B You send him/her a friend invite to your MySpace page.
- C You follow your dad's advice and use the good old wait-three-days-before-you-call rule.

You call your best friend. It rings twice and then goes straight to voicemail. What do you do?

- A Leave an apologetic message asking him/her to call you back when he/she can.
- B Send a text that says, "Stop dodging. Hit me up."
- C Call all of your mutual friends and tell them that he/she doesn't like them anymore.

What does "YPMMEH" stand for?

- A Yesterday Paul made me explain haikus.
- B Your picture makes my eyes hurt.
- C You people make me extremely hungry.

You have been on two dates with a guy/girl when suddenly all texts, IMs and emails stop cold turkey. Three days pass and you've still received nothing. Do you...

- A Write a three-page email explaining how much he/she means to you.
- B Fire him/her a humorous text message about returning to civilization.
- C File a missing persons report with the police and wait outside his/her house.

WHAT YOU'VE WON:

If you answered mostly A, you're basically spineless. We'd like to see you do something to toughen yourself up. And since we can't get you a deal on karate lessons, just visit www.heliosocial.com and we'll hook you up with a sympathy deal.

If you answered mostly B, we'd like to congratulate you. Most people would agree with your decisions, including the authors of this guide. Take a moment to revel in your newfound genius and enjoy the special offer we have for you at www.heliosocial.com.

If you answered mostly C, you're not only kind of scary, but you're truly out of touch and may need additional counseling. This makes us feel kind of bad for you, so go ahead and visit www.heliosocial.com and we'll give you a deal on a Helio. You need all the help you can get.





ABOUT THE AUTHORS

Helio is a group of like-minded individuals dedicated to connecting people better than ever before. That's the reason Helio is a mobile service provider and not just a phone company. It's the reason every single Helio device is optimized to run on a next-generation, nationwide 3G network. And it's the very same reason we've brought you this book. Enjoy.



Learn more at www.heliosocial.com

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