

10 WAYS TO ELEVATE FACEBOOK

Facebook has greater potential for your career than you might give credit.

Facebook is made up of friends you've known a long time and who care about you. Many of your friends also have professional lives which you may be unaware of.

For these reasons, elevating the dialog on Facebook to be more professional, thorough and thoughtful can make it a rewarding investment of your time. Why not have your friends understand your career goals better and provide you with meaningful information?

You may be thinking that this is what LinkedIn is for, and you are correct. However, don't discount the value of your personal connections and friends. You may be surprised by elevating conversations on Facebook.

Facebook is what we make of it. If you use it to have meaningful conversations about important topics, then that's what it becomes. If you're open to the challenge, here's how to raise the intellectual bar of conversation on Facebook.

Discuss Professional or Serious Topics More Often

Set a goal to make at least one out of every four posts be about something serious such as economics, industry trends, science, or history. Discussing politics or religion can be particularly polarizing or heated so avoid those topics. And in those instances, try to adhere to the remaining guidelines:

Be More Thoughtful and Thorough

When either posting or commenting, provide more thoughtful, thorough responses. In other words, write complete sentences.

You're starting a new trend, so don't worry if your friends don't immediately respond or are critical of your efforts. This is a bit of a social experiment and not everyone will join you in this journey to be more thoughtful.

Read/Watch Before Sharing

There's a lot of clickbait out there. Before you share or comment on a post referencing an article or video, read/watch the entire piece. You may uncover a fact or information worth calling attention to. You may also want to verify the authenticity and credibility of the source. Sharing content which is bias or not credible is as bad as writing it yourself. Again, calling out flaws or unreliable news can help elevate what your friends share or at least give them pause.

Explain Your Logic for Sharing

When you share articles or videos, explain why you are sharing it. Provide a key point or summary of why you feel the content is worth digesting.

Use Sound Logic

When you comment or share, don't just state your opinion, defend it. Justify, with facts and logic, why you've formed your opinion. And don't get upset if someone challenges you on part (or all) of your argument. Instead, read their response and begin a thoughtful conversation.

Don't Mix Humor with Seriousness

Stay serious if you are posting a thoughtful post or comment. As soon as you switch to sarcasm or humor, the serious conversation is over, because others will follow your lead and switch too.

Challenge People

If someone is using an unsubstantiated "fact" or poor logic in their argument, challenge it respectfully. Focus on the accuracy or truthfulness of their comments or the viability of the logic used.

Be Open Minded & Admit Learning New Things

Be willing to listen and keep an open mind. Consider the possibility of learning how other people think and believe. Likewise, ask your friends to also be open minded as they respond and engage in dialogue.

When your opinion changes or you have seen things differently, admit it. It may encourage your friends to also admit learning new things or change their minds.

Ask More Questions

Ask questions to learn. Instead of just stating your position, dive deep to understand the issue. This helps you understand the other side more and lets them feel heard. And if people don't respond, keep asking until someone does.

Stay Civil

Your friends, and everyone, deserves to be treated with civility and respect. You may understand this but some of your friends may not. They may not be as thoughtful in disagreeing with your ideas, but don't take it as an attack on your personal integrity. Challenging the ideas you disagree with is fine, challenging the person is not. Keep your disagreement based on ideas, not the person.