



Social Etiquette Ambassador Training

Facilitation Notes

Best Buddies: Social Etiquette Training

Facilitation Notes

Objective: To provide Best Buddies representatives with the knowledge and skills to promote Best Buddies in social settings through proper humility, professionalism, appearance, attitude and personal conduct.

Goals: Representatives will leave the training with the ability to uphold themselves and speak the mission of Best Buddies in social settings with respect, positivity, and professionalism.

Materials: Handouts, PPT, projector, internet access, pencils

Welcome

Slide Two: Goals of this Webinar

Review what we will be discussing in the webinar:

- What social etiquette is and why it is important.
- What social etiquette looks like in a variety of settings such as when networking at an event, when portraying yourself in social media, in the way you dress and how you represent Best Buddies as an ambassador.

Possible ice breaker:

Have them get into groups of 3 - 5 people, have them introduce themselves and discuss what social etiquette means to them and maybe some examples of social etiquette that they have seen or exemplified themselves.

Slide Three: What is Social Etiquette?

ASK them to share what they think social etiquette is and some of their examples of social etiquette.

Define social etiquette

- Social Etiquette: Common and appropriate behavior in social environments that involve manners, relevant conversations and respectful mannerisms.
 - Humility, professionalism, appearance, attitude, and personal conduct

Slide Four: Why is Social Etiquette Important?

Discuss why it is important

- Why it's important:
 - Manners —> helps to avoid displeasure and have others treat you the same. Some common examples of manners are saying your please and thank yous where necessary, opening doors for others if you are able to and especially opening doors for others who are unable to open



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their own door, acknowledging others who you walk by with waving or smiling at them, greet others and ask how they are when they walk by, etc.

- Relevant conversations —> in order to keep the conversation pleasant and interesting. It's important to stay on topic with conversations that are focused on the topic of work that you are doing and not talking about off topic or personal stories.
- Respectful mannerisms —> to leave a good impression and to instill respect. When you show others that you respect them they will in most situations reciprocate. Even if they do not reciprocate, it is still important to maintain respect in the workplace on your end.

Slide Five: Best Buddies' Terms for Social Etiquette

Review how social etiquette is defined for Best Buddies ambassadors- emphasize

- Social etiquette as shown on the Best Buddies website under 'Best Buddies ambassadors':
 - Humility: Ambassador is self-aware of their unique qualities and stays free of pride or arrogance
 - Professionalism: Conduct themselves in a respectful, honest and responsible way upholding the standards of BBI
 - Appearance: Ambassador presents themselves in a clean, well kept, and appropriate attire
 - Attitude: Maintains a positive perspective on their role as an ambassador and BBI
 - Personal Conduct: Behaves in an appropriate manner by treating people with respect acting lawfully and showing leadership in their daily lives

Slides Six: What Social Etiquette Looks Like

Mention the various scenarios that social etiquette is practiced in:

- When networking at an event
- When portraying yourself in social media
- In the way you dress
- How you represent yourself as a Best Buddies' ambassador

Start going into each category in detail:

Slide Seven: When Networking at an event

Briefly explain scenarios of networking at an event so the audience gets a general idea of what networking at an event means.



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Then move on to the points on the slides that outline the main social etiquette practices one should uphold when networking at an event.

- Never interrupt a conversation

Play video:

The video will talk about the best way to introduce yourself and what you represent in a public setting. Discuss how this video pertains to the point above the video link. Emphasize asking if the person is available to talk, and mention alternatives if they are not available

- Move onto the next point which states to not repeat the same information multiple times to the same person

Play video:

The video will give general key points to mention when talking about your role in Best Buddies and about Best Buddies itself in order to avoid repeating information. Discuss other key points someone could mention and emphasize at the end the importance of only saying these points once, they do not need to be repeated.

- Move on to the next point of not bugging or nagging people you are networking with.

Play video:

This video talks about what social cues to look for when your audience is disinterested in the information you are talking about. Discuss other social cues you or the audience can think of and ways to mediate situations where people are disinterested such as changing the subject or simply closing off your conversation.

Summarize the points made:

Don't interrupt conversations, instead wait, ask if they have time to speak when conversation has died down, and if they don't have the time to listen to you then leave them a card as you leave.

It's important to not constantly talk to someone or repeat information, mentioning something once is effective unless asked to repeat information.



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Slide Eight:

Play video

This video will exhibit a good example of networking at an event and with the summarized points in mind, answer the question below:

Ask:

How are these tips for networking at an event practiced in this video?

Slide Nine: When portraying yourself in social media

Discuss various social media platforms and how people may interact with your social media accounts.

- First most important point about how you represent yourself on social media is to not be a bully. No bullying- this includes posting something on your page that is mean/hurtful about someone else, commenting something rude/hurtful on another person's page, messaging other followers privately and talking rudely to or about someone. Bullying is highly unacceptable, and it does not represent inclusivity or friendship.

Move onto how to practice social etiquette on social media as a representative of an organization.

- Your social media is not your diary. It is important to have boundaries on how personal you allow your social media to be. It's okay to share what you are doing in your life, but be weary of what is too personal to share- i.e. share about going on a vacation somewhere, maybe don't share how much money you spent. Often times you want to share when you're going through a rough patch in life- share that you're having a hard time and any wishful thinking for you is appreciated, but maybe don't share details on what it is that you're going through, especially if it involves other people. It is also important to keep in mind to not excessively share about personal situations.

Play video:

This video will explain social media posts one should not make.

- Move onto being positive on social media. When representing a company or organization make sure it is all in a positive light, whether that is with posts or comments, you don't want to represent a



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company and talk poorly about it. Not only do your actions and posts reflect the company, but it also reflects who you are as an individual.

Play video:

This video will discuss ideal posts to make on social media that portray yourself or Best Buddies.

- Engage positively with your audience to build a better fanbase.
- Have a limit on how you engage with your fanbase → be conscious of what you say/share with others, stay away from those who are negative and don't reciprocate their attitude to them, be aware of how much you message your followers.

Play video:

This video will discuss how Best Buddy representatives should engage with their audience.

Summarize points made:

Your social media page should not be used to hurt or bully others, and it should not be used to vent all your personal problems. It should be used to uplift others and give others inspiration, especially as a Best Buddies representative.

Engage with your audience in order to build a fanbase, but have a limit on how you engage with them and who you engage with. And last but not least, refrain from bullying on Social Media.

Slide Ten:

Play video:

This video will give an example on how to ideally portray yourself in social media and with the summarized points in mind, answer the question below:

Ask:

How are the tips for portraying yourself on social media practiced in this video?

Slide Eleven: In the way you dress

- Move onto how presentation is important with how you dress and how you get ready for the day. With getting dressed and getting ready for the day, hygiene is key. Hygiene is smelling nice, having clean clothes, and looking ready for the day will make you more approachable to other people



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Play Video:

This video will discuss how important hygiene is when it comes to social interactions and what proper hygiene is when it comes to attire.

- Dressy events call for dressy attire, casual events call for casual attire. Be aware of the event you are going to and how you dress for that event because if you don't look ready for the event it can make you look unprofessional.

Play Video:

This video will talk about why it is important to be mindful of how you dress for certain events (i.e. wearing dressy clothes for dressy events, etc) and how it will look on you as a representative of Best Buddies if you are not dressed properly for certain events (I.e. you come in sweats when you were supposed to dress up for a Best Buddies' event)

- When in doubt, don't wear pajamas or sweats to any Best Buddies events (or org/company events that you represent). When in doubt, wear best buddies gear.

Play Video:

This video will discuss some "go to" articles of clothing to wear at a social event in order to represent Best Buddies

Summarize points made:

Look presentable and dress accordingly at events.

Stay away from wearing sweats or pajamas to any professional event.

Slide Twelve:

Discuss examples of appropriate attire, examples of non appropriate attire and what is and is not appropriate attire in certain scenarios with summarized points in mind.

Slide Thirteen: How you represent yourself as a Best Buddies Ambassador

- Move onto how it is important to be a positive image of the mission. Who you are as a person- whether that is positive or negative- will reflect when representing Best Buddies, so always try to maintain a positive self-image in order to represent best buddies in a positive manner. You don't want



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to have a negative image for both the org and yourself because that will make the org and you less pleasing and welcoming.

Play Video:

This video will talk about how to maintain a positive self image when representing Best Buddies as an ambassador

- Move onto being enthusiastic and proud about what you represent. When representing Best Buddies, or any org./company, it is always in good manners to be enthusiastic about what you represent (attitude is important). You don't want to talk poorly or negatively about the org you represent because that will make people disinterested.

Play Video:

This video will discuss some tips on how to display a positive attitude when it comes to making an appearance or a speech at an event or in front of others.

- Move onto being humble with your achievements. Don't brag about what you have accomplished because people may be bothered by it, and thank others if they mention your achievements.

Play Video:

This video shows how you can share what you have achieved without oversharing and some limits to keep in mind when sharing your achievements.

Summarize points:

When you represent Best Buddies it reflects what the organization is about and who you are as a person, so it's important to maintain a positive image for both of those.

Be humble with your achievements, and be proud of what you represent.

Slide 14:

Play video

This video will talk about how a Best Buddies ambassador does and where they are represented. Also talks about what qualities Best Buddies ambassadors should possess. With the summarized points in mind, answer the question below:



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Ask:

How are the tips for representing yourself as a Best Buddies ambassador portrayed in this video?

Closing:

Why is this important?

- As a representative of an organization and as an individual, you want to be approachable, pleasant to be around and positive because presenting a negative image is not respectful.
- Practicing these tips and qualities will present you as a professional leader which is an important image to maintain in order for people to be attracted to what you represent and who you are as a person.
- Overall, practicing social etiquette, whether you're representing an organization or not, is important because it shows you have manners, you can interact with others in a respectful way and brings about a likable, approachable image to yourself.