



Click to celebrate, but consider doing it on delay

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This undated photo provided by Samantha Yanks shows Yanks, editor-in-chief of "Hamptons" magazine in New York. The very social Yanks, an avid Tweeter, Facebooker and Instagrammer, says she uses them all as a tool to keep up to date with people she likes and admires, and to keep them posted on what she's doing. Yanks is conscious of asking permission to post updates and especially photos if they involve anyone else. (AP

NEW YORK (AP) — It's so easy to share all that holiday fun in an instant: One click and you can cover Facebook, Twitter, Instagram and all your other social media accounts.

Two seconds later, everyone who wasn't included will know about it, too.

Or someone might notice that you've checked in at a store that holds the item at the top of their gift list. There goes that surprise.

Surely no one wants to make hurt feelings or spilled secrets part of the holiday tradition, yet it can be as tempting to post pictures as it is to grab an extra helping of pecan pie.

To avoid uncomfortable situations, take a breath, experts say, and think about how your status update will be received. What will it say about you beyond your enjoyment of some seasonal cheer?

Social media will be part of the holidays this year — parties, gifts, photos, shopping — in a way it was not five years ago, notes Anthony Rotolo, who teaches social media strategy at Syracuse University's School of Information Studies. He thinks that's mostly a good thing, since your followers or friends are there because they want to be.

Be mindful of others' feelings, however, and try to grow a tougher skin yourself, he says.

Guest lists can be particularly sensitive. The very social Samantha Yanks, an avid Tweeter, Facebooker and Instagrammer and editor-in-chief of Hamptons magazine, says she uses them all to keep up to date with people she likes and admires. She reminds herself that social media is not an accurate popularity barometer. If others are out having a good time, she tries to celebrate it.

And she'll do the same. "I don't want to feel guilty for being there," Yanks says.

Someone might very well know they've been left out, says party planner Kia Martinson of Storrs, Conn., so she encourages her clients to deal with it up front. Some people spell out

Popular in the Community



LeBron James to Fox News commentator: 'We will definitely not shut up and dribble'

1,472 reactions 5% 70% 25%



A theater played 'Fifty Shades' instead of 'Black Panther' and what a hilarious nightmare

234 reactions 5% 68% 27%



People have strong reactions to the president's smiling visit to Parkland victims

7,379 reactions 5% 61% 34%



Lindsey Vonn's timeline filled with hate-tweets following Super-G loss

10,270 reactions 5% 63% 32%



on the invitations whether they want social media use at the event or not, she says. Most of her hosts fall into two categories: those who embrace a public-facing party, dreaming up their own hashtags and arranging shared photo sites, and those who want to do it on the down-low and don't want any social media "coverage" at all.

If someone calls you out for leaving them off the guest list, Martinson says it's best not to dance around it. "If someone says, 'Looks like you had a great party,' just say yes, you did, thanks."

If you're feeling left out, remember that what people post is a selected window into their lives, not a panoramic view, says digital strategist Tamar Weinberg, author of "The New Community Rules: Marketing on the Social Web" (O'Reilly, 2009).

"While social media is a great thing, and I love to see all the kids growing up, and the engagements and marriages, but yes, sooner or later your feelings will be hurt too," she says.

Yanks asks permission to post updates and especially photos if they involve anyone else. She doesn't want to jeopardize someone else's job or relationships. And, she notes, parents are sensitive about having images of their kids posted.

She had an early conversation with her sister-in-law, and now there's a blanket deal that photos of her niece and nephew are OK.

Besides hurt feelings, Rotolo is concerned about the botched surprises that can come when people check in at an airport (or even an airport coffee shop), or if they claim an online shopping deal that's visible to their network. "At this point in time, there's not much surprise left. You have to go off the grid to keep a secret. ... If you want a holiday surprise, you need to plan a connection-less strategy."

However, Weinberg says that with so many people now online and comfortable using social media, there might actually be fewer faux pas going forward.

"There is a growing sensitivity on the part of the poster, but people also are growing that thicker skin," she says. "You don't want it all to be fully sanitized. As long as you are not intending to be exclusionary, people will forget and forgive."

She adds, "We are still in an age of oversharing, but it's getting better."

Perhaps you are digitally savvy enough to untag yourself in the photo or post you don't want to be in, Weinberg adds. And, if you're the poster, consider utilizing your lists to be more selective in distribution.

Rotolo has one ground rule that he thinks will keep everyone out of trouble: "It sounds like common sense, but I don't think people should share anything on social media they wouldn't want their mother to see. It's a good standard to use professionally, socially and with family."

Florida school shooting prompts gun-control rallies

125 reactions 👍 2% 😬 68% 😡 30%



Tessa Thompson Confirms Marvel Is 'Really Excited' About the Idea For An All-Female Superhero Blockbuster

211 reactions 👍 7% 😬 71% 😡 22%



Attorneys for the alleged Parkland school shooter plead to avoid the death penalty

9 reactions 👍 0% 😬 25% 😡 75%



Money trail key to tracking Russian troll operation

120 reactions 👍 3% 😬 75% 😡 22%



Ester Ledecka celebrated her surprise Super-G gold medal at KFC

336 reactions 👍 17% 😬 68% 😡 15%



Florida Shooting Suspect Reportedly Became Violently Jealous After Break-up

394 reactions 👍 3% 😬 62% 😡 35%



Russell Westbrook to Lakers fans chanting for Paul George: 'Paul ain't going nowhere. It's over for that' (video)

21 reactions 👍 0% 😬 90% 😡 10%



7.2 magnitude earthquake shakes southern Mexico

22 reactions 👍 7% 😬 73% 😡 20%



How a 25-Year-Old Former Coder Landed in the Sports Illustrated Swimsuit Issue

22 reactions 👍 11% 😬 63% 👎 26%



Survivors of the Parkland school shooting speak out

1 reactions



Russian Indictment Sends Message on Future Interference Attempts

110 reactions 👍 1% 😬 73% 👎 26%



'Shame on you!' student tells Trump at Florida anti-gun rally

7,664 reactions 👍 3% 😬 59% 👎 38%



Florida school shooting: 15-year-old student 'died holding door open for others to escape'

313 reactions 👍 14% 😬 60% 👎 26%



19 years later, Columbine High School massacre survivors say they still struggle and have debilitating anxiety

199 reactions 👍 3% 😬 75% 👎 22%



Remembering the victims of the Parkland, Fla., high school shooting

78 reactions 👍 2% 😬 72% 😡 26%



Marilyn Manson Melts Down, Walks Off At First NY Show Since Onstage Injury

117 reactions 👍 5% 😬 70% 😡 25%



President Trump claims vindication after new indictments in Russia probe

1 reactions



Mueller indictment of Russians suggests audience beyond court

53 reactions 👍 1% 😬 78% 😡 21%



Lindsey Vonn Has A Message For Her Trump-Supporting Twitter Trolls

8,960 reactions 👍 7% 😬 62% 😡 31%



American Airlines agent saves 2 teenage girls from human trafficking scheme

2,469 reactions 👍 10% 😬 71% 😡 19%