

The background of the entire page is a sunburst pattern consisting of numerous thin, radiating lines in alternating shades of pink and white. In the center of the page is a light pink square with a thin dark pink border. Inside this square, the title is written in a black, handwritten-style font. The title is arranged in three lines: 'How To' on the first line, 'in' on the second line, and '2022' on the third line. The '2022' is notably larger and bolder than the other text.

How To
in
2022

By Amanda Benneyworth

How To In 2022
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Introduction

1

We've done it, we've reached the 20's, now we just have to find out if they roar like they did 100 years ago. Let's be honest, we've gotten off to a pretty shaky start and if the rest of the decade continues in this manner it's going to be a very bumpy ride.

From social media to lockdowns, from filters to new normals (don't get me started), picking your way through life at the moment is challenging at best and completely depressing at

worst. There is one thing that keeps us all going though, humour. You've got to laugh, and believe me, as I go about my daily business there is an awful lot to laugh about.

Join me as I take you on a little journey through life as I see it. In the interests of full disclosure, if you think this book is about you, it is. It's also about me, we are all guilty of a lot of the things that will follow. So, buckle up and prepare to find the funny in the ordinary, because if we can't laugh at ourselves then you've probably bought the wrong book.

How to Navigate Social Media

2

The world has never been more connected. Social media has taken over and we now have the lives of every man and his dog at our fingertips if we so desire. We have intimate access to the daily lives of celebrities as well as the people we went to nursery with 35 years ago and haven't spoken to since. If you can't find an old acquaintance on the socials then the chances are they have sadly not lived to tell the tale or they are living in a cave somewhere at risk of becoming the next star of a reality TV show. #ludditeland

There is so much to say about the online world I could write a whole book, instead I'll give you the edited highlights.

- ❖ If you are having a medical emergency, please let everyone know, write a post about it. Glean opinion from the world's leading armchair doctors and emergency services. Susan from primary school might have seen the rash before and is sure to have advice on the best course of action - cut grass fed into a sock and boiled for four hours cleared hers up in no time.
- ❖ You're having a bad day, mainly because, well, you're having a bad day. Let everyone know BUT do not under any circumstances be specific. In fact, the vaguer the better. When someone notices your bad day and asks what's up, respond with the classic "I'll inbox you hun". Make sure you keep the stealth stalkers among us in the dark, nosiness is most unbecoming.

- ❖ A good deed does not go unpublished. If you find yourself in a situation where you have helped someone, make sure you post it in a way that makes it obvious that you were the anonymous Good Samaritan. Explain that the reason for your post is a well-being check on a nameless person who I'm sure is thrilled to have their traumatic experience, which had been contained to aisle 7 in the supermarket, now made public by the virtue signaller that picked up the eggs and feels worthy of a Pride of Britain award.
- ❖ If you spot someone make a mistake, post it. If you are driving in your car and someone turns left and doesn't use their indicator, it's important that you let your followers know. If you are posting in a community group, always start the post with "To the person in the red car" that way all the people in red cars that were driving in the

town/village that morning will see your post and immediately enrol onto an advanced driving course.

- ❖ You've done your hair and makeup. You look amazing. You are so impressed you take a selfie and the world deserves to see it. Obviously, there are rules here. People can't know that you are feeling pretty good about the way you look today so my advice is to pretend the post is about something else. Ask a question. I find asking whether people think you should get your hair cut does the trick as that will invite people to tell you what you already know, your hair is amazing. Don't forget to filter it, people can't know what you actually look like.
- ❖ A little bit later in the year, or the following week, don't forget to throw back. Repost the fabulous photo (on throwback Thursday obviously) and make a statement to

accompany it, maybe something like, “I can’t believe I was thinking about cutting my hair”.

- ❖ It’s your child’s birthday. Don’t let the day go by without reminding people that your child is the funniest and most caring person ever to have walked the planet. Remind them to keep on being them. Your one year old child will be ecstatic when they read it.
- ❖ You’ve just cooked dinner, it looks great. Let everyone else know, share a photo, don’t let this opportunity pass you by, people need to admire your chicken enveloped in a rich orange crumb accompanied by a chipped solanum tuberosum resting on a bed of curly kale. (Chicken nuggets and chips.)
- ❖ You’ve had an unfortunate accident, whilst you are bleeding profusely in the waiting room of A&E make sure you check in at the hospital. Then put your phone

down, there is no need to respond to the 20 comments asking if you are ok, you don't want to worry anyone. If you require a drip of any kind remember to post a picture of your hand with the cannula in. #nofilter If you aren't lucky enough to have this particular prop, your wrist wearing a hospital tag will do.

- ❖ You haven't been out in a while, let everyone know that tonight, you are going out out.
- ❖ You have seen an accident on the road, you have no idea what has happened, but you wouldn't mind knowing the exact details as to how such a horror could have occurred. Be mindful that you don't want to appear nosy or intrusive. Instead ask if anyone knows if the victims are ok as it has worried you all day.
- ❖ You've driven past a dead cat. You couldn't stop because your child was in the car; however, it is your duty to post

the unfortunate demise sending lots of owners of dark coloured cats into a blind panic.

- ❖ Politics. You know how the country should be run and you should let everyone know. Your unbiased views gained from extensive research on social media and a quick flick through the Sunday tabloids places you in a powerful position and it is your duty to pick apart government policy and let them know what they are doing wrong. It's not rocket science.
- ❖ One of the sad realities of social media is that not everyone is as clever and worldly wise as you. They will create posts that are wrong. You must let them know. Do not keep scrolling, they need to be educated. Put forth your argument (sorry, healthy debate) strongly and if appropriate back it up with links to dubious data sources that only agree with your point of view showing just how

wrong they are. If, after 50 or so comments your point still hasn't been made, agree to disagree, you are the bigger person and you won't sink to this troll's level.

- ❖ You have secured a way to earn an extra income that involves selling massive cans of magic powder that when added to water will make sure the more body conscious among us lose weight instantly. Don't concern yourself with the fact that drinking only Nesquik every day for 12 weeks would probably achieve the same result. Yours is healthy and everyone needs to know. Your followers will enjoy seeing your travel cup of milkshake every morning for 12 weeks. They will be delighted with the before pictures of you standing in front of the mirror with barely a stitch of clothing on and they will be desperate to know how they too can lose weight and make money at the same time. If your photos don't appear to hit the mark,

then start messaging people you haven't spoken to since playgroup. Don't be obvious. Start with general chit chat, comment on a few photos they have recently uploaded and then go in for the kill. It is not fair to keep this information to yourself, you want to share this wonderful opportunity. Don't mention that you would receive a signing bonus and you and your mentor will be getting 90% each of any sale. It is not a pyramid scheme.

- ❖ Whatever is going on in your life, there will be an inspirational quote to capture this moment. Trawl the depths of the internet and post that bad boy. Your followers will love it, they will relate to it, they will read between the lines and agree that yes, dancing in the rain is a true testament to how well you are embracing life, they aspire to be as strong as you are. Don't actually

dance in the rain though, it's cold and will leave you feeling wet not empowered.

- ❖ Consider a daily countdown to your holiday, this will ensure the friendly neighbourhood burglar has plenty of time to prepare.
- ❖ Take policing into your own hands. Set up a crime watch group for your local community. Sit by the window and comment on any van that doesn't look as though it should be there. Run the number plates through that website you've heard about and comment that it doesn't have a valid MOT. If there are children at the park who are older than 3, direct a post at the parents, do they realise they are at the park? If a dog has done his business and it has not been removed, mention it, you may also want to include a friendly note that your doorbell camera has recorded the

squat for prosperity and if it isn't removed you feel you have no other choice than to post the video.

- ❖ It's 5 o'clock, or as you rather wittily put it, wine o'clock.

Advertise your functional alcoholic status by posting a picture of your favourite tippie. You deserve it, you've had a day. If it isn't 5 o'clock, add to the humour by stating it must be 5 o'clock somewhere.

- ❖ The humble brag. You are feeling rather pleased with your life, and you should let your followers know. Don't be obvious, here are some ways to let everyone know how perfect your life is without appearing smug. You've been promoted at work, it's so awkward having to manage your friends and tell them what to do now, you still feel like one of them, but you're not. People just don't seem to realise how difficult it is being a size 8. You are furious with the school for labelling your child

gifted. No child should be labelled. Your daughter got mistaken for your sister yesterday, it was just so embarrassing for her.

- ❖ You're in a new relationship. The world needs to know how happy you are. Check in at every location you and the love of your life visit, if you're not out, check in at home, the bolder among us may even go a step further and check in to bed. Post loved up selfies at every given opportunity, remembering the ironic hashtags, #posingagain #crazy Don't get too concerned that your like count dwindles with every photo, people are just jealous.
- ❖ Nothing beats a bit of ironic humour on a social media feed. You haven't had many likes on your posts about your angelic children in a while, you need to change up. Time to show the world you are a fantastic parent with a

wicked sense of humour by posting pictures of your children crying and explaining the rather witty reason for this mini meltdown. You wouldn't let them draw on the wall, you wouldn't let them wear a bobble hat in summer, you wouldn't let them use the toaster as a bath toy, it really doesn't matter what it is just as long as a picture of your crying child gets the like count up.

- ❖ If you have found an item on the street or in the shop, hold it to ransom. Your post on social media should let everyone know that you are now the custodian of this item and that it is your responsibility to guard it with your life. You are not going to release it until you are provided with a full description of all matters related to the loss and a copy of a passport.
- ❖ You're a secret private detective. Your friend has mentioned that a person you went to school with hasn't

been posting nauseating pictures of her and her husband for a few weeks. It is now your duty to find out why. After hours of extensive research into the “private life” of this person, scrolling through likes, mutual friends and the backgrounds of photos, you have deduced that the husband has run off with a suspected work colleague who happens to be the niece of the local butcher.

- ❖ You’ve had a stint in a reality TV show and now you are a celebrity/influencer. This means you can now make money by taking pictures of yourself in certain clothing ranges, doing makeup tutorials and going to particular restaurants. As long as you don’t mind having a house full of things you would never have chosen yourself and going on holiday to places you never dreamed of, you are now able to navigate life without spending a penny (for six months until you cease to become relevant). The

problem with this new-found fame is that no one wants to see a feed full of adverts. Get creative. I find the most popular way of advertising without advertising is to say that you've had loads of messages asking about the dress you wore last Friday (nobody asked) and then posting a link to the dress. Obviously, you need a little #ad so find the smallest font possible and hide this in the corner of the post. If you are asked to become a "brand ambassador" then you must reveal this to your followers as if you are announcing your run for Prime Minister. It is essential that you explain that you have been wearing their clothes/sitting on their sofas/admiring their makeup for years and this is a dream come true. Do not mention that you had been holding out for a Gucci collab but it doesn't appear that they want to be associated with a third

rate reality show contestant who has a shorter shelf life than a pint of milk.