

The page is decorated with several yellow stars of varying sizes and colors. There are two small light yellow stars at the top, a medium yellow star on the left, a large light yellow star at the top right, a medium yellow star on the right, and three small light yellow stars at the bottom. The text is centered and written in a black, cursive font.

*Social Protocol:
Strategies for Success*

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CHAPTER ONE: INTRODUCTIONS AND GREETINGS

There is probably no more critical skill for creating a positive first impression than having a strong handshake and making good eye contact. It sends a message of confidence and authority. In this chapter, you will learn how to properly shake hands, as well as to introduce yourself and others.

INTRODUCING YOURSELF

It is important to introduce yourself whenever you meet a new acquaintance. Even if it is someone you have met before, it is still appropriate to say your name (he/she might not remember your name and this helps to put him/her at ease).

Here are the important things to remember.

- **Eye Contact.** Have direct eye contact with the person you are meeting and maintain eye contact for the duration of the introduction. Note: If eye to eye contact is too uncomfortable, look between the eyebrows or elsewhere on the face.
- **Smile.** A smile is worth a 1,000 words. Actually, in social interactions, 93% of all communication is nonverbal, and your facial expressions will say more about you than you may think.
- **Extend Your Right Hand.** Meet the other person's hand between the thumb and index finger and shake with a firm grip.
- **Say Hello.** Say your name, *"Hi, I'm Mark Benson."* Say it slowly and clearly enough for the other person to hear and understand your name.
- **Ask the Person's Name.** If the other person does not say his or her name, it is perfectly acceptable to ask for the other person's name. Appropriate phrases include, *"Please tell me your name."* *"I'm sorry, I didn't catch your name."*
- **Stand-up.** Stand for all introductions and handshakes. It shows respect for yourself and others in the room. (You may find that older women do not stand, because it used to be the custom that women remained seated.)



CHAPTER TWO: SOCIAL ETIQUETTE

Proper social etiquette provides that extra polish that enables people to present themselves with confidence and authority. Knowing the rules allows an individual to be comfortable in any social situation. Good manners, though, is so much more than knowing how to shake hands or to introduce someone. It also means kindness to others, respect for someone else's feelings and an awareness of the needs of others. In this chapter, we will learn ways to be respectful and focus on these needs.

COMMON COURTESIES

- **Speaking.** Speak directly to someone when you are talking to her or him. If you need to speak with someone, make eye contact as you ask a question or have a conversation. If the person is in another room, go to the other room to speak to the person or to ask the person a question. If you need to tell someone she or he has received a phone call, do not shout for the person, rather find the person and relay the message.
- **Helping Others.** Pay attention. If you see someone who needs your help, offer to assist the person. If someone is carrying a heavy load, offer to share the person's burden.
- **Stand Up.** It is appropriate to stand up when shaking hands, when an adult enters the room, when speaking to someone who is standing, introducing two people or when being introduced, when a judge enters the courtroom, when The President enters the room, when a bride walks down the aisle, when someone joins you or leaves your company, when the national anthem is played in public, when the congregation stands at a religious service, when greeting guests or saying good-bye to guests, when you are seated and someone stands to leave. At formal dinners, men and boys should remain standing until all people at their table have been seated.
- **Sitting Down.** Wait to be invited to sit down when you are a guest in someone's home, or when preparing to be interviewed. Do not sit until the host sits at the dinner table, or the interviewer asks you to sit. If someone doesn't tell you where to sit, then ask kindly.



CHAPTER THREE: COMMUNICATION

CONVERSATION SKILLS

Initiating a conversation with someone you don't know well can often seem daunting. But, knowing how to "break the ice" can ultimately lead to a new friend or colleague. Remember that conversing with a stranger is difficult for most people, so your efforts to initiate a conversation will be appreciated by the other person.

Here are the important things to remember.

- **Ask Questions.** Most people are comfortable talking about themselves. A good conversationalist asks questions about the person that trigger conversation. Examples might be "Where do/did you go to school?" "Do you have any brothers/sisters/pets?"
- **Be Interested.** To be a good conversationalist, you also must be a good listener. Make sure that you give both oral and nonverbal feedback such as head nodding, eye contact, leaning toward the person, or responding with facial expressions that indicate that you are paying attention.
- **Find a Common Ground.** One of the best ingredients in a conversation is the sharing of similar interests. Often the first few minutes of conversation with a new acquaintance involves an exchange of background information. Within that background information will likely be a kernel of common ground.
- **Have Eye Contact.** Focus on the person with whom you are having a conversation as if that person is the most important person in the room. Do not look around during a conversation to see who else is in the room.
- **Build on Similarities.** Once you find the common interests, talk about them. If you have skiing in common, for example, you might talk about places you have skied. Or this might lead to the topic of travel.



CHAPTER FOUR: IMAGE AND INTERVIEWING

First impressions are very important. The way you dress and your grooming will have an impact on what kind of impression you make on people. Always work to put your best foot forward. The little things really can make a difference.

CLOTHING

Does what you wear really matter? Why don't you wear a bathing suit to church on a hot day or your pajamas to school? Clothing is the first thing people notice about you and a way we show respect to those around us. Your clothes make a statement about you and your self image. You wear certain types of clothes because you like how they look and make you feel. Each time you get dressed, you should think about the message you are sending. If you wear sloppy clothes to a formal event, everyone will think you do not care about the impression you make on others. It is also disrespectful to your host to come in sloppy or inappropriate attire. Keep in mind when you are choosing your clothing that people will make assumptions about you based on your appearance. The other important thing to remember about clothing is that just because someone does not dress like you, does not mean that the person is not someone you would want to know. Everyone has his/ her own idea of what looks good. One person's idea of what is "cool" may not be the same as another's. It is important to look beyond the clothing to the person. This is important to remember about other people as well as about yourself. It is not necessary to always conform to the most current style. Set your own style and decide what makes you comfortable. If you are not sure what to wear to an event, check the invitation for guidance or ask the host. It is always better to be over dressed than under dressed.



CHAPTER FIVE: DINING SKILLS

There are many rules for the table. The primary reason for these rules is that they make it a pleasant experience for everyone at the table. When you play a game, you are expected to know and follow its rules. The same is true for dining. You will be judged by your knowledge and application of “the rules of the table.” People will notice if you do not know how to behave at the table.

PLACE SETTINGS

Place settings vary from house to house, meal to meal, table to table. Being comfortable with the function of each of the dishes, plates, glasses, bowls, knives, forks and spoons allows you to be at ease at any dining occasion.

Here are the important things to remember.

PLATES

- **Charger or Place Plate.** A large plate used for decorative purposes only. It may be removed when you sit down or it may be left on the table as the meal is served, with other plates containing food being placed directly on top of it. It should be removed before the main dish is served.
- **Dinner Plate.** The next largest plate used to serve the main dish or as an under-plate for the soup plate.
- **Salad or Dessert Plate.** Middle sized plate used to serve salad or dessert. It can also be used as an underplate for a soup bowl or to serve an appetizer. If a salad is served with the main course, the salad plate is placed to the left of the forks.
- **Bread and Butter Plate.** This is the smallest plate which is placed above the forks on the left side of the place setting.



