



Podcast Episode 172  
Unedited Transcript  
[Listen here](#)

## “How Social Media Can Make or Break Your Child’s Job Opportunities”

**David Loy:** Hi and welcome to *In the Loop* with Andy Andrews, I’m your host David Loy. Andy thanks for joining us again.

**Andy Andrews:** Glad to be here David. How are you?

**David:** I am fantastic. You have had a couple of interesting weeks and you’re off to a crazy start. You’ve been traveling all over the country. You went from, correct me if I’m wrong, but a couple of weeks ago, you went from, let’s say 60 degrees down to below zero, in the same day.

**Andy:** Yeah, several times, Miami, to Minnesota, from Orlando to Iowa, when they were having, when we landed it was like minus 3. I took a picture outside the airplane window, which I never do, but I looked down and went, oh my gosh. So I took a picture and when we landed I texted to Polly and the boys, and said, I have landed on the moon. I mean, that’s what it looked like.

**David:** That’s crazy. And I know you were in the North East during their big storm as well. But somehow your flight made it.

**Andy:** Yeah. Just amazing. And there were mostly two flight days, which is pretty easy. My theory David, for those of you who travel, tell me if you think this is correct. But my theory is, a one flight day, if you have a schedule and you’re flying from one place to another, you got a pretty good chance of getting there. You

know, you've got a pretty good chance of everything be on time. A two-flight day, you're down to 50:50. I mean, you've got a good chance of something messing up. A three-flight day, something is definitely screwing up. So make sure you have long layovers, a lot of back ups, ok. But a four-flight day, just go back to bed, go back to bed, do it another time.

**David:** How many times, I'm sure more than you like, but how many times in your career, have you had a three or four flight day?

**Andy:** I have, I probably have 8 to 10 three flight days a year, ok. And I probably have one four flight day every couple of years. The four flight days are, I'm just telling you, a 100% of the time, something is going wrong. And the three flight days, just about a 100% of the time, one of those three flights. You know, I don't know that air travel used to be fun but it didn't used to be brutal.

**David:** Yeah.

**Andy:** And just because of all the things that we have to do now. And just some of the stuff, it's pretty brutal.

**David:** That's crazy. Well we need to talk to the guy, who ever it is that's booking you and scheduling all these things. We might need to revisit whoever is doing that.

**Andy:** Yeah, you and S.B. I mean, because S.B., and listen, let me tell you something, if it weren't for her, if it weren't for Sandy, my assistant, it would, I can't tell you. The people that I go in for, I speak for, they don't know, she is the unsung hero of this whole thing. Because when I'm on the way to airport, I'll get a text from her that'll say, so and so, gate so and so, flight on time. But she's

monitoring all the time to know that if this plane is going to have a mechanical, if it's going to be delayed, she can immediately get on with the airline and have something done. Because you know, things aren't like they used to be in that, you're flying with empty planes, or with ¾ planes. Because of the power of the internet and computers and all, these planes are always booked solid, always. And most of the time, they're overbooked, you know. Most of the time they're overbooked and giving free flights to people that will give up their seats, but they're always. And so just think about this, if they're always booked, when a plane has a mechanical issue or plane misses something and all of a sudden you dump 200 people into the system, there's no seats for them to get on.

**David:** Right, yeah.

**Andy:** These people are spending the night in that city, generally, because there's no seat for them to go on. And so it has already changed my life to where it used to, I would be able to fly in the day off, to do something. You know, if I'm booked to do something early afternoon, well there's three morning flights. But I can't do that anymore, because I can't risk that for that organization. And so I have to take another day from my schedule because I have to go the night before. But she is always monitoring those so that many times she knows if there is an issue before I know at the gate. I can be standing at the gate and she'll call and say, this plane is fixing to announce a mechanical, you need to go to such and such gate, I've already booked you to such and such. Because there maybe only two flights, and all of a sudden when all those people rushing up, I mean, not only are you not likely to get first in line, it's just gone by the time you get there.

**David:** But you're right. She's fantastic, she's on top of it and behind the scenes, a huge unsung hero, for everything you do.

**Andy:** Yeah. And I know this is more you wanted to know,

**David:** But a nice shout out to S.B., and S.B. thank you for all you do, if you're listening.

Alright Andy, I've got a great question that came in by voicemail, from Lisa, in West Virginia. So let's jump into today's question, and hear what Lisa had to say and we'll get your thoughts.

**Andy:** Great.

**Question:** Hi Andy and David. I'm Lisa from West Virginia, and I have a request. I would love for you to feature a podcast that targets the teenage and young adult audiences in regards to using social media. I have an 8 year old and a 13 year old, and my family really respects you and the different life lessons that you teach. I think it would be great if myself and other parents could share your thoughts with our children on the importance of making good choices. I'd love to hear you talk about some guidelines that you would recommend in using social media and maybe some implications of using social media. Thank you very much, have a great day.

**David:** Wow, alright, thanks Lisa. That's Lisa in West Virginia Andy. Lisa thank you again for calling and leaving a fantastic question. Andy, what are your thoughts on Lisa's question. She wants to hear, what are your guidelines in recommended usage from teens and social media. What's been you and Polly's approach with the boys?

**Andy:** You know, David, there is something that I know I've talked about this a little bit before and as I have navigated the past few months of my life and helping

some other people, and talking with our boys, one of the things that I know that I need to talk about more often, is the factor of change, how change occurs. You've heard me talk about how we are misinformed, we as a society, we have totally gotten it wrong about how change occurs. You know, the three things that we believe are, the change takes time, that somebody has to have deep desire to change and that somebody has to be like, have a rock bottom experience. And as you know, we've talked about, no, it doesn't take time, change happens in a heartbeat. I know they don't have to desire a change, we've all had that situations where we've been going merrily long and new information came in and we did a 180 and never look back. And we did not desire change, we won't even aware that the change is on a horizon. And the other thing is the rock bottom thing. And I won't go into all that again, but I will say, that there are two things, two things Lisa, that have to be there with every single change. And I can not find a single incidents of change corporately, family wise, nationally, with a team, with a person, an individual, that these two things were not in place. And those things are, what's in it for me, not saying it in a greedy way, just how does this affect me. And number two, proof beyond a reasonable doubt. Meaning this make sense, ok. And so, if those two things are not there, change is not lasting or never even makes an attempt on the surface at all. And I would urge you to really, to go back and perhaps there's a podcast episode where we really discuss this in depth David. But it is important, it is so critical for your dynamic with your family, especially with your children, especially with your teenage children, it is critical that you understand how change occurs. Ok, because I want to explain something very carefully here, to everybody listening. When you hear Lisa's question here, about, what are the guidelines with social media, the guidelines will be different for different people. According to someone's level of responsibility, someone's age, there's different guidelines. You can't just say, this is across the board for everybody. But knowing that, we want the best for everybody, across the board.

And knowing that, that will be different too. Ok, but I want everybody to understand as we're going after this, that many people do not think toward the foundation of this. Now, Lisa is very astute in that she is raising children to be great adults, that's what she is. She's not trying to raise great children, she's trying to raise children who will become great adults. Now most people believe and even if they don't believe it, they don't think it through so they act like they believe, that, ok, you just tell a kid the rules. These are my rules and if you break these rules, you're gonna be punished. Ok, well, long term, that does really nothing to a really smart kid, except, the kid who is more rebellious or not maybe as smart, is just gonna kind of bust through the rules, just gonna break through. Ok, there's the fence. Ok, I'll just take a bulldozer and break through the fence. But a really smart kid will get away with things for a while because they will appear to be following the rules. They don't agree with the rules, but they know that to avoid being punished, they're going to appear to agree with the rules and so they kind of hang in there. But really nothing's change, because then when they get away from mom and dad, whether it's at school, or away for the weekend, or ultimately as they get away, at 18, 19 or 21, then they're going to do what they want to do and they're not going to go by your rules. Ok, and so what this is, this is evidence that in our society, what we do most often is tell people how to do something. You tell them how, this is how you're gonna live your life, this is how you're gonna deal with social media, this is how you're going to use that phone, this is how you're gonna use Facebook. The one thing that separates absolute, a 100% great results from scattered results, are the parents and the business people and the individuals who are not only going to say, this is how you do it, but to explain why we are doing it that way. Ok, because only why you are doing it this way, will reveal what's in it for you. This is why I'm wanting you to do this because if we look down the road, if we look where you want to be, no, where you want to be. So this is going reveal what's in it for you and it's also going to reveal that common

sense thing. This is going to make sense, ok. And then you've got an opportunity for true change to happen. Ok, so, I say all that, to say Lisa, one of the first things you want to do with an 8 year old and 13 year old, and you do it more, and it'll be more adult version with your 13 year old, is, I guarantee this 13 year old is thinking about adulthood. This 13 year old is thinking about living alone at 25 or 26 or 22 or whatever. And so you need to know and whether they've actively thought about it or not, they need to know, what are you after? What are you wanting to do? What kind of life are you wanting to live? I'm not saying what degree you want to get, if you want to get a degree. I'm not saying where you want to go to school? I'm saying, let's get past all that, at 25, you're having to live an adult life. You're not living with mom and dad, you're not at school, or thinking about school. You're already living, you're out there. Ok, so you're in competition with other human beings, for jobs, or you're in competition with them for business. And so, how do you wanna live? And I mean, I get down to the bottom line with my boys. What kind of house, where, what kind of ground? I mean, I get down to everything. Because when you agree and they agree, then you can see patterns of certain things. And you can start to say, these things, these things that you're doing now, these things that people who do those things, they do not end up in that place. Ok, so the people who do these kind of things, they have a chance of ending up in that kind of place. But tell me, do you know any person who does this and does this and does this and acts this way, and acts this way, and says this and says this, and says this, and does that kind of thing every day, and does that kind of thing. Do you know anybody like that who has ever ended up in this place that you say you want to be?

**David:** Right. Well I think it's interesting to also bring out Lisa, that there is, Andy you've got to teach that kids at some point that these decisions truly do matter, not just for today and then the specific instances of social media. But

decisions you make today, can truly affect the job that you might get in 5 years because there's always a record of it.

**Andy:** Yeah, and that is so true and that should be obvious but rarely things are obvious to people so you need to say that Lisa. But also give them, build stories, build examples, and here's what I'm talking about. Here's an example, I talked to a lot of CEO's, a lot of HR people and I talked to a lot of people who are in a position of hiring and firing, or putting together a new position, a new job. Well you know what David, I just read an article yesterday. Just read an article yesterday about a girl on social media who posted on her Instagram or something, starting this stupid and had another word in there, new job today, uh. That's what she posted. And the owner of the place saw it and responded and said, no, you just thought you were starting today, don't bother coming in, we will choose someone else who is more grateful for the position and in a better frame of mind to deal with our customers. I mean, fired before she ever got there. Because she posted something, you know, on social media. But if you think beyond that, I mean, that's really an obvious one. But when somebody, a company puts out for a position. Now I want you to think through this, and Lisa this will be something you can use exactly like this. And then David I think we're probably through with this because I think Lisa you got this. I mean, just tell by her question and everything, she's totally smart and I think we can give these guidelines and here's a perfect example that you can use Lisa. Is when a company puts out word that they're going to hire for a new position. Depending on a size of the company, they get tens, dozens, sometimes several hundred applications, with resumes, for this new job. Well somebody will sift through that, usually an intern, or some other lower level position. And they'll knock it down to the top 30 or 40. At which point somebody will look a little more carefully through these.



Now some of the obvious things, I mean, social media is one of the first thing they look at, but some of the obvious things is, cussing, inappropriate attire, you know, like nudity or some crazy stuff on there. And that will disqualify somebody right away. I mean, you can just see that, you can see it forever. I mean, the internet, things, you used to be able to hide things, you can not hide anything now. It's not just the FBI and the CIA, that can find out anything. Anybody with a computer can find out anything. And so those 30 or 40, are winnowed down to like 10. And then they'll take that 10 and they'll do some kind of preliminary conversation with them, usually over email. And then they'll narrow it down generally to three. Now these three people will get a personal interview. Now as you can imagine, unless one of these three people is just a total idiot, they pretty much come through the personal interview very well.

**David:** Right.

**Andy:** But there are many times that I hear instances because of the job that's available, the opportunities available, it narrows that focus and it narrows those three individuals to the same type of individuals. Meaning they're quite often, they're the same age, there's the same experience, they have the same, sometimes the same gender, the same area of the country. They, by all practical purposes, they're the same. So now, somebody has to say, this isn't a matter of choosing a best, they all appear to be great. We could probably flip a coin and get somebody in here who's one of these three, any one of these three could probably do this job. Ok, but so now we're not really choosing as much we're trying to find something to knock out two others. So now you're trying to find something to knock them out. Alright, I want you to think of something. Let's take something as innocuous as somebody, I say, let's say this person's 25 years old, and let's say there is a picture on the social media of them wearing their hat backward when they were 16. Nine years ago, nine years ago. And all he did was wear his hat backwards.

Now here's what I want you to understand. And some people, some people David are going to hear this and they're going to go, that is so ridiculous, I'm never listening this podcast again. Ok, but I want to warn you before you say, it's so ridiculous I'm never listening to this podcast again. The reason this podcast exists, is to give you an edge that no one else will have and the reason no one else has this edge is because nobody thinks of this stuff, nobody will talk about it out loud. Nobody will say it to the media but you and I both know what I'm about to tell you, absolutely happens because you have done it. Ok, so here's what it is. Now we're going to investigate these three people. They're all 25, they're all the same gender, the same experience, the same age, they can all do the job. We got to knock out a couple of them. So now we see that buried deep in Facebook or wherever it is, there's a picture of this person wearing the hat backwards, nine years ago. And so, now this person is sitting there in this company thinking, oh, well, it's nine years ago. I mean, this guy came in and he looked perfect. I can't see any example of anything, you know, recently. He's thinking. Of course none of these other people are wearing their hat backwards. But you know, he's not going to wear his hat backward at work. I mean, and understand wearing your hat backward, is not wrong, it's not right, it's not a sin. Ok, but we all know that there's 20% of the people in position of hiring and firing in America that do not think that's a good look. And so now this person is thinking, ok, but he's not going to wear his hat backwards at work. Ok, but, I guess, because he wore the hat backwards, there's a possibility he's still wearing his hat backward away from work. But that's away from work. Ok, well if he's away from work, would people know, even if he's away from work, would people know he works for us? Does he represent us away from work? Hm. You know what, we're just going to cut him out. We got to cut somebody so we're going to cut him. And this person would never ever know.

**David:** Exactly. And never intended or never thought that, that would even have such a potentially huge impact down the road.

**Andy:** All I'm saying is, you want an edge? And so to try to tell your kid, don't wear your hat that way, or don't do this or don't do that. You know, you're spitting in the wind a lot of time. But if you can tie it to what's in it for them, and have it make sense with the story, you will see lasting change.

**David:** Wow. Andy that's great stuff. Lisa that's a fantastic question. There was a lot for you and your friends to discuss there. I know that you said that it would be great to have some thoughts from Andy to kick around with other parent, friends of yours. So there's a lot for you guys to continue to discuss there. We'd love to hear additional questions. Send us an email [intheloop@andyandrews.com](mailto:intheloop@andyandrews.com). Give us a call 1800 726 2639, tell us your name, where you're calling from and what your question is for Andy. And we will get to that on a future episode. And Andy thanks again for your time and for your thoughts, for your wisdom. And we will talk to you next week.

**Andy:** Alright buddy thank you and thank you Lisa.

\*\*\*\*\*

**Would you like to run something by Andy? Contact us and your question might be featured on the show!**

- Phone: 1-800-726-ANDY
- Email: [InTheLoop@AndyAndrews.com](mailto:InTheLoop@AndyAndrews.com)
- [Facebook.com/AndyAndrews](https://www.facebook.com/AndyAndrews)
- [Twitter.com/AndyAndrews](https://twitter.com/AndyAndrews)