



JOE STONE

DON'T GET HIM STARTED... ON SOCIAL MEDIA CRIMES



Putting on a posting persona? Beware of friend lols...

Ever haunted by the creeping suspicion someone is screen-grabbing your Instagram posts and crucifying them in a group WhatsApp chat? Me too. Although, being a member of at least three such threads, it could be my conscience talking. Indulging in forensic analysis of heinous social media activity committed by semi-friends is one of my guiltiest pleasures (along with fantasising about winning a Pride of Britain award and reading disarmingly convincing conspiracy theories about how Louis Tomlinson's son is definitely a doll).

The problem is, I find it impossible not to be two-faced in the internet age, when half my friends have developed split personalities. It's as if people I've known for years suddenly have an evil twin – except instead of dumping bodies in the canal, they're posting inspirational quotes misattributed to Marilyn Monroe.

There needs to be a weird German word to describe this phenomenon, where people who are great IRL behave like monsters online. I can never understand friends who wouldn't dream of spouting endless platitudes in person but feel compelled to post reams of nonsensical inspirational memes. Things like, 'Live in the now,

it's the oldest you've ever been and the youngest you'll ever be.' Pardon, hun?

Then there are the ones with a 'personal brand' (and upwards of 36 followers). Wellness bores who document their spirulina shakes but fail to mention the two bottles of rosé they sank the night before. I realised things had gone too far when a friend issued a press release about his break-up and published it on three platforms, claiming it was a 'painful but mutual' decision. (He was dumped, FYI.)

When compared to these atrocities, I'm confused by people who complain about baby pictures cluttering up their feeds. Why are you their mate if you don't care about their life? I'd much rather see a friend's baby/puppy/lunch than yet another selfie, Facetuned until they resemble a watercolour of a Disney Princess. The elephant in the room being we've met you. We know what you look like, and it's not an anime.

Social media is a wonderful thing. It allows us to share our lives, stay in touch with friends abroad, and find out which of our classmates now votes UKIP. Let's not abuse it. Let's try and develop some selfie-awareness. Let's – please God – stop besmirching Marilyn's good name.



HELEN BULLOCK

Fashion illustrator and print designer du jour, currently doing a covetable line in tote bags.

VENUSROX

For all your crystal needs (Spirit Quartz is the new Kalms. Fact).



DAVID JACK

Sought-after skin specialist with the best bedside manner on Harley Street (the Scottish lilt helps).



'THE BOY'

How are people still using this to describe their boyfriends? Why?

CANNED MUZAK

M&S has banned it in stores.



X FACTOR

Observing the new panel (average age: 54) it's safe to say the show's 'journey' is at an end.

