



HappyThon 2010 Ambassador Guide

*I am kind of a paranoiac in reverse.
I suspect people are plotting to make me happy.
~ J.D. Salinger*

Plot to make the world happier!!!

Founder's Note:

Thank you for making our second **HappyThon** bigger than last year by being a **Happython 2010 Ambassador**.

We learned a lot last year and I'm sure we'll learn more this year. The *HappyThon 2010 Ambassador Guide* has been updated to reflect your various online communities. It's an opportunity to learn something new about your friends and happiness.

HappyThon 2010 is not the end, but the beginning of celebrating the **11th Annual Happiness Happens Month** and **12th Annual Happiness Happens Day, August 8th**.
Use this guide all month long – or anytime.

As a **HappyThon 2010 Ambassador**, you've been asked to share eight happy somethings via e-mail, blogs, or with your online communities – **Facebook, Twitter, MySpace, YouTube, LinkedIn** and any others you belong to. **Even consider sending a text message.**

Since **happiness is contagious**, your happy messages affect your friends, friends, and even their friends. Sharing your happy messages is step one. Step two is to get the people you share with to share also. Encourage the conversation ~ that's how the happiness will spread.

I plan to be online starting Saturday afternoon (CST) - it'll be August 1 in Australia. So, if you want to chat happy connect with me online or send an e-mail:
pamelagail@sohp.com.

Plot to make the world happier. You are happiness! ☺

Pamela Gail Johnson
Founder
Secret Society of Happy People

Prep

Are you an **Amused Member**: (<http://www.sohp.com/membership.php>) of the Secret Society of Happy People (it's free)?

Do you follow the Society on (there are links @ www.sohp.com):

Twitter -- http://twitter.com/SOHP_com

Facebook -- <http://www.facebook.com/happysociety>

LinkedIn -- <http://www.linkedin.com/pamelagailjohnson>

LinkedIn Group - Secret Society of Happy Professionals:

<http://www.linkedin.com/groups?mostPopular=&gid=3230104>

MySpace -- <http://www.myspace.com/societyofhappyypeople>

If you get my messages it's easy to copy and send them.

HappyThon 2010 Goal:

*Plotting to make the world happier by increasing
the online chatter about happiness.*

Society Founder, Pamela Gail Johnson on UStream:

I'm going to attempt, technology is not my happy point, to do a **UStream** visit with everyone on **Sunday, August 1 @ 3:00 CST** (if I can get the webcam to work). Join me and if all goes well we can increase the personal conversations on **UStream**.

Also, let your friends know in case they want to join us.

<http://www.ustream.tv/channel/secret-society-of-happy-people>

HappyThon Basics

If you are on multiply social media sites, mix up the messages between them.

E-mail

If you're only sending e-mails, you may want to send them out over the course of a week. You may not want your friends to think your happy crazy. Then again...

Or consider one e-mail with a message like this – if you want mine to forward send me an e-mail pamelagail@sohp.com:

The **Secret Society of Happy People** is celebrating the **11th Annual Happiness Happens Month** (August). I'm participating in **HappyThon 2010**, 24 hours of social media messages about happiness.

It would make me happy to know more about what makes you happy. Below are some questions that I've answered. Replace my answers with your answers and send them back to me and any of your friends that you'd like to know more about what makes them happy.

- What's the happiest moment you've had recently?
- What song makes your toes tap?
- What TV show makes you laugh?
- When you need a happy-pick-me-up what movie do you watch?
- What's your favorite childhood food?
- What's your happy beverage?
- What's your favorite smell?
- Who makes you smile just thinking of them?
- Where and when was your favorite vacation?
- What is your favorite holiday?
- If you had a happy adjective in front of your name what would it be?
- What are your favorite happiness quotes?

Want more information about the Secret Society of Happy People and Happiness Happens Month? Visit www.sohp.com.

Facebook

Facebook is highly interactive because your messages are easy for your friends to find.

This year please send out this message (with the hopes your friends repost too):

The Secret Society of Happy People is celebrating the 11th Annual Happiness Happens Month (August). If you believe it is important to celebrate happiness then copy this message and share it with your friends to remind them Happiness Happens. www.facebook.com/happysociety

Consider posting the above message on any of the groups you belong to or pages you "Like."

Post similar questions like these and answer them yourself. This way you'll get to learn a little more about what your friends think about happiness.

- What's the happiest moment you've had recently?
- Share a picture of a recent happy moment.
- What song makes your toes tap?
- What TV show makes you laugh?
- When you need a happy-pick-me-up what movie do you watch?
- What's your favorite childhood food?
- What's your happy beverage?
- What's your favorite smell?
- Who makes you smile just thinking of them?
- Where and when was your favorite vacation?
- What is your favorite holiday?
- If you had a happy adjective in front of your name what would it be?
- What are your favorite happiness quotes?
- Who's your happy role model?

After HappyThon 2010, consider posting a Happiness Happens when...(and list your happy moment of the day) for the month of August.

Twitter

If you Tweet, you can send more than 8 messages during **HappyThon** because this is a little more like driving by a bulletin board – if someone isn't online when a message posts they will probably miss it. **Please #HappinessHappens – this way the topic can trend and we can follow each other.**

Consider these Tweets:

- Help us celebrate the 11th Annual **#HappinessHappens** Month: www.sohp.com
- **#HappinessHappens** when I hear (your favorite song). Your favorite song?
- **#HappinessHappens** when I watch the (favorite sports team)? Your favorite team?
- **#HappinessHappens** when I watch (favorite movie)? Your favorite movie?
- **#HappinessHappens** when my mom cooks (favorite food)? Your favorite food?
- **#HappinessHappens** when I drink (favorite drink)? Your favorite drink?
- **#HappinessHappens** when I read (favorite book, magazine, newspaper)? Your favorite thing to read?
- **#HappinessHappens** when I vacation in (favorite destination)? Your favorite vacation spot?
- **#HappinessHappens** when I tweet.
- **#HappinessHappens** when I think of (name).
- **#HappinessHappens** when I smell (your favorite flower, candle, or other smell). What's yours?
- **#Happiness Happens** when I (your favorite activity, swimming, biking, cooking). Your favorite pastime?

Considering continuing the happiness happens theme by sending out your personal **#HappinessHappens** when (and list your daily happiness happens moment) for the month of August.

MySpace, LinkedIn, Blogs & Other Online Communities

MySpace is about music, so make it a happy music time.

LinkedIn is professional, so post professional happiness.

Blogs: If you have one please mention Happiness Happens Month and www.sohp.com.

Other **Online Communities:** Just make sure the message matches the theme of the community.

Text Message

Send a Text Message to your network that says something like: **Celebrate Happiness Happens Month with me. (www.sohp.com)**

SOHP.com Links To Send to Your Social Media Friends & Family

- Become an Amused Member – <http://www.sohp.com/membership.php>
- Become a Facebook Fan – <http://www.facebook.com/happysociety>
- Join the Secret Society of Happy Professionals on LinkedIn: <http://www.linkedin.com/groups?mostPopular=&gid=3230104>
- Check out the SOHP Happy Tunes: <http://blip.fm/profile/SOHP/playlist>
- Check out the new blog, *Contentment is the New Bliss*: <http://sohp.com/contentment/>
- Did you know there are **31 Types of Happiness**? http://sohp.com/thirty-one_types_of_happiness.php
- Celebrate Happiness Happens Month: <http://sohp.com/happymonth.php>

Plotting to make the world happier one happy message at a time.