How to be a Twitter Star

Presentation by

Glenn McKnight and Shreedeep Rayamajhi

Objectives of Webinar

This webinar is intended for the use of the Social Media Working Group(SMWG) members who have volunteered to promote, capture and share information from the **ICANN 68 Meeting**

Part One: 10 Rules of Twitter Reporting
Part Two: Crafting Effective Tweets

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About the Presenters

Shreedeep Rayamajhi and Glenn McKnight

Shreedeep is a journalist, & Blogger. He has worked as a social media strategist in his past. He runs various social media awareness groups and has been actively involved with SEO and content management.

Glenn has a long history in using Social media with the use of Social Media for the launch of the BAYGEN RADIO as a cost effective tool to influence the media to promote the Windup radio sales around the world.

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Rule One- Your Online Presence

People **TRUST** people, not default profile images Use a real picture of yourself it generates interest and **encourages people** to not only **follow you** but relate to **your passion** and keep an eye on **your tweets** - BEING YOURSELF

Goal:
It all leads to **more retweets**.

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Rule Two: Connect with Others

Follow other people as well as follow people back- **NETWORKING**
This allows them to **connect** with you personally through **Direct Messaging**

Goal:
 The **power of social networking to influence** people

Rule Three: Be Generous Promote Others

❏ Make sure you **retweet** your **most inspiring** and **passionate followers**- **CONSISTENCY**

❏ **Support** the other members of the Social Media team by **retweet their messages**

Goal

❏ Build **solidarity** amongst the So-Me Team

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Rule Four: Ask and Answer Question, Connect with Others

- For Engagement ask your followers questions, this is the best way to **engage them** and get **some valuable information** in the process
- Answer their questions, **share your knowledge, participate** - **ENGAGEMENT**
- Consider **engaging in chats**

Goal
- Treat the discussion as a **real conversation**

Rule Five: Acknowledge the Source

Be kind, **acknowledge people** who **shared** their information with you, **credit the source** ie. their **Twitter handle-** CREDIBILITY

Goal

❑ Be **respectful** to the **content creators**, it's a **mutual thing**

Rule SIX: Use of Pictures and Graphics

Add **quality pictures** of the speaker or session
Use of photos dramatically **increases** the
changes for retweets -QUALITY
When we use **pictures, cartoons & graphics** it
enhances our **chances of retweets**

Goal
   Increase your **chances** of being **retweeted**

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Rule Seven: Mention/Tagging

"@username" used to mention a particular handle -**CONNECTING**

Picture/graphics can be tagged up to **10 people** without effecting your **140 ch limit**

Goal

Enhance your **audience**

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Rule Eight: Hashtag Tweets

In your tweets add the following **HASHTAGS**
#ICANN68, #ICANNAtlarge #ATLARGE,
#ATLARGEWEBINARS
#AFRALO, #NARALO, #EURALO, #LACRALO,
#APRALO-**COLLABORATION**

Goal
Make it **count**

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Rule Nine: Don't be Abusive

Be nice all the time because everyone is connected to everyone on the **Web**. **Don't be Abusive**- **ETIQUETTE**
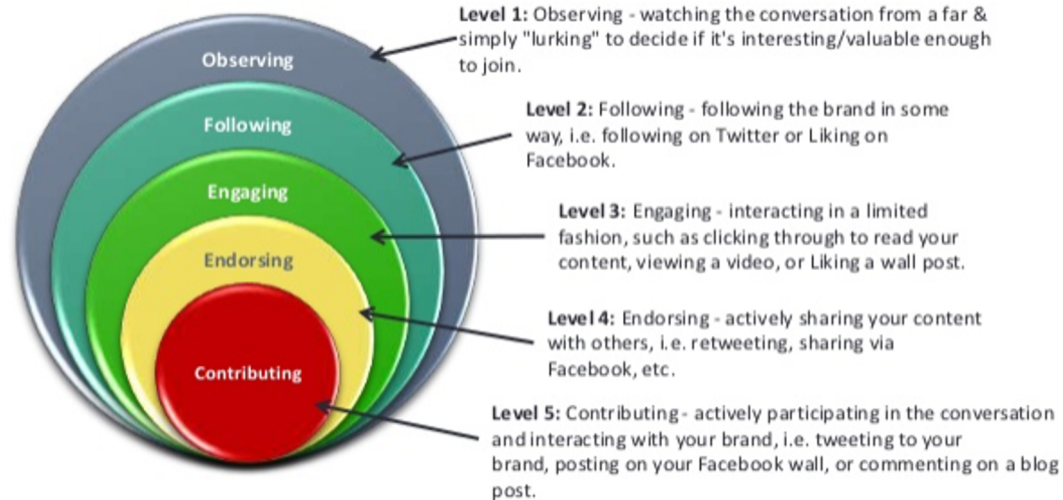
Don't use capital letters its also treated as **abuse** in tweet world

Goal

No dividends in **revenge**

Rule Ten:

The 5 Levels of Social Media Engagement

Level 1: Observing - watching the conversation from a far & simply "lurking" to decide if it's interesting/valuable enough to join.

Level 2: Following - following the brand in some way, i.e. following on Twitter or Liking on Facebook.

Level 3: Engaging - interacting in a limited fashion, such as clicking through to read your content, viewing a video, or Liking a wall post.

Level 4: Endorsing - actively sharing your content with others, i.e. retweeting, sharing via Facebook, etc.

Level 5: Contributing - actively participating in the conversation and interacting with your brand, i.e. tweeting to your brand, posting on your Facebook wall, or commenting on a blog post.

QUIZ:1

Twitter used to be limited to how many characters?

Your answer is?

1. 351
2. 121
3. 140
4. 280

Part Two: Crafting the Tweets

Twitter requires a **special set of writing skills** that more effort than composing a detailed email. Always use **SHARP, SMART** and **KEYWORDS**.

According to Mark Twain "*I didn't have time to write you a short letter, so I wrote you a long one*"
Composing a summary of an ICANN session or policy topic requires patience and dedication to writing with the
limitations of
TWITTER original limit was 142 characters now 280

Good Reporting Style

Tweets are

- Brief tweet
- Smart Keywords
- Encapsulate the key ideas of the session
- Incorporate relevant hashtags
- Links to important documents
- Acknowledgement of speaker(s)
- Quality picture

Tweet Sample

Glyn Moody Retweeted

Keir Starmer ✔ @Keir_Starmer · 34m

Take away line: if Johnson cannot function without Cummings, he is unfit to be prime minister.

Boris Johnson isn't fit to lead | The Spectator

Danny Kruger, formerly Johnson's political secretary and now the MP for Devizes, has — perhaps inadvertently — done the country some small ...

🔗 spectator.co.uk

Tweet Sample

Samantha Dickinson @sgdickinson · Mar 12

#ICANN67 Q&A with ICANN Org Executive Team, @dc396: wrt evolving identifier systems that may pose a significant challenge to DNS, OCTO hasn't identified anything that's a feasible replacement for DNS in the near term. But new tech is constantly evolving & we are keeping a watch.

Poor Tweeting Report

Tweets are

- Long tweet
- Promotional or Advertising
- Repeating the tweets
- Using unwanted and Irrelevant hashtags
- Posting wrong links
- Poor or negative content
- Retweeting without logic

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What is **<u>not</u>** a recommended best practice for creating Tweets

1. Keeping it brief with a short number of hashtags
2. Providing a link to white paper, briefing note or agenda
3. Include a quality photo of the speaker
4. Unverified URL links
5. Inclusion of speaker(s) names

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Part Three: Activities and Duties

1. Sign up for being the prime reporter for one or more of the ICANN 68 session
   https://community.icann.org/display/atlarge/At-Large+Meetings+-+Monday%2C+22+June+2020
   1. See sign up sheet https://tinyurl.com/y9k2fvf4
   2. Practice the 10 Rules of Twitter Reporting
   3. Use the ICANN68 image