



# How to be a Twitter Star

Presentation by

**Shreedeeep Rayamajhi and Glenn McKnight**

# 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 70 Meeting**

## **Part One: 10 Rules of Twitter Reporting**

# 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.

# 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**.



## 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

# 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**



# Rule Seven: Mention/Tagging

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

**Picture/graphics** can be tagged up to **10 people** without effecting your **280 ch limit**

## Goal

**Enhance** your **audience**

# Rule Eight: Hashtag Tweets

In your tweets add the following **HASHTAGS**  
#ICANN70, #ICANNAtlarge #ATLARGE,  
#ATLARGEWEBINARS  
#AFRALO, #NARALO, #EURALO, #LACRALO,  
#APRALO-**COLLABORATION**

**Goal**

Make it **count**



# 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:

## 5 Levels of Social Media Engagement



# Questions

Q/A