



How to be a Twitter Star

Presentation by

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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