

# Art of Assertive Communication, How to be visible in Social-media ICANN 76

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By Shreedeeep Rayamajhi



# COMMUNICATION



## THE COMMUNICATION

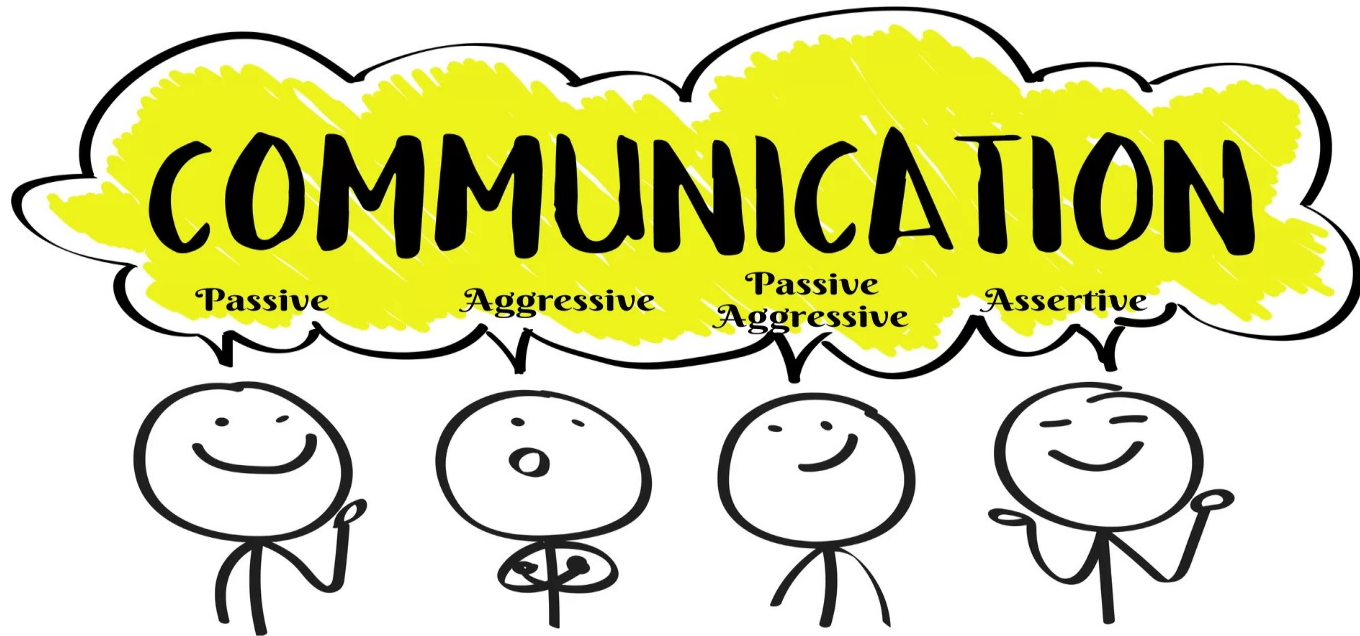


**Communication** is the act of giving, receiving, and sharing information through verbal and non-verbal methods.

**Good communicators** listen carefully, speak or write clearly, and respect different opinions.

In our daily life, communication helps us build relationships by allowing us to share our experiences, and needs, and helps us connect to others.

# Assertive Communication

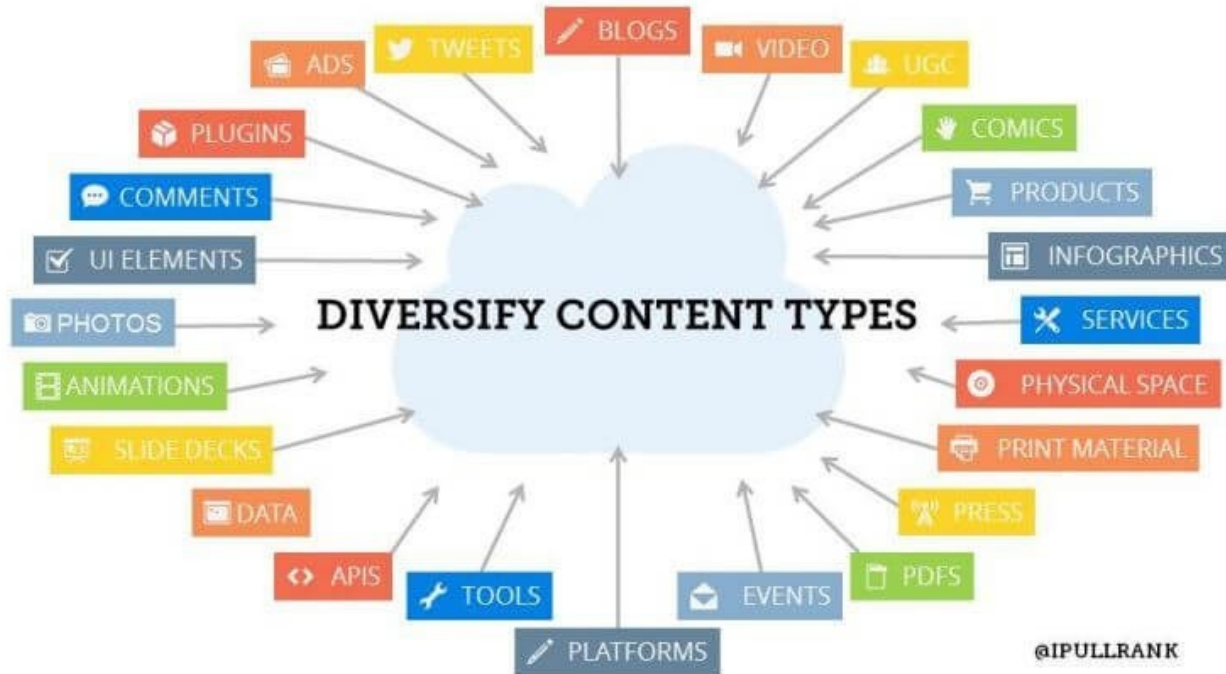


# Assertive Communication

## What is Social Media?

**Social Media = Human Feelings/ Emotions  
+Human Behavior +Human Values  
\*Communication Channel +CONTENT**

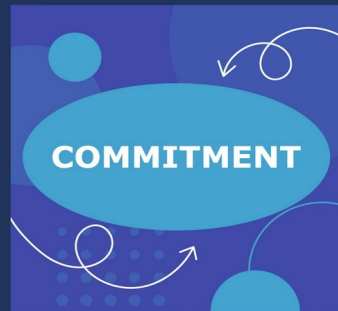
# Content Types



# SOCIAL MEDIA VALUES



# SOCIAL MEDIA STRATEGY

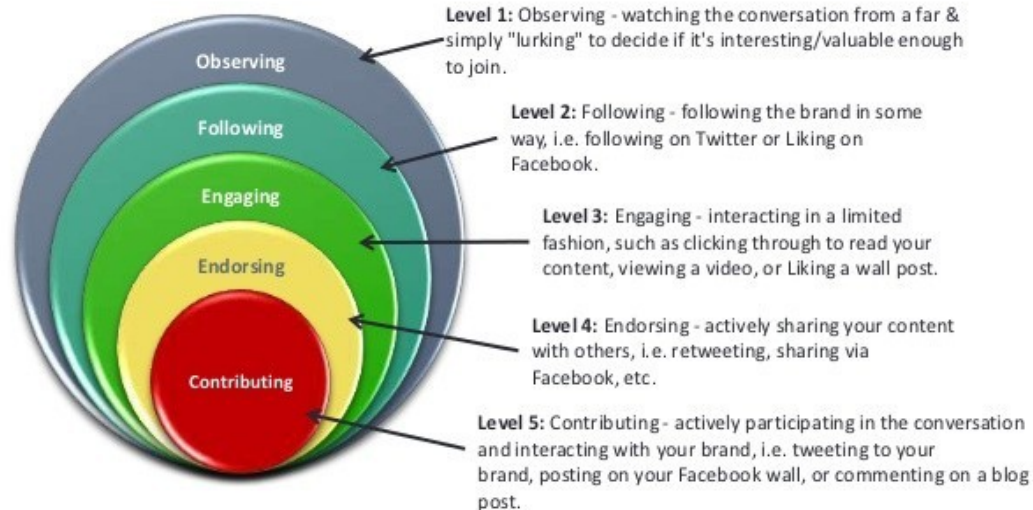


CONTENT	CONSISTENCY	COMMITMENT	COLLABORATION
KEYWORDS	REGULAR POSTING	FOCUSED TOPIC	#HASHTAG
SMART   SHARP	QUALITY	QUALITY	KEYWORDS
STORY TELLING	RECOGNITION	PROMPTNESS	REFERENCING & TAGGING
CLARITY		REFERENCING	TRENDS
SENSIBLE			VIRAL



# Social media Engagement

## The 5 Levels of Social Media Engagement



# Social Media Conversion



## Question | Answers

**Thank you**