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

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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

The art of assertive communication entails expressing one's needs, wants, and opinions while also respecting the needs, wants, and opinions of others in a clear, assured, and courteous manner. Aggressive communication, which involves using harsh or confrontational language to gain one's way, and passive communication, which entails avoiding conflict and failing to convey one's desires, are distinct from assertive communication.
What is Social Media?

Social Media = Human Feelings/ Emotions +Human Behavior +Human Values
*Communication Channel +CONTENT
Content Types
SOCIAL MEDIA STRATEGY

CONTENT

CONSISTENCY

COMMITMENT

COLLABORATION
<table>
<thead>
<tr>
<th>CONTENT</th>
<th>CONSISTENCY</th>
<th>COMMITMENT</th>
<th>COLLABORATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>KEYWORDS</td>
<td>REGULAR POSTING</td>
<td>FOCUSED TOPIC</td>
<td>#HASHTAG</td>
</tr>
<tr>
<td>SMART</td>
<td>SHARP</td>
<td>QUALITY</td>
<td>QUALITY</td>
</tr>
<tr>
<td>STORY TELLING</td>
<td>RECOGNITION</td>
<td>PROMPTNESS</td>
<td>REFERENCING &amp; TAGGING</td>
</tr>
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<td>CLARITY</td>
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<td>REFERENCING</td>
<td>TRENDS</td>
</tr>
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<td>SENSIBLE</td>
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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.
Social Media Conversion

01. VALUES
02. TARGET
03. GOALS
04. COMMUNICATION
Thank you