

Catch-11 on Twitter for successful politicians

Social media is a kind of special form of mass communication with the features of interpersonal communication. If you want to be a successful politician using Twitter, you need to learn some new strategies for telling your readers “what to think about” ([McCombs & Shaw, 1972](#)).

1. Twitter frequently, even though there is nothing important to twitter. You are the one that readers should always think about. Use all methods to increase your followers.

2. Use clear and concise tags to post new issues so that your readers can think about and talk about them conveniently.

3. Set new agendas to make readers forget previous detrimental agendas and to remind them of previous beneficial agendas for you.

4. Twitter issues which are more related to your successful experience and to your opponent’s unsuccessful experience.

5. In politics, lies might not become truth, but repeating lies can make readers think about your angle of thinking and doubt about truth.

6. Express your explicit attitude toward public events as existing agendas immediately after it happens. If you don't express immediately, your opponent's voice will be heard by your readers.

7. Utilize social hot events as opportunities of setting agendas that connect readers' personal life with your political assertion.

<https://twitter.com/realDonaldTrump/status/960868920428253184>

8. Give readers the most available information, the easiest cases, and the clearest causal explanation for agendas.

9. Show a personalized, not a distant image which can persuade readers to talk with you about agendas. Use simple, emotional and even biased words appropriately to make readers feel they are smart, ethical and rational.

10. Use personalized and clear words for expressing your attitude about agendas because readers need a clear target to discuss.

11. Stress “key words” which can help readers remember your agendas. The key words should echo your policy assertion and your personal image.

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<http://newhousesocialmedia.syr.edu>

<https://twitter.com/realDonaldTrump/status/954681839419101185>