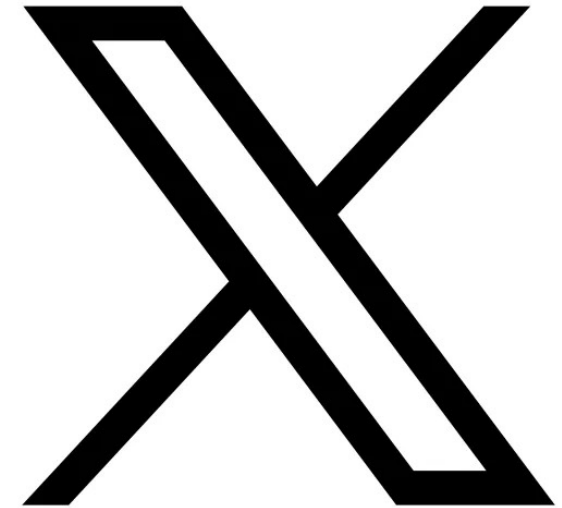




Why your business needs to be on...




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from mmmmmmmmmmm [xanaxya] tepes | 🇺🇸 🇵🇰

2 2 14 1,076

Tools For Hum Technology · 2d
 Don't miss TFF at the Web3 Transitions Summit on Sep 14 in Singapore, where he'll be speaking about the Worldcoin project's mission to build a global, privacy-preserving human identity and financial network accessible to and owned by everyone.




Alex Blania Worldcoin

3 1 12 544

Las Vegas Locally @LasVegasLocally · 1d
 We're giving away two 3-Day GA tickets to #LifeIsBeautiful! For a chance to win:

1. Follow @lifeisbeautiful & @LasVegasLocally
2. Retweet
3. Tag a friend

One lucky winner will be chosen at random tomorrow 9/14 @ noon. *18+ only*



Speck media
 @Speckmedia

513 Following 1,639 Followers

- Profile
- Premium
- Bookmarks
- Lists
- Spaces
- Monetization


Professional Tools

Settings and Support

Notifications

All Verified Mentions

John A Henderson followed you



John A Henderson
 @Hendo60565

Founded a global commodities company that secures equity shares in Gold, Oil, Diamonds and other commodities. Developing innovative alternative energy companies

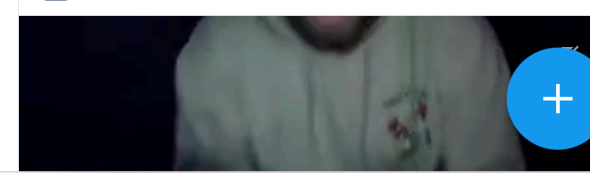
NutJobArt | Artwork NFT Gallery @theodsr... · 6h
 Don't forget to watch this video. #slots #bonuscode @SosaParlays @CoachFranklin9 @__AB3__ @Buckeye89JA @Speckmedia

BetCenter @BetCenter_ · 10h
 Check out this video showing a unforgettable comeback story on @dgenlive

Sometimes life knocks us down, but it's all about the victories big or small and as a community!

Now we want to hear from YOU below!

- 1 LIKE this post if you're all about that comeback Win
- 2 ...



Spaces

Search for a Space

Happening Now
 Spaces going on right now

LIVE

Live Market Talk
 Education · Entrepreneurship · Investing

1,286 listening

Jordan Host

Host Of The #1 Trading Spaces In The World Pressure | Affiliate for @RocketScooterAI H

LIVE

Vitisho CCM kuuza band chaguzi na ukatili, tumekub yaishe?

860 listening

Maria Sarungi Tsehai Host

Media & Communications expert @EFfellows 2 @intleaders, #ChangeTanzania #KatibaMpya #

What's going on?

A

In case you missed it, Elon Musk bought Twitter. He then took Twitter from being a public company to private. His next step was laying off 1,000 Twitter employees and making a massive amount of changes.

B

Prominent changes:

- Obviously the name change from Twitter to X. Musk believes that X should be a social media channel that does everything. His overall goal is to have X be the one place users go for conversations, news, selling things, podcasts, inventions, and more.
- Users and Bots banned: Over the course of 6 months X has deleted user accounts that don't adhere to X's standards (these standards vary and have no real governance). X has also deleted 1/3 of the bots on this channel. For years, Twitter ran rampant with bot accounts that drove traffic and reach across the channel. X has done away with these bots causing user reach and conversations to be more real.
- Verification: In the past, all social media channels had a verification process for businesses and individuals. This gave legitimacy to their brand on Twitter. X has done away with this type of verification process. Any user on X can pay for a verification icon attached to their profile. This verification also allows them to have advanced services on X.

C

The future is rapidly changing for X. At the start of the takeover there were changes occurring weekly on the channel. This has slowed a bit in the last 12 months. X has 237.8 million monetizable daily active users (mDAU), indicating steady growth. X finds popularity amongst those aged 25 to 34 years, with this age group accounting for 38.5 percent of the social platform's worldwide user base.

Key features

1

Two significant newsfeed streams.

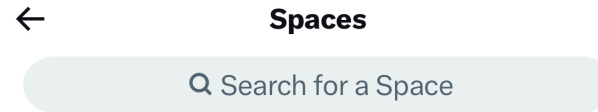
X has simplified the newsfeed into two streams. The 'for you' stream shows users new user posts along with advertised posts. The content is clean and doesn't overreach past what a user is looking for. The other stream is 'following' which gives the user only content that they chose to follow.



2

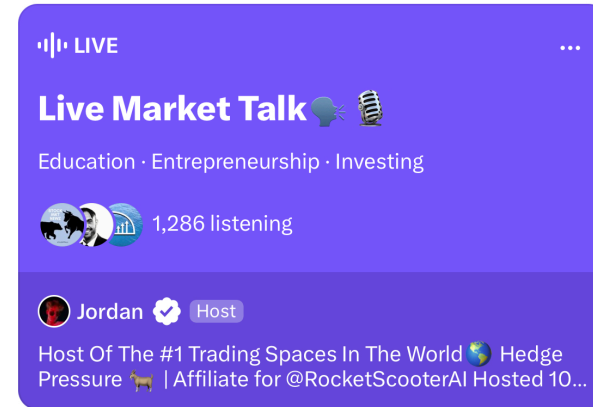
Spaces

X is putting a lot of development into Spaces. Spaces is a realtime, live conversation where users are talking in a community with voice. Think of this as a Zoom call about any topic or even a meeting where everyone can chat and post comments about the topic.



Happening Now

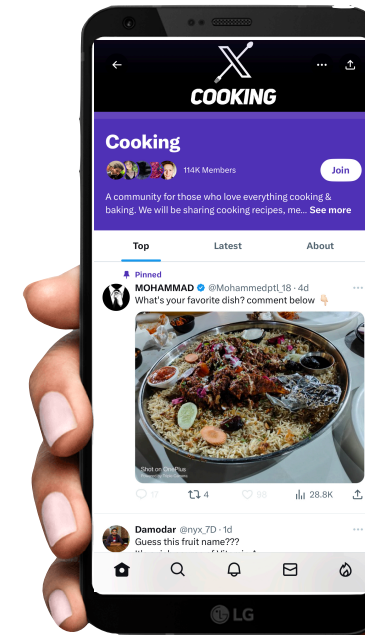
Spaces going on right now



3

Communities

X has bolstered the community aspect of social media by creating special communities around trending social media topics. So if a topic is trending, a community gets created which brings conversation levels high and bring up the reach of posts.



Benefits

What are the key benefits for having your business on X?

Multiple tools:

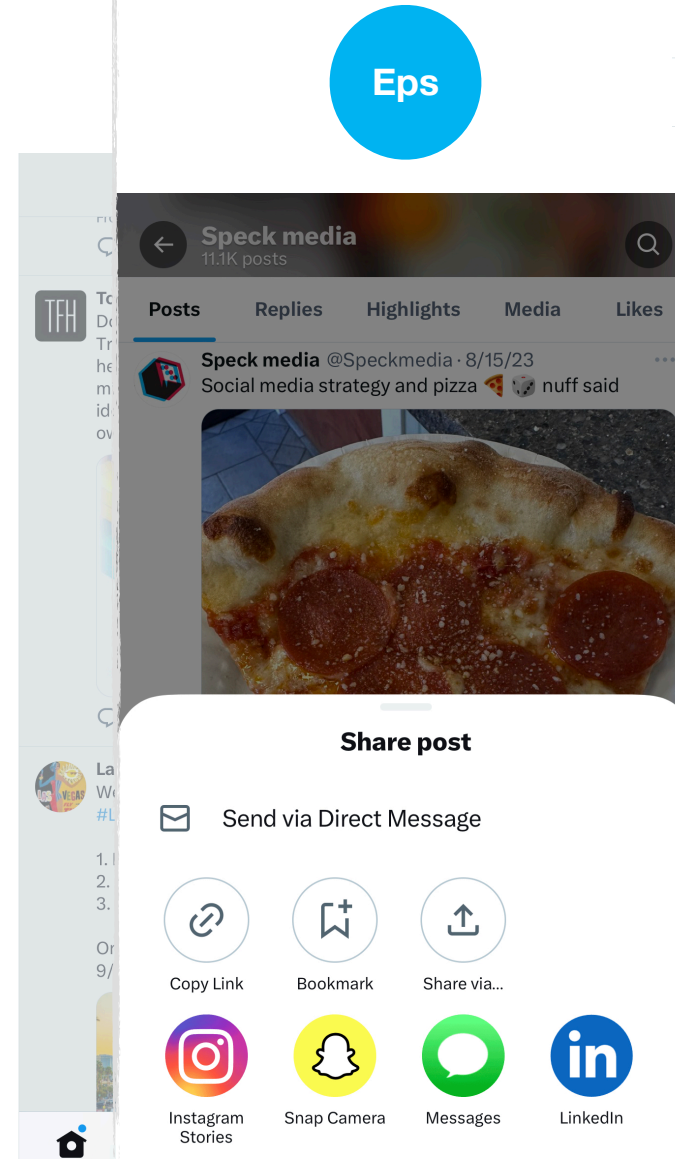
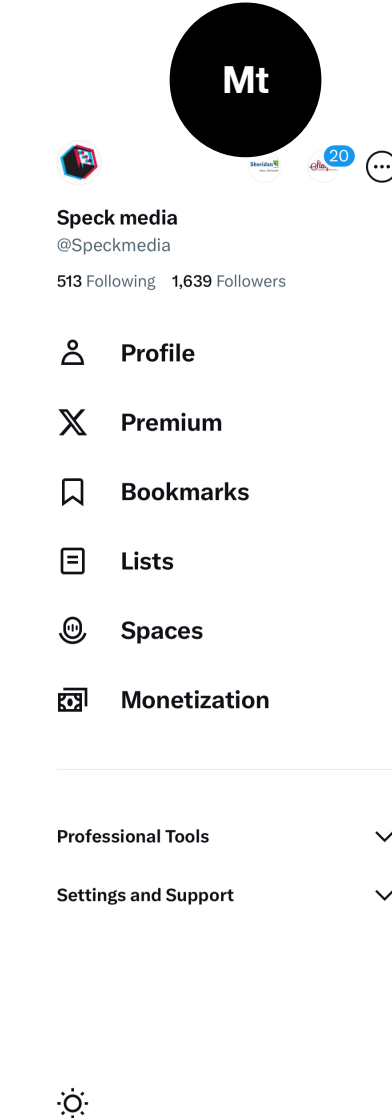
X is pushing and creating multiple tools for users and companies. Spaces and Monetization to name a few but this new list of tools keeps growing and getting more robust.

Enhanced post sharing:

X allows for enhanced post sharing on all other social platforms as well as direct messaging. This gives your content a larger reach across multiple platforms.

Follower controls:

X is giving much great control over followers. You can segment who sees your content based on; verified, general followers and users you are following. These breaks in groups allow for content to be segmented and controlled better.



What should your X strategy be?

- Most companies and major brands have given up on X which presents a major opportunity for others to post great content which will be seen and interacted with by even more users than normal. Keep in mind that Twitter had very loyal following and many of those users are still on the channel. **Speck sees this as the best time to up the amount of content you are putting out on X.**

- There has been an uptick of 33% of new users on X. Verified users have increased to 29%. New users and verified users are looking for engaging content. **Speck says... start following these users. A follow for a follow is the best way to do it. These follows produce interest in your company and you brand.**

- X Spaces is the newest tool in the arsenal letting users have a podcast-like conversation with their followers. Spaces provides a personal way for your followers to interact with your company. **Speck says... hold a Spaces discussion on a topic once a month. Build consistency and start the conversation.**

- Keep posting 3-4 times per week.
- Start following new and verified users.
- Hold a 'Spaces' discussion.



Your next steps

- + Have us design your X social media strategy. Using content that is derived from your company's core values.
- + Let us manage your X social media channel. We can design the look and feel, build your follower base and put together a monthly editorial calendar.
- + Allow us to show you the results! We provide a monthly buzz report showing the progress on likes, reach, new followers and engagement.

+ Schedule an intro call with us!

+ Text us at 630-220-8580 or email at info@speckmedia.com

