



# **BUILDING INFLUENCE THROUGH SOCIAL MEDIA**

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Became a recognized  
authority in your niche.

# OVERVIEW

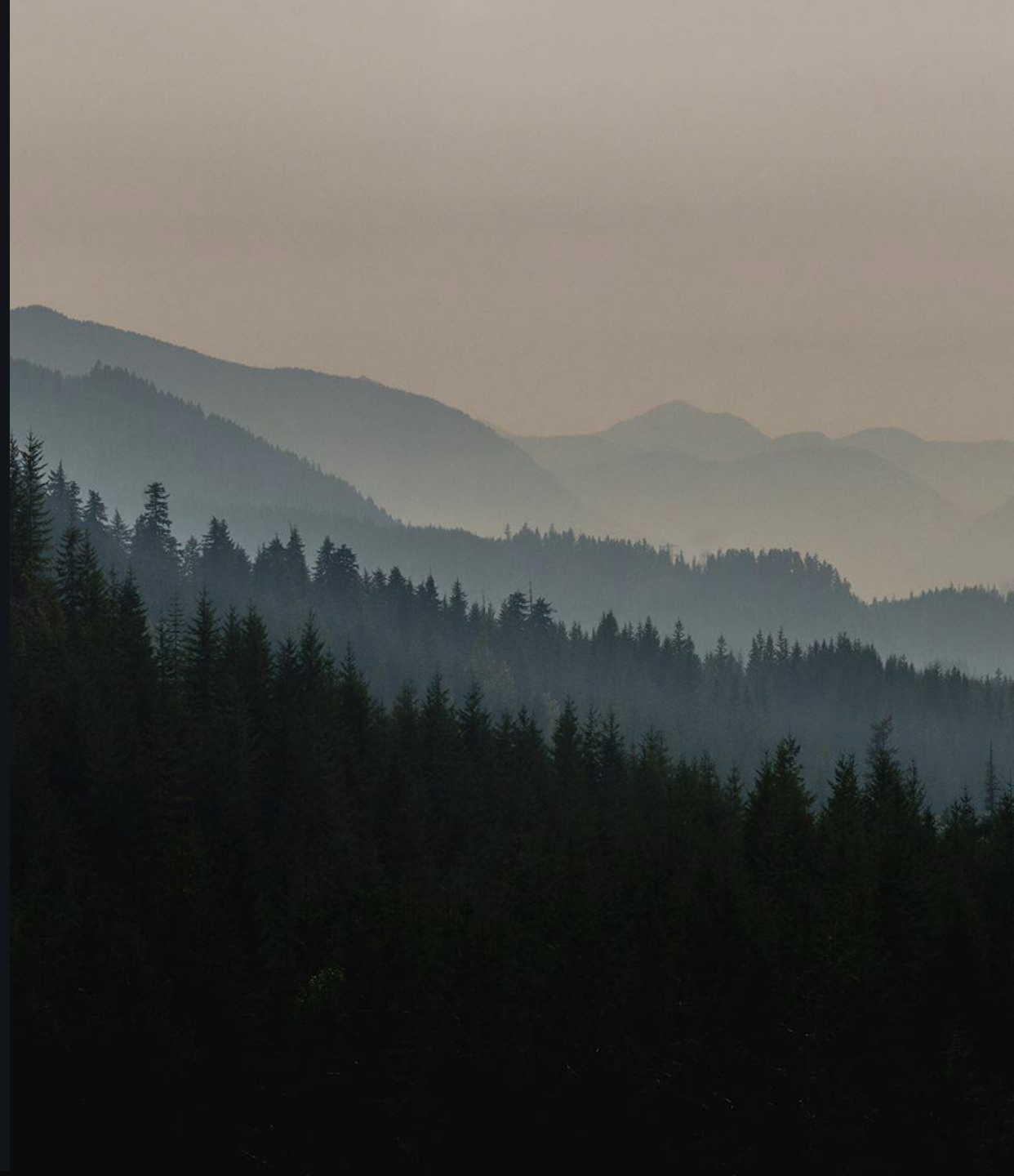
Focusing on your niche 🚀

Understand the platform's culture

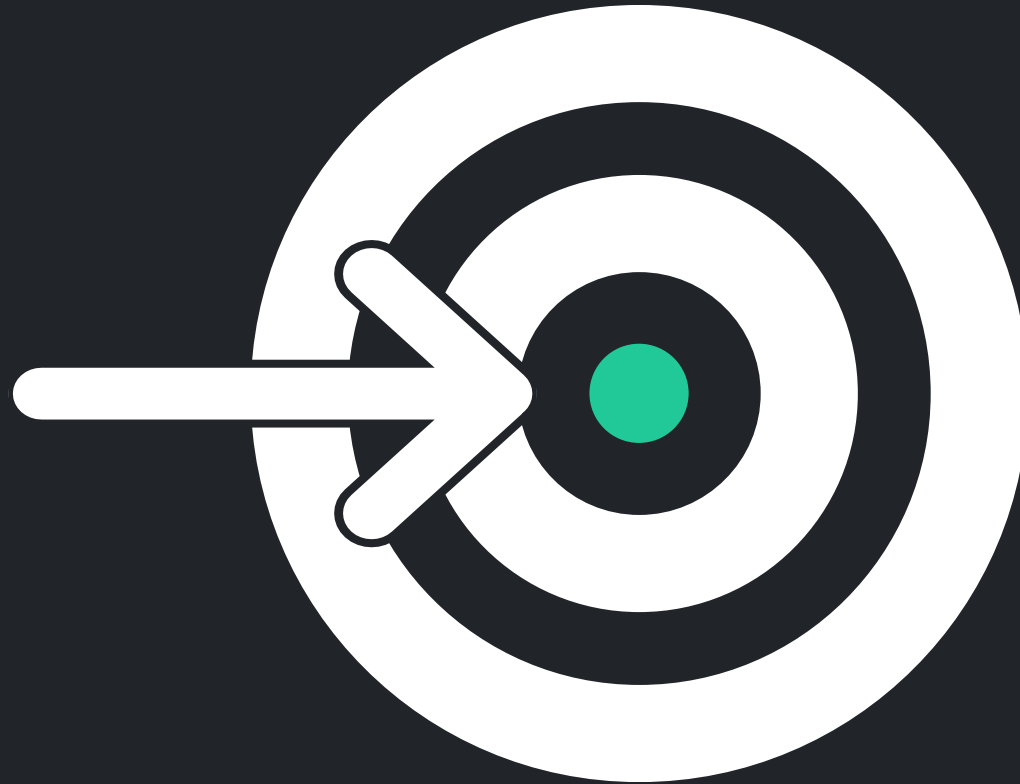
Following key accounts

Google Trends alerts

Be present and respond



# Find Your Niche





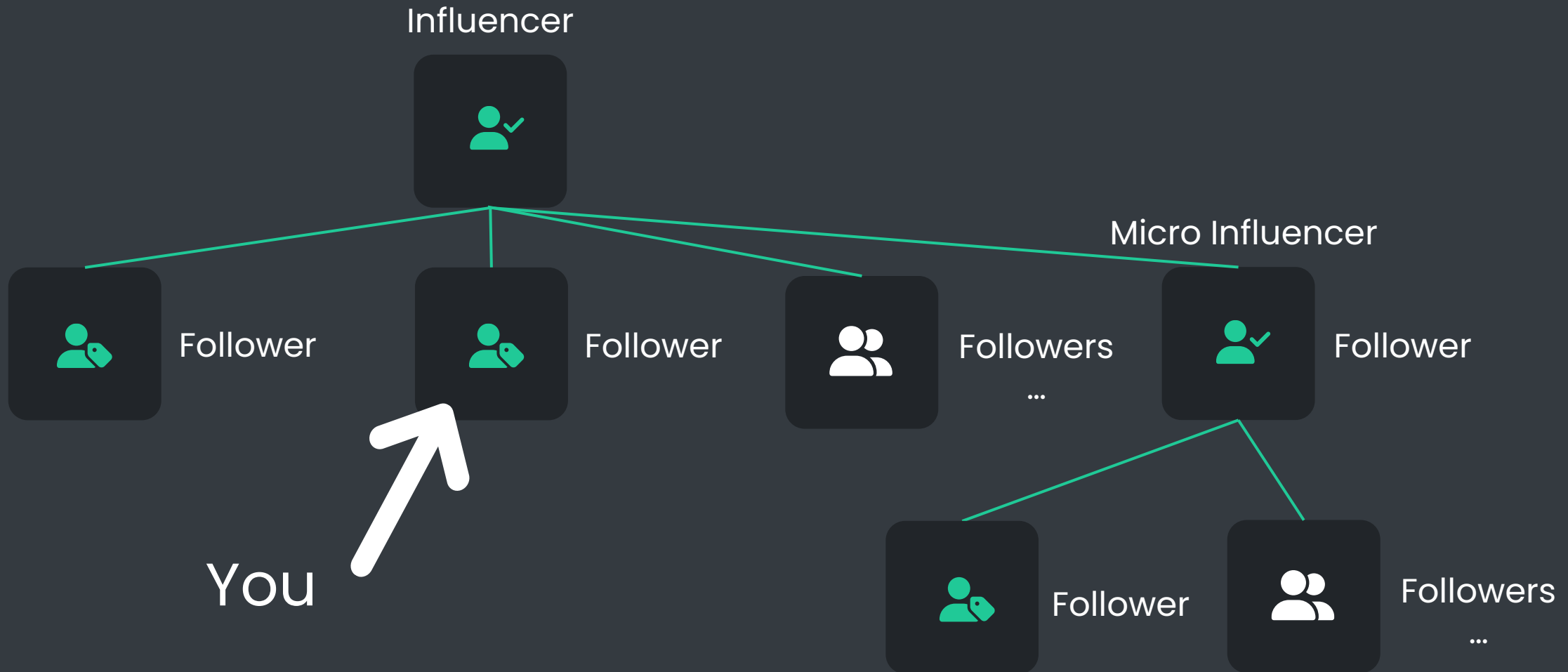
## Name: Omar Donella

- Occupation: Copywriter
- Side projects: YouTube channel and live stream covering space-themed video games
- Interests: sci-fi, photography, coffee, his dog Momo

## Niche:

- Space-themed video game fans

# Who To Follow



# Save Searches



## My book

All about how you can find your **#topic** and build influence on Twitter.





**THANK YOU**