

be a  
social  
hot  
shot

Experience | Explore | Inspire





## The 3 mantras of social media celeb

*Ever wondered what makes someone a celebrity on social media and amass huge following?*

*Just follow these 3 mantras!*

- 1. Sharp context – caption and #tags*
- 2. Great pictures*
- 3. Tag friends*

# 01

## Sharp context (caption & #tags)

People follow magicians for their unique knowledge & perspective on local experiences. Bring it out & let that shine through a good caption.



# 7 things you must know for writing a good caption:

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## 1. Avoid bad captions:

*'good place', 'nice tea', 'fun time', 'party bro'* sound kiddish.

## 2. Be specific:

Pick a thing or two that made most of your experience and describe or complement it briefly.



## For example:

In case of music, mention genre, artist or other relevant data to characterise it.

*'Long awaited laid back evening, with live jazz and delicious cocktails'*

*'DJ surprised us with his personal mix of Coke Studio'*

*'Listening to those songs, I realized life is incomplete without Punjabi beats'*

### 3. Drive discovery:

Discovered something fascinating? What is one thing someone should try out here? Is this place not very well known? Call it out man! Let others know about it.

*'Aam-panna at this place will make your entire weekend'*

*'Hidden gem of Sector 29. I love pizza again'*

Be a proud explorer like Columbus & take credit for something you discovered, or you think you discovered.

### 4. Use adjectives:

Never miss a chance to pass a compliment. *Creamy, Crispy, smooth, thick, light, saucy, cheesy, chilled, chocolaty, fruity, homemade etc.*

Sound smart.

### 5. Why should someone go there?

Characterize the crowd that should come here. Make it exclusive for people who got class like you or find that perfect situation that this place is suited for.

*'Must try place for tandoori enthusiasts & spice lovers'*

*'Perfect place if you want to step away from the crowd'*

*'Watching a game here is a privilege. Shout out to all the cricket fans'*

### 6. Tell a story:

You can find a theme or storyline for yourself and use tags to call it out.

For example if you consider yourself an authority on biryani why not tag it as

#LiveBiryani #MyBiryaniPlaces #TheBiryaniQuest.  
Feel free to run multiple stories in parallel. Your audience would love it.

## 7. The experience conversion:

Any simple thing or situation can be made special by embracing your taste.

*'eating dhokla' can become 'Nurturing my Gujju soul with a juicy dhokla'*

There are no odd timings just new experiences. Spin it with the season.

*'Beer in afternoon' becomes 'Chilled beer under the summer sun is like sipping on life'*

Nothing is ever old. Revive it on an occasion.

*'Trying kurta' becomes 'Rocking this valentine with a desi kurta swag'*

***Be creative. Be witty. Have fun.***



# Hashtags

What is it that really makes any magician stand out? An impressive trick!

Well, welcome hashtags (#tags). We think they can do so much that we have added a whole section for them.

How Come?

*#tags help you get discovered by others looking for awesomeness & make you famous lightning fast.*

*#tags are a pretty cool way to establish your authority as a trend-setter.*

*#tags allow you to connect with & engage others to build great stories.*





# The 7 ways of using #tags – Create your own brand of magic

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## 1. #BeBasic:

It is very easy to cover the basic tags: *#cappuchino #nachos #Diwali #Farewell #Nightlife #BrewedBeer etc.* They give you visibility in popular channels.

## 2. #AllAboutClass:

You are a foodie, a fashionista, a trend-setter & an explorer.

Brag about your knowledge. Go for *#Appam&Kadla #NihariCravings #WhiteShoeWinter #MalayLaska*



## 3. #MakeSuggestions:

Be that person whom others can learn from. Make suggestions & be expressive when making one. *#MustTryInHKV #Best[Momos/Chaat/Dhokla]Alert #SweetToothHaven #BestofBiryani #ReadersDen*

## 4. #WeHaveAStory:

Season, day, time, place, company, occasion and situations are best tools a story-teller can ask for. Include them into your flow. *#Winter #MondayBlues*

*#LateNightMusings #NammaBengaluru  
#WithMaGang #MyBae #BirthDaySurprise  
#AnniversaryWeekend #AfterOffice #Hopping  
#PubCrawl #ChocoSpree*

## 5. #MyLifeMyTag:

Everyone has a different way to look at the world.  
Embrace that difference.

Start your own unique tags *#GharWalaKhana  
#IceCreamWithCoffee #Whisky&Redbull  
#ChaiKiChuski #TooGlamToGiveADamn  
#LifeisntPerfectButMyHairls*

## 6. #CreateTrends:

Establish your authority as a magician. Some popular trends you will start (& others will follow): *#Magician  
#MagicLove #MagicFood #MyMagicpin #MagicFind*

## 7. #LoveToAll:

Give & get all the love around. Add multiple tags to your post to reach out to more people. Spread more magic.

## Btw, some frowning No-No's:

Don't go too long. For instance:

*#Ilovedthisnewplacewiththegreatestbiryaniintown*

Don't hashtag everything. You have a great caption to write too!

Don't have more hashtags than words. Kind of obvious, right?



# 02

## Photo

We will let you on a small secret! People are judgemental. Image is the first thing anyone notices in a post. Bad picture? No one will bat an eye on your post. A good picture is the road to fame. Use it to show of the context (surroundings, food, people etc.) that you are creating in your caption.



# 8 easy ways to take better selfies:

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## 1. Not taking bad selfies

Any photo with close up of a face is generally uninteresting. Majorly because it fails to convey any information about you or the place you are at. Don't take head-on selfies either. Tilt your head a bit and hold the camera a bit above your head. Include your company in the photo, make it a group event.

## 2. Show us those pearly whites

Why so serious? Seriously, why?  
*Smile. Grin. Laugh or burst.*



Your happy face is sure to brighten up someone's day.

## 3. Show us what you found

- If you have something to show then make sure you are not covering it.
- Try to place yourself around the sides of the image.
- If you are talking about food in the caption show us the dish.
- If you are talking about the ambience or crowd then
- stand up, stretch your hand far above your forehead, and get that wide angle.

*Basically, be your own Shahrukh Khan. Ok just kidding, but it's never a bad idea.*



*We came for conversation. Stayed for donuts #UnplannedDates #DearDonut*



*Going to devour this beautiful chocolaty monster. Let them shake lovers know this is where I took my stand #DeathByChocolate #DinnerOrDessert*



*A royal way to eat. This is what I call a family restaurant #FineDining #FamilyFirst*



*A place where I can let my hair down.  
Finally got to hang with mah gang  
#BestDay #MySafeHaven*



*Who says colleagues can't be friends.  
My favorite place to get a drink after  
office. The right kind of noisy :)  
#AfterOffice #JazzGuru*



*Pizzas are much better with her or is  
it the other way around :) #QuickBites  
#Pizza*

#### 4. Take a full length photo

You have got it, so flaunt it! Especially for fashion selfies, if you are wearing or holding what you are trying to show off, find space for your whole body to show up. Use mirror if available. Do not, I repeat, do not take a photo with that kick-ass jacket's cover bag. Take it out, wear it, own it & strike a pose.

#### 5. Lighten up

Face the sun. Light source should always be in front of you, not on the side & not behind. Natural light is the best you can get. Otherwise, there is always that ingenious plan of using one phone for lights & another for selfie.

#### 6. Use filters

You don't need fair & lovely to glow. You have filters that can brighten & modify your picture.

#### 7. Ask someone else to take the photo

#### 8. Improvise-Invent-Be Crazy





### Advanced tip for pros

If you have achieved that selfie guru level then try out your skill with the back camera. Nothing beats its resolution... Well, not the front-cam at least.





# 03

## Tag Friends

Want to make your friends jealous? What better way than letting them know about the fun you are having! Tag them on your adventures and posts!





Tagging other users is the best way to drive healthy engagement on your posts, as well as when commenting on another users' posts.

- Tag people who were with you.
- Tag people you know, who you think should definitely try this out.
- Do not over tag.
- Do not tag people who would not find this content very relevant.

Caption:

*@Raghav @Shanu you were missed. I know you would have enjoyed this beer collection more than us.*

*@Aman for a gur fan this place is a pilgrimage.*

Comment:

*@Jeetu bhai iss weekend chalte hai yahan.*

Tagging places is a feature we have just launched. So if you want to compare this place to some other, then go ahead, and tag that place in the caption.

Not cheap and decent like  
*@Downtown* but *nitro kulfi* alone makes it worth it.  
*#NitroKulfi #NewConcept*

Once the content is in place, you can use some of these 6 commonly used headlines that grab viewer attention and drive them to click:

1. You'll Never Guess Why
2. Number 2 is My Favourite
3. Big Companies Hate Him
4. What We Found Was Shocking
5. We all know it, but the way he says it...
6. What happens next will surprise you

You may not use them as is, however modelling your headline on these lines likely will grab viewers' attention.

*All the best!*







*Magicpin is the place to discover local experiences & get rewarded for having those.*

*The role of magicians is to inspire users to have the experiences that magicians recommend. The mantra as a magician is to show off your knowledge and be known for it. This brochure will share tips around becoming a social media celeb.*