



Etisalat continues to support the Twitter Community in Sri Lanka

Since 2011 Etisalat has been part of activities such as Social Media Day and Twitter Premier League Sri Lanka. Reinforcing their partnership with Twitter last month Etisalat stepped in as the main sponsor for TweetupSL held at Trace City, Maradana.

“Twitter holds a niche in the Social Media Universe. Etisalat Lanka identified the importance of Twitter as a social media platform and the value that the Sri Lankan Twitter Community contributes to broaden the digital penetration be it through day to day conversation or actively communicating crisis situations.” (Name and Designation) stated.

Etisalat values the notion of bringing people together and as a brand are proud to be part of social engagement activities of this nature. Twitter is one such avenue which is used to communicate with limited content and has become a platform that has nurtured unbreakable bonds.

Testing the bonds that were created on twitter, we conducted a Twitter engagement activity with the hashtag #UnbreakableBonds was launched prior to the TweetupSL session in December. Further elaborating on the activity (Name) noted that the participants of the activity had to use the hashtag #UnbreakableBonds in a creative status and tag their twitter friends. The tweets with the most creative statuses were given a gift during the event.

The event saw a participation of over 300 young professionals, techies and start-up owners. Majority of the crowd who were Millennials and Gen Z, who are almost always online, connected over numerous social networking platforms - mainly Twitter. The event had a number of competitions/activities, gift giveaways, presentations and was a fun filled day allowing the participants to network in a physical environment.

It is quite intriguing to note that the Twitter Community do have their own terminology and for starters one can get acquainted with ‘Tweeps’ and ‘Tweetup’ should they plan to join this growing network:

Tweeps: A term (derived from 'peeps') used for people who are on Twitter.

A tweetup: A meet-up of people who use Twitter. A tweetup gives the Twitter users the opportunity to put a face to the name or rather the Tweep they connect & communicate with online.

Obtain more information to joining the Sri Lankan Twitter Community through <http://www.tweetupsl.org>



About Etisalat Sri Lanka:

Etisalat is the first mobile telecommunications provider in Sri Lanka to celebrate 25 years of service excellence. Etisalat Lanka is a fully-owned subsidiary of the UAE based Emirates Telecommunications Corporation; which is ranked amongst the top telecommunication companies in the world. The Etisalat conglomerate connects 19 operations in 19 countries, offering opportunities for synergy with other operations in the region. Etisalat continues to discover new horizons and explore new possibilities, as one of the most powerful players in the industry. The brand is set to journey beyond conventional boundaries to empower the lives of every Sri Lankan. At the heart of Etisalat's constant innovation of products and services, is the hope of inspiring and enriching people. Etisalat's focus extends from their customer to the greater community. While uplifting the lives of many Sri Lankans, Etisalat also continues to make giant strides in the domain of communication innovation through nationwide High Definition Voice Technology (HD Voice) - first to the Sri Lankan market as well as Etisalat AppZone which involves individual app developers and industry software developers. Redefining the cornerstone of innovation, Etisalat believes in customer centricity through quality and value creation. Etisalat extends services to Sri Lankan Business community by providing Enterprise Solutions, which enable their clients to be connected with the world. Offering Sri Lanka's most cutting edge Internet solutions with Dual Carrier HSPA+, Etisalat is currently the fastest growing telecommunication network in Sri Lanka, having surpassed over 4 million subscribers.

About Twitter:

Twitter connects everyone to what's happening in the world right now. From breaking news and entertainment, to sports and other everyday topics; see what's happening in the world, live, as it unfolds. As a social networking and microblogging service that enables its users to send and read other users' messages called tweets. Tweets are text-based posts of up to 140 characters displayed on the author's profile page. Users may subscribe to other author tweets—this is known as following and subscribers are known as followers.

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