

The celebrity has been chosen to be written on is Johnny Yong Bosch, who is known for playing Adam Park in the original Power Rangers series as well as being a successful voice actor in both video games and animation with roles such as Nero from Devil May Cry and Broly from Dragon Ball. The social media that was chosen to be looked at was his Twitter account. When examined he just mostly tweets about events that he will be at as a special guest of that sort or if he is doing is getting a chance to revoice characters he did in the past because of a continuation after a long hiatus or a reboot.

It might not look like anything at first, but his page did use a fair deal of **Imagined Audience**, this refers to who the speaker, the author thinks is listening/watching/reading. On plain paper, this might look confusing, but it must be known that he is a voice actor so in his mind it might make sense to post all of his upcoming appearances as well as roles so that fans can maybe get a chance to meet him or see his performance in other roles and he looks to have done a fine job doing so.

An argument one might have is that he also uses a lot of **Self-presentation**, this is the process in which people use different strategies to convey an impression to others that is beneficial to their own interest. This links back to how most of his posts are about events that he would be attending, now the impression that this gives off is that he is happy to meet fans at these events hence why he advertises them, but it is also beneficial to him as he would be gaining something of monetary value from doing photos and autographs from attendees which is brilliant.

One way to improve his social media is to have more **Interpersonal Communication** on his page. This is where communication is done 1-1 or 1-small number of people. Instead of just posting events he is showing up to, he should make other posts just talking about stuff, replying

in threads, or even the simple act of retweeting fan art of some characters more often. Doing so would give him a more positive image in the minds of others that he truly does care about his fans as he is actually looking at things they have either said or created, which would make more people attend his guest appearances.

The final piece of advice to be given which would be in combination with Interpersonal Communication would be **Balance**. Balance is saying/posting a mix of messages that satisfies one audience, and some which satisfies another. This can be done by balancing the amount of interpersonal communications he does along with the number of posts he does at showing up to specific events. By balancing out his page, he would increase his positive perception of himself to others. Firstly by having more interpersonal communications outside members would think he cares about the fans and may try to learn more about him, and finally having posts about going to events to be around the same level as other communications would give off the impression that he cares about his fans and don't simply see them as banks that he could use their admiration to take advantage of, with photo and autograph pricings.