

## **TechTalk Day3: Digital Maximization**

On August 28, Wocee Wired dedicated its last day of TechTalk webinar series to tackle leveraging social media with Ms. Janette Toral, and bitcoin blockchain use cases for the real world with mr. Alex Agut.

First topic regarding how to leverage social media, first point to remember is to actively measure my performance to where to improve, it is important to look at the data. Next tips are: Be relevant by posting content that will appeal to the audience, because it makes people stop scrolling or share the post. Second is to create original contents be it in audio form, video form, or educational form. And as we are able to produce quality content, then there's a potential to build influence. Besides creating original content, we should also consider that we have different audiences, it is also important to strategize and customize it according to the age bracket of the target audience, or personal branding of the clients. Lastly, Observe what works like what are the trends, or what platform is mostly used today, then we can use that to share our content.

Next topic is about the bitcoin blockchain and applications we can use in bitcoin transactions. Mr. Agut the co-founder of handcash, a bitcoin mobile wallet, where you can easily join bitcoin apps. With this application connected on SDK, we can easily integrate bitcoin technology on business applications without even background knowledge in bitcoin. The benefits of this application to businesses are it outsources KYC to wallet, it doesn't store user's funds, it has low fees to high frequency payments, it offers instant payouts, and it is cross-app, cross-border currency. And all of the use cases presented on webinar like peer game, haste, TDXP, and Reloca were made possible because of bitcoin blockchain technology, because this technology can handle a massive electronic transaction and massive use of data application. In the Q&A session, it was mentioned that this bitcoin must be used to create value in the long term, because after all the novelty of crypto currencies today, soon it will get old and only utility will remain. The demonstration about sending and receiving bitcoin using hand cash also shows how fast it was.