

Dear FamiLEE

- Please help us **trend Lee's NEW ALBUM on Tuesday, AUGUST 20**
- **TIMES:** 8:30 pm ET / 7:30 pm CST / 5:30 pm PST!!!
- We all need to tweet as much as we can with **#LeeDeWyzeFrames** for at least a solid hour
- That will be our TT (trending topic).
- **PLEASE USE IT EXACTLY AS TYPED; OTHERWISE IT WILL NOT COUNT.**
- Let's all use the Frames AVI @dewyzefan6 suggested and put on her website <http://www.ashea.net/frames.jpg>
- please RT her tweet also

What an incredibly exciting time for Lee, (and us) with the release of "FRAMES" on Tuesday, August 20th!!!! "Soon" has finally arrived!!!!!! I contacted @wyzeguysandgals and she graciously provided me with some important information in how to successfully "trend a topic"; referred to as "TT".

RULES TO MAKE IT SUCCESSFUL

- **Timing is important so it's IMPORTANT THAT FANS START SIMULTANEOUSLY AT APPOINTED TIME IN ORDER FOR TT (trending topic) TO START.**
- Alternate where you use #LeeDeWyzeFrames in your tweet; (start, middle & end)
- PREPARE SOME TWEETS IN ADVANCE.
- **Do not repeat the topic several times in one tweet, it doesn't help and may actually hurt.**
Example: #LeeDeWyzeFrames#LeeDeWyzeFrames#LeeDeWyzeFrames)
- Please try **NOT to send duplicate tweets**/repeat yourself, try to add something to the discussion and keep RT's to a minimum or modify slightly to make a tweet unique or it will not count.
- During the time we're trying to trend, **DO NOT tweet about trending & don't use words "trend" or "trending" or "twitter" until after ... instead use "TT".**
- PLEASE DO NOT @ LEE within your TT.
- **Again, we will plan to start at 8:30 pm EST on 8/20/13 for one hour.**
- These are guidelines that hopefully will help us get some additional attention for Frames and Lee. Thank you SO MUCH for any help you're able to provide!!
XOXOXO