

TEMPE CHAMBER OF COMMERCE & SOCIAL MEDIA

www.tempechamber.org - www.tempechamber.org/blog



Social Media Drives Business & Profits

As part of our mission to provide the most powerful and effective tools to help our members thrive, particularly in a challenging economy, the Tempe Chamber has recently positioned itself at the vanguard of the social media movement. Briefly, "social media" describes the online technologies and practices that people use to share information, opinions, insights, experiences and perspectives.

It is redefining how we relate to each other, businesses, corporate entities, government and, increasingly, society in general. The growth and success of companies across the spectrum of industry in the rapidly evolving 21st century may very likely depend upon the integration of social media tools with an overall business plan.

One of the greatest assets of social media is that it is one of the most effective yet inexpensive methods of promoting business and improving brand recognition and sales. Realizing the enormous benefit it can and will have upon our members, the Tempe Chamber has engaged in a comprehensive strategy to incorporate social media into our business model and to educate our membership on how to use these tools to thrive economically.

Sean Donovan - Communications Director

Contact Today's Speakers:

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- Neil Chitel
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- Nick Bastian
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- Katie Van Domelen
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- Steve MacDonald
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- Diane Wallace
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- Bobbie Bennett
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More Social Media Information

Throughout the spring we will be developing our profiles on social networking sites such as Facebook to create an interactive, approachable Chamber presence for the entire World Wide Web community. Designed to be a waypoint for our members and the community to share news, views and make new social and business contacts, our profiles on Facebook and other sites will represent another way for us to reach out to the community and further benefit our members.

This new social media initiative underscores what we've promised all along: Your success is our business. Our foresight and adaptability in embracing cutting edge technologies along with our responsiveness to the needs of our membership reinforces our relevance and the value of being a Chamber member.

Naturally, we will be here to guide and educate you in the use of these dynamic new technologies. Look for special seminars, workshops and articles on our website, blog and newsletter to learn how to incorporate them into your business plan.



LinkedIn is an interconnected network of more than 35 million professionals from across the globe, representing 170 industries, 200 countries and executives from all Fortune 500 companies. Through this incredible free resource you can easily network and collaborate with other users who can be instrumental in helping you achieve your goals. The Tempe Chamber group can be found at www.linkedin.com/groups?gid=1621547



Twitter is a free service for communicating and staying connected through the exchange of quick, frequent updates. It's a great way to stay informed about up-to-the-minute Chamber, business and political news in an instantaneous format. Send and receive short messages called tweets via cell phones, mobile devices, emails, online text services and more. Best of all, Twitter is targeted to those who want to hear your message. www.twitter.com/tempechamber



Our **blog** is a dynamic method of communicating with our members and the community. Built by members, for members, the interactive blog will be a source of news and informative, educational articles dedicated to answering the most common questions and needs of our members. Expect enhanced audio and video content to round out this exciting new addition to our website toolkit. www.tempechamber.org/blog

Social Media Experts

Below is a selection of Tempe Chamber members who can assist with your social media needs. A complete list may be found in our online directory at www.tempechamber.org.

- **Jack Smith Today**
www.jacksmithtoday.com
480-626-8726
- **Keane Creative**
www.keanecreative.com
602-904-6478
- **Open Rain**
www.openrain.com
623-691-7869
- **Practical Social Media**
www.practicalsocialmedia.com
800-690-4826
- **Sitewire Marketspace Solutions**
www.sitewire.net
480-731-4884
- **Terralever**
www.terralever.com
480-839-1080