



Does My Brand Really Need a Facebook or Twitter Profile? Moosylvania Offers Nine Steps to Social Networking

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ST. LOUIS, Apr 01, 2009 (BUSINESS WIRE) -- Does your brand really need a Facebook or Twitter profile? If you're a marketer, joining the conversation on a variety of social networking sites is no longer an option - it's compulsory.

Your customers and prospects, for the most part, have a greater share of trusted voice on sites like Digg, Meetup, LikedIn, and Facebook than you can amass through conventional media.

"Online social networking is quickly replacing the media buy," said Rodney Mason, CMO of Moosylvania. As marketers, we are now in the business of social broadcasting our brands - not only within communities like MySpace, Bebo, Friendster - but by establishing our own unique networking communities. "Engaging in social networking is not without risk," said Gus Hatrich, Moosylvania's president. "As a marketer, you are held to a higher level of skepticism and ridicule, particularly if you make a misstep by not following the myriad of unwritten rules that exist within all online communities." To provide you with a roadmap, Moosylvania has done its own extensive research and relied on its in-depth experience to compile the 9-Step Guide to Social Networking. This free white paper offers practical advice that will help you voice the embodiment of what your brand stands for in the most trustworthy way.

You will learn: -- how to establish parameters for your communication in social networks -- the social networking tools that need to live on your brand's website -- the best way to address harsh critics in on-line communities -- how to climb the trust ladder -- what matters and what to avoid For a copy of the 9-Step Guide to Social Networking, visit moosylvania.com and click on "Insights." If you would like more observations or need assistance with your online social networking plan, contact Rodney Mason at 314-644-7987 or rodney@moosylvania.com. You can also friend or Twit him on LinkedIn, Facebook, Digg, MySpace and Twitter.

About Moosylvania Moosylvania is The Great State of Design, where insights are hatched in a globally-ranked research facility and nurtured by experts in the fields of Digital, Branding and Promotion. Great design is more than the extraordinary composition of creative elements; it is a process of originating and developing a concept from insights and a carefully constructed strategy designed to achieve measurable results. For more information, visit moosylvania.com or contact Rodney Mason, CMO, at 314-644-7987 or rodney@moosylvania.com.

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