

U.S. TECH SOCIAL MEDIA



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Harness the Power of Our Networks

This year has been a time of great expansion for our social media platforms. *U.S.Tech* made a strategic commitment to engage in the use of social media to promote our readers' news and products, as well as industry trade organizations.

On our social media we also tag your company news items and direct readers to your website. We post consistently on social media to keep our readers informed about the major trade shows in the industry, to highlight the shows we attend, and to make the community aware of submission deadlines for editorial and promotional opportunities.

Between our staff and various other colleagues, we have built a network on LinkedIn of thousands of professional contacts from many companies and trade groups. In addition, we post select news on our LinkedIn company page and relevant LinkedIn accounts, including our monthly Publisher's Choice article and frequent company updates.

The size of our following on these sites and their level of readership and interaction continue to increase. We constantly monitor social media trends and have developed as necessary to take advantage of the web. The bottom line is that your articles and press releases reach more readers and decision makers than ever.

