

Headline: Social Media Offers You an Unprecedented Opportunity to Engage, Inform and Serve Your Audience

Subhead: *Viderity's social media experts will help you make the most of that opportunity.*

We live in an age of unprecedented opportunity for public relations and citizen engagement.

With just the click of a mouse you can instantly reach millions of people around the globe, each of them interested in the services you offer, or the information you have to share. You can nurture casual interest into active engagement. You can educate and inform. And you can exponentially grow that audience through the high-tech equivalent of word-of-mouth - the most effective form of advertising.

But it's not *all* good news.

That click-of-the-mouse audience that represents such grand opportunity? They can be rather fickle. They're intensely interested in what you have to say, but only if you *keep* it interesting. Bore them, and they're likely to turn a deaf ear. Ignore them, and they'll drift away - an opportunity forever lost.

Subhead: Put Your Social Audience in Award-Winning Hands

The massive opportunity represented by social media requires careful cultivation. It requires expert knowledge of your audience. It requires a thumb-to-the-pulse monitoring of their moods and whims. It requires careful, creative crafting of your messaging. And it requires a hands-on, day-to-day assessment of results.

In short, it requires the specialized skills and expertise offered by our award-winning social media managers. (*Viderity's team earned the National Archives an award for **Best Social Media in Government.***)

The social media landscape is dynamic and ever changing. And the opportunities it represents are best cultivated by professionals who live and breath social media. That's why you should place the care and nurturing of your audience into the hands of Viderity's social media experts.

It's your best bet for transforming the promise of social media into tangible, real-world benefits.