

Hello OIGP!

Here's the second in our series that's intended to increase OIGP's visibility and marketing presence. We show you simple steps to promote both your local business and OIGP.

## *Did you know?*

People share content 49% more on weekdays than on weekends, according to *Social Media Today*. It's easy to share articles with your network. You don't have to write them yourself. Select from sources that are well regarded.

## *What can I do?*

Share an article with your social media accounts. Tom Wharton shows you how to shorten the URL and post:

<http://www.screencast.com/t/1AdzNpQv7>

## *Why?*

The more activity in your social media accounts, the more visibility you'll have. When you share articles from sources that are well regarded, you will be well regarded, too. In other words, your reputation will be connected to the reputation of the source (such as Harvard Business Review, for example).

*Do you have any questions* about how to market your business or raise awareness of your brand? Ask by replying to this email.

Socially yours,

**The Marketing Committee**

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