

Social Networking

According to Wikipedia social media are online platforms that people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections.

Viewing, sharing and engaging with our Facebook and Twitter posts is a great way to spread ABI information to a broad audience.

Traverse has approximately 100 employees. Let's say that each one of you has (a relatively modest) 250 followers of your own, for a total of 25,000 unique followers. By employees sharing messages, you can boost your audience to upwards of 30,000 – instantly.

Twitter

Traverse is pleased to announce that we are now on Twitter! <https://twitter.com/Travind111>

What are Tweets? Simply put, a Tweet is a message sent on Twitter. To send or receive a Tweet, you have to create a free account with Twitter. You also need to have friends and contacts with Twitter accounts - otherwise you're typing into the void.

Once you have an account, you can begin building your network of contacts. You can invite other users to receive your Tweets, and you can follow other members' posts.

You don't have to generate original content in order to send Tweets. You can simply share the Tweets that other people create, in fact forwarding their message to all of your followers. This is called Retweeting.

As a way of categorizing and grouping messages, many users use the hashtag symbol followed by the Tweet's subject. For example, if you're Tweeting about your new car, you might include #newcar #porsche #bankaccountempty as part of your message. These hashtags make your message more searchable for other users.

FaceBook

Facebook is a social networking site that most of us are probably familiar with. Traverse has been on Facebook for some time now, and we wanted to remind everyone to like and view our page. Facebook gives people a way to share information and pictures in an easy and entertaining way.

<https://www.facebook.com/TraverseIndependence/>

Website

We have a great website, please be sure to tell any clients, families, or professional contacts to visit our website if they have questions.
www.traverseindependence.ca



"I love reading. I read about 3 hours a day.
My favorite book is Facebook."

