

NEWS RELEASE
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Contact: Heather Hawes
630.772.1022
heatherh@ConstructionMarketingAssociation.org

LinkedIn/Facebook/Twitter Best Practices for Construction Markets Webcast

Naperville, IL—February 7, 2011—A webcast entitled LinkedIn/Facebook/Twitter Best Practices for Construction Markets is scheduled for Tuesday, February 15, 2011 at 12 pm CST. The webcast is free to both members and non-members.

[Construction Marketing Association](#) (CMA) Social Media Manager Brian Reuhl and CMA Chairman [Neil M. Brown](#) share tips and tricks, new business-friendly features and real construction market examples for these important new media platforms. The Powerpoint presentation deck and white paper (.pdf) will be available via the association events webpage following the webcast.

"Social media is the fastest growing marketing medium in construction, with a growing body of success stories that measure lead generation, awareness building, improved search results and more. But an effective social media program is much more than managing social profiles. We intend to share more advanced features of these important platforms", explains Neil M. Brown.

To **register** for the LinkedIn/Facebook/Twitter Best Practices Webcast, link to: http://www.constructionmarketingassociation.org/CMI_Events.cfm.

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ABOUT CMA

The Construction Marketing Association (CMA) provides professional development and training, resources and information, networking and recognition to marketers in the construction industry. Full information on the association is available on the website at www.ConstructionMarketingAssociation.org. The site links to the [Construction Marketing Blog](#) with marketing news, resources and related content, and the association's [Twitter](#), [Facebook](#), [YouTube](#) and [LinkedIn](#) pages. Questions? Contact Neil Brown at 630-579-8383.

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