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The Year To Get Social!

It's everywhere, the social media scene! Facebook, Twitter, Google +, etc., if you don't have at least one type of social media account you are definitely behind. The social scene has taken over in leaps and bounds as a way of keeping in touch with friends, family, and yes, even keeping in touch with business colleges and associates.

The importance of it is to know how to put it to the best use and in all cases, the most appropriate use to your benefit. How we share, what we share is key. Too much information or a lack of information can produce negative results. There are a record number of classes and webinars that cater to learning appropriate social media etiquette.

In the business world, the social media scene has definitely helped me market myself, my business and connect to a wide variety of people I would not otherwise have done. It has also challenged me to be creative in the material that I put out there for the world to see. Like most, I was skeptical to get started, but now I am happy to report that when used appropriately, the social media scene has tremendous benefits.

2012 is the year to get social, I hope to see you out there!

Regards,

Wes Hallmark, CCIM
Senior Investment Advisor

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