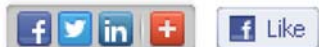


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Volume 2 Issue 4 February 2013

**In This Issue**

[Upcoming Events](#)

[Twitter](#)

[2nd Chance](#)

[Customer Service](#)

[Reputation](#)

[Images](#)

**More Time2Mrkt**

[Blog](#)

[Products & Services](#)

**Stay Connected**



**Upcoming Events**

**March 20 - Lunch & Learn**

Streamwood Chamber of Commerce  
Timesavers to Help you with Social Media.  
Call 630-837-5200 to register.

**Twitter**

**Two Twitter Points**

A recent decision by Twitter has changed the way we might tweet. I have always advised to KISS - Keep It Short Silly, but now Twitter will truncate your tweets with a link if they are longer than 118 characters. [Read more](#)

I think Dan Zarella provides some of the best statistics around for Twitter. His latest article shares that MOST Twitter automation can help. "... accounts that tweet between 60% and 80% links tend to get the most retweets. [Read more:](#)



**What you may have missed!**

**Timing** - I did an experiment with my last newsletter based on a webinar I attended. It made me realize that timing is everything! [Read it!](#)

**Customer Service**

**Do you use social media in your Customer Service options?**

I found this great [article](#) with some tips to help you manage your

**March 28 - LinkedIn Workshop**

8-11AM. Held at QCI in Elgin. Check my calendar for more information.

[Register](#)

If a friend shared this with you, add yourself to our list.



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customer service just a bit better. It is ok to post to social media, but you must keep track of any interactions and messages that may be coming to you.



**Reputation**

**Reputation Management**

It is difficult enough to maintain a great business reputation normally, but add social media and whoow, you got trouble brewin' right here in river city!

[Read more](#)



**Images**

**Where do you get the Images you use?**

I am a huge proponent of including images with posts. People are so visual that an image can make or break the clicks on that post.

Facebook has made it difficult enough for our fan page posts to be seen that we don't want to let them get buried by not including an image. [Read a bit more](#) about my thoughts and some resources to help you.



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Let us know how we can help you optimize your social media presence!

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