



## Social Networking

Social Networking (Web 2.0 or W2.0) has become an excellent tactical way to improve website visibility, name recognition, and organizational brand awareness. For this reason, W2.0 can be utilized to build a network of relevant links, spread brand messages, and support the management of your organization's reputation online. While this may seem time consuming, W2.0's return on investment is paid not only through increased awareness, but also in organic search results and search engine optimization.

Sullivan's W2.0 team is comprised of industry experts who have leveraged the web for marketing and public awareness for both public and private entities for more than 10 years. Our W2.0 services create powerful forms of viral marketing that leverage large audiences and user communities of social media sites. Whether on MySpace, YouTube, Facebook, Flickr, or any similar social networks, W2.0 revolves around the development and connection of users to organizations

through unique content. Sullivan's clear understanding of the importance of information dissemination in the environmental arena clearly illustrates the value W2.0 can provide in supporting your agencies needs in delivering a clear and real time message about your mission and day to day issues that can impact your organization. How can W2.0 benefit your organization?

- Does your organization have a significant impact on a local community?
- Do you feel your organization could benefit by using W2.0 to supplement existing PR and marketing resources?
- How do you routinely communicate with the public?

Our team of experienced and creative social media experts will effectively position your website content in a targeted digital space to create the collaboration and visibility you need in today's world. Knowledge is power only if you have access to it.

## Services

Sullivan can help you determine how to leverage W2.0 practices and principles to enhance your initiatives.

- Social Networking
- Social Software
- Social Learning Environments
- Application Mobilization and Personalization
- Communication and Collaboration