



## PRESS RELEASE

### TRONCOSSI PUBLIC RELATIONS LAUNCHES SOCIAL MEDIA PROGRAMME

**(Hamilton, Bermuda, October 1, 2009)** – Troncossi Public Relations, one of Bermuda’s leading public relations consultancies, today announces the launch of a social media programme. The term *social media* refers to online outlets where content is generated by the user rather than a journalist or editor.

Social media outlets are varied and diverse. They include popular social networking sites such as Facebook, Twitter, LinkedIn and Zoom; individual blogs; internet forums; podcasts; video sharing sites such as YouTube; instant messaging; traditional websites where public comment is enabled or simply group email.

Troncossi’s social media programme will include an audit of a company’s competitors in the social media arena, development of a social media strategy and monitoring and posting on social media sites. Troncossi will also offer information and advice regarding best practice guidelines governing the use of social media for corporate communications purposes. It can be used as a stand-alone programme or as part of a wider public relations programme for integrated communications management.

This media type is differentiated from traditional media such as radio and newspapers in that rather than one entity communicating with many people, social media facilitates the immediate and democratic ability for audiences to produce, as well as consume information and commentary. The popularity of social media has been driven by the fact that it is cheaper and more accessible to use than traditional media.

With the introduction of the social media programme, Troncossi Public Relations now offers reputation management and strategic communications planning across both traditional and new media to ensure integrated corporate positioning.



Elizabeth Tee, Managing Director, Troncossi Public Relations, says: “In the last few years, social media has become fully established within mainstream culture as a means of sharing knowledge, information and opinion. It can no longer be considered as new age or only a feature of youth culture. Social media appeals to today’s expectations of immediacy; as consumers we are no longer used to waiting for company press statements to get up-to-date information or for a letter to editor to be published to have our say. We know we can instantly find information or contribute to a debate on the internet.

“Social media is incredibly powerful as it syndicates the ability to communicate directly with audiences that care about your company or product rather than mass market through traditional media. Companies can no longer ignore social media if they want to be able to tell their side of the story, influence opinion and manage their reputation. Social media should now be a standard part of corporate communications activity and we can help our clients to build this element into their public relations plans.”

Troncossi Public Relations ([www.troncossi.bm](http://www.troncossi.bm)) is Bermuda’s largest and most experienced public relations consultancy. Its consultants offer a combined 60 years of industry experience to their wide-ranging client roster. Troncossi advises some of Bermuda’s leading companies—which include Fortune 500 companies, global brands, Bermuda Stock Exchange-listed companies and local organisations—on communications strategies. Troncossi consultants are trained, experienced public relations professionals and are members of the Chartered Institute of Public Relations. Troncossi deploys proven techniques—developed from years of success in the Bermuda marketplace—to help its clients reach their communications goals.

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