

Mahwah Regional Chamber of Commerce
65 Ramapo Valley Road, Suite 211 • Mahwah, NJ 07430

FOR IMMEDIATE RELEASE:

**MAHWAH REGIONAL CHAMBER OF COMMERCE ANNOUNCES
SOCIAL MEDIA INITIATIVES**

Mahwah (December 19, 2012) – In today’s marketplace where organizations craft 140-character “Tweets” to share news, use LinkedIn to establish online connections, and aim to win the Facebook popularity contest for the most “Likes,” the Mahwah Chamber of Commerce has launched an all-out social media blitz to help members and non-members network online.

These initiatives, which include a three-pronged approach leveraging Twitter, LinkedIn, and Facebook, encourage members to interact in cyberspace, promote upcoming events, and share information and photos from past events.

“Because the Mahwah Regional Chamber of Commerce spans such a large geographic area, we hope that establishing an online community of local businesses will make us an even closer, more tightly-knit organization,” explains the Chamber’s Executive Director, Sharon Rounds.

In an effort to make the campaigns successful, the Chamber has publicized badges for Facebook, Twitter, and LinkedIn on mahwah.com and promotional material. Anyone can go online and “like” the Mahwah Regional Chamber of Commerce’s Facebook page, follow the Chamber’s Twitter handle (@Mahwah_Chamber), and join the Mahwah Regional Chamber of Commerce group on LinkedIn.

Founded in 1957, the Mahwah Regional Chamber of Commerce is a dynamic organization representing members from over 90 communities in the region. The Chamber’s membership includes retail, professional, service, and corporate businesses, both large and small. Its primary objective is to advance the general welfare and prosperity of the greater Mahwah region so that its citizens and its business community may prosper. Particular attention and emphasis is given to the business, social, civic, cultural, and educational interests of the region.

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