

SECO International Expands Social Media Presence

SECO WILL USE FACEBOOK, TWITTER, AND BLOG TO SHARE SECO 2010 NEWS

ATLANTA (June 6, 2009) – SECO International has expanded its presence in social media, adding most recently a Twitter account that it will use to provide the latest updates on SECO 2010, as well as its other upcoming continuing education opportunities and events. SECO International now relies on a spectrum of social media outlets that allows them to stay connected to the optometric community via a SECO Twitter feed, blog, Facebook page, podcast, and electronic newsletter.

“SECO International is increasing its social media presence in response to a growing trend that has enabled people to connect online in various formats to form personal and business relationships,” said Dr. Jonathan Shrewsbury, President of SECO International. “We see a real opportunity in social media to reach members of the optometric community, create dialogue between our organization and users, and provide news and updates in social networks where they are present,” added Shrewsbury.

SECO IN SOCIAL MEDIA

SECO International has increased its presence online and in social media gradually over the past several years. It first published a Facebook page in 2008 with plans to grow its fan base leading up to SECO 2010, held February 10-14, 2010. Facebook reports 200 million active members worldwide. Optometric professionals now can follow SECO on Twitter, a micro-blog site that has been cited as the fastest growing social media outlet in recent months. In addition to following SECO on Twitter, SECO will publish its “tweets” (twitter feeds) in the news section of its website, www.secointernational.com. SECO’s blog is available in the news section of the SECO website and provides “at a glance” news and information. Users can subscribe to the SECO blog RSS feed or view the blog online.

To find SECO on the various sites, visit:

- Facebook (www.facebook.com) – Search for SECO International, LLC.
- Twitter (www.twitter.com) – Follow “seco_intl”
- SECO Twitter Feed (<http://www.secointernational.com/press/twitter.cfm>)

- SECO Blog (<http://www.secointernational.com/press/blog.cfm>)

E-Newsletter (<http://www.secointernational.com/newsletter/subscribe.cfm>)

The SECO Tradition

SECO International is produced annually by SECO International, LLC, a wholly owned subsidiary of the Southern Council of Optometrists, Inc. SECO International, headquartered in Atlanta, Georgia, is a not-for-profit membership association founded in 1923, and counts as its members practitioners in the 12 southeastern states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. The annual SECO conventions regularly attract more than 7,000 national and international eye care professionals, vendors, and allied ophthalmic personnel. SECO International is widely acknowledged as the largest optometric educational meeting in the world.

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