



2015 WCPA Annual Meeting & Expo Official Announcement Seattle, March 2015

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The 2015 WCPA Annual Meeting & Expo is set for March 2015 in Seattle! The hotel location will be announced soon!

Attendees will enjoy a tour of Rainier Industries, workshops/seminars, the Annual Meeting/Banquet Lunch, the Expo, and of course a great time with friends!



Remember, as a WCPA member you will enjoy a great price for the Expo. Don't forget to renew or join the WCPA. Go to www.wcpaonline.com and sign up today!

As an added benefit, you also get the MIP Coupon Book which will save you hundreds if not thousands on purchases from WCPA members.

Also, during the 2015 WCPA Expo, you will have the chance to enter the WCPA Excellence Awards.

This is a great competition and chance to show off your company's latest and greatest projects and be recognized for your accomplishments.

First place winners receive a plaque and certificate and publication of the winning project photos in the WCPA Newsletter.



For more information or if you would like to suggest a topic for the Expo's workshops or seminars, please feel free to contact us at wcpa2012@hotmail.com.

Also, if you would like to serve on the WCPA Board, please let us know as elections are coming up!

It's a great way to give back and help our community grow and learn.

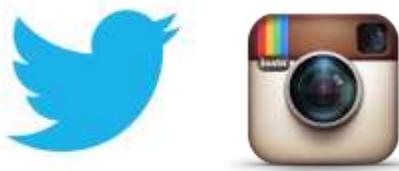
Hope to see you in 2015!

Social Media: What is it Anyway? How do you Use it?

By Carol Park

Twitter, Facebook, Instagram, Google+, etc... Social media is a term that encompasses a variety of Web sites and apps for your phone.

You always see the Facebook icon or hear people talking about the latest tweet or Instagram photo. Well, these social media tools are simply put, networking tools in a virtual environment.



So how does that translate to sales for your business? Or even just good old brand identity and credibility growth?

Well, when you're on social media it tells people that you're current with the latest trends for starters. It also lets you share photos, ideas, events, and more on a site that's not just a corporate site. This lets people know you're human, you're more than just a company trying to sell a product.

So how do you use social media? First, find the right outlets for your purposes, don't just sign up for everything. Choose a few that match your goals. Facebook is a great way to start, couple that with Twitter and you're off to a great start. Remember, before you start any Social Media campaign, have a vision in mind. What are your goals? Who do you want to reach?

Once you've established that try to

understand your audience. Who are they and what do they like to talk or read about? Then, make sure you have content to upload like pictures, videos and links to Web sites of interest.

Also, remember to always link your Social Media accounts to your main Web site and to other social media accounts. Include the icons/links in your e-mails and in corporate communications. Create an integrated social media strategy by linking your site, social media accounts, and your corporate communication pieces together.

Also, you don't want to spam everyone with useless content. Try posting valuable information like links to your blog about a hot topic. Or post something that brings value to your audience like announcements for events or coupons.

Once you've got the hang of that, remember to also use keywords that go with your company/business; this will help optimize your accounts on search engines.

Also, use the hashtag symbol which is simply #. Don't overdo this but use it for things that make sense like #specialtyfabrics or #awnings.

Finally, be consistent about your posting. This maximizes your social media campaign and keeps everyone in the loop about what you're up to.

IFAI News Tweet & Win Contest

IFAI announced its Tweet and Win contest. The contest is for attendees of its upcoming Specialty Fabrics Expo and Advanced Textiles Expo.

Participants have a chance to win a new Apple® iPad. To enter, attendees only need to tweet at the show with a unique hashtag. One entry will be awarded for each unique Tweet about the expo. Tag the message #IFAIExpoPrize, and then follow us @IFAIExpo on Twitter.

For the official rules visit www.IFAIExpo.com/ipad.

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