



For Immediate Release (March 25, 2009)
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GREATER AURORA CHAMBER JOINS TWITTER COMMUNITY

Tweets include business, legislative, community updates

AURORA, IL – In an effort to increase outreach using social media, the Greater Aurora Chamber of Commerce has created a profile on Twitter with the username “AuroraILChamber.”

Twitter is an online social networking site that allows users to communicate and stay connected through frequent status updates. Status updates answer the question, “What are you doing?”

The Greater Aurora Chamber is using Twitter to update members and fellow Twitter users with the latest business news and provide information about Chamber programs, events and benefits.

“We launched the account on Monday,” explains Peg Kenyon, IOM, ACE, director of communications at the Chamber. “After just days of Tweeting, we have a growing number of followers.”

“We know our members are using social media sites,” Kenyon continues. “And we want to make sure that the Chamber has a presence in online social networks. Twitter allows us to communicate with members in a non-traditional format.”

The Chamber will use the service to communicate reminders and invitations and to alert the membership of pending legislative issues.

“The Chamber is in the relationship business,” explains Joseph Henning, president of the Greater Aurora Chamber of Commerce. “We are here to mobilize the fastest growing ways to increase your network base. In this challenging economic climate, people want to do business with people they know and trust. We can help Chamber members connect in many ways-whether it’s through a signature Chamber event or an online social networking site.”

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About the Greater Aurora Chamber of Commerce

Founded in 1920 by a group of area business leaders, the Chamber is the voice of the regional business community with members. Today, with more than 1,000 members representing the communities of Aurora and North Aurora, as well as Montgomery, Naperville, Oswego, Sugar Grove, Batavia and surrounding communities, the Greater Aurora Chamber remains the voice of business – promoting progress, improvement, collaboration and advocacy. For more information on the Greater Aurora Chamber, visit AuroraChamber.com