



O’Keeffe Communications and The Circuit Present Twitter Interactive Workshop **“To Tweet or Not to Tweet?” Social Media Primer on July 30**

CINCINNATI - What are you doing? A seemingly frivolous question many Twitter users attempt to answer in 140 characters or less every day. But why would it matter to your business?

According to Dan O’Keeffe, president of O’Keeffe Communications, it matters because nearly 6 million people and counting are using Twitter. “The social networking phenomenon has grown exponentially over the past few years and has unlimited marketing potential for business owners to create a new level of awareness with their consumers,” said O’Keeffe.

O’Keeffe, along with Senior Account Executive Jill Isaacs, will present with The Circuit (the IT association in SW Ohio) a social media workshop, “To Tweet or Not to Tweet,” on **July 30, from 8 a.m. to 10 a.m. at the Health Foundation of Greater Cincinnati**. The event is hosted by HQ (www.cincinnatioffice.com) and is an in-depth, two-hour tutorial and interactive strategy session designed to help businesses drive demand and gain new customers by effectively using Twitter.

The workshop will include a Social Media strategy overview and cover all things Twitter spanning from topics such as how to set up a Twitter account, Twitter lingo, the most useful applications, and how to create an effective call to action for your business in 140 characters.

“We’ll also challenge participants to share ideas on how to incorporate Twitter and social media into their current marketing strategy,” said O’Keeffe.

Visit www.thecircuit.net or contact connie@thecircuit.net for more information.

The Circuit

The Circuit is *the* information technology association for the Cincinnati and Northern Kentucky region. The Circuit is dedicated to raising awareness for the region’s growing IT community by providing support and services for local technology professionals, companies and institutions. The association’s growing membership consists of a variety of professionals and organizations representing all areas of information technology. The Circuit is also part of Ohio’s IT Alliance, a statewide network of six regional organizations with one common goal: growing and improving the competitiveness of Ohio’s information technology (IT) industry. IT professionals or organizations interested in supporting Cincinnati’s IT community can join The Circuit at www.thecircuit.net.

About O’Keeffe Communications

Founded in 2001, O’Keeffe Communications, Inc. is a specialty public relations and grassroots/social marketing company dedicated to telling compelling stories that achieve brand awareness, sales opportunities, and calls to action for its clientele. From crisis management to interactive strategies and viral campaigns, O’Keeffe is positioned to create targeted public relations and content to fit every organization. Its clients range from technology and manufacturing to nonprofits and professional services, among many others. Recent initiatives include building relationships with “green”-focused clients. Visit www.okeeffecom.com to learn more.