

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB Receives Recognition for Social Media Activities

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ROCKFORD, IL — If you want to know what's happening in the Rockford Region, check out Tweets from the RACVB. Viscape, an online community for vacationers, has named the RACVB as one of the top tourism organizations to follow on Twitter. Other communities on its list "15 Tourism Heavyweights on Twitter" include New Orleans, Pensacola, and Albuquerque.

Twitter is a free online social media community that focuses on short, quick updates called tweets. The community averages over 2 million tweets a day. The RACVB has been utilizing Twitter as part of its social media campaign since October 2008. The campaign also includes other online communities like Facebook, MySpace, YouTube, and Linked In.

"We're very excited to be recognized for our online activities," said Mika Doyle, Communications Coordinator for the RACVB, who's responsible for updating the organization's Tweets. "With so many people online, social media is a great tool for reaching out to potential visitors. We work hard to ensure our updates are informative, exciting and will encourage people to recognize all the great things to do in the Rockford Region."

You can check out our Twitter updates by logging onto www.twitter.com/gorockford. If you are already a Twitter user, you can follow us at "gorockford."

Viscape is a social marketplace used for planning vacations and finding vacation homes. It helps travelers connect with others to plan group trips, get advice on destinations, and participate in discussions about travel and leisure topics.

The RACVB is a private, non-profit organization established in 1984 to champion efforts to promote the Rockford Region as an overnight visitor destination. The RACVB adds wealth to the region's economy by investing in marketing programs that grow tourism.

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FOR MORE INFORMATION:

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