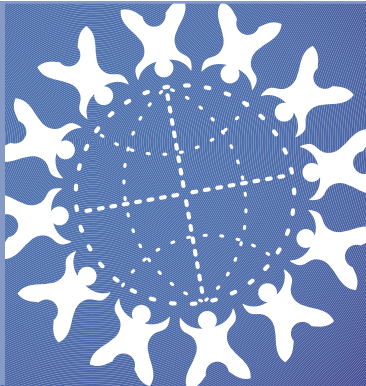


Get connected.



# SocialConnector<sup>SM</sup>

*Fueled by user participation and user-generated content, social media tools enable people to share their perspectives and experiences online. Whether authoring a blog, establishing a presence in communities like Facebook and LinkedIn,<sup>®</sup> or sending out regular “tweets” via Twitter, such tools provide a vital way to connect and engage.*

Carabiner’s SocialConnector services help you to efficiently leverage social media tools to reach core audiences such as business prospects, consumers, media and industry peers. We work with you to build and execute the right strategy to maximize your online presence and impact the audiences important to your business goals.

## **Blogging**

Carabiner offers our branded Blog-Builder<sup>SM</sup> services to streamline all your blog activities. These include monitoring and responding to influential third-party blogs, sending out text updates via sites like Twitter or Jaiku, or helping you to host and populate your own blog geared to your prospects and industry.

## **Social Networking**

From creating an active presence for your company executives on popular networking sites like LinkedIn and Facebook, to developing your company’s own privately-branded online community, Carabiner helps you get connected, establish dialog and share information with your customers, prospects and partners.

## **Content Creation**

Carabiner develops creative, professional social media content to add punch to communication initiatives. Services include blog-content assistance and the creation and distribution of streaming videos, graphics, podcasts and slidecasts to illustrate key points in a compelling manner.



The use of social media is no longer a trend—it’s a daily part of professional and personal lives. Journalists are utilizing social media to build relations and identify story ideas. Many editors are also requesting story content in audio and video format to support digital publications.

With SocialConnector, you can launch your company into the online community with minimal time and effort.

# Social Media Applications



- **Blogs** » An online journal for sharing information and perspectives
- **Social Networking Sites** » Online communities of people who share interests
- **RSS Feeds** » “Real Simple Syndication” that sends information updates to subscribers
- **Streaming Video** » Combination of visual imagery, audio, music and text produced for distribution over the Internet
- **Slidecasts** » An Internet presentation with slides synced to audio
- **Podcasts** » Audio files sent over the Internet for playback on a PC or mobile device

## About Carabiner Communications

Carabiner Communications specializes in marketing and public relations services for start-up and high-growth technology companies. Having provided technology PR and marketing services since the early 1980s, the agency has over 500 product launches under its belt, enabling its professionals to quickly hook into the core of your business without the learning curve of other agencies. The Carabiner team is comprised of PR and marketing veterans who have hands-on involvement with a broad range of technology companies, from software and Internet solutions providers to healthcare IT, biotech and medical device firms.



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