

## ASAC PRESIDENT'S MESSAGE



**Monday, February 08, 2021**

Good morning! Here we are February 08, 2021.

Do you read blogs? Are you a blogger? Do you know a blogger? What is a blog? Blogs began in 1994 and in the USA, blogs are nearing 32 million and counting.

Quite simply, blogs are websites that are more like an online journal that discusses issues and topics, provide information and are informally written, more personal. Blogs are not just words but also includes graphics and videos.

Blogging about your business is a great way to reach customers and prospective customers, recognize and support your employees and celebrate milestones and accomplishments. The key, a good blog or website is regularly updated with new information and resources. Have you ever been at an event and your company information or personal information is put on display and the information was gathered from your LinkedIn page, website or other online source? You are horrified because it is outdated information and the photo, well, not your best side?

I challenge you to update your LinkedIn page this week. Make time to add fresh photos and information to your website and post at least weekly, preferably 3 times weekly to your social media platforms.

This is a new way of thinking for many, but in today's world the first place a customer goes is your website and LinkedIn page. From there it is a Google search, and all your social media outlets are just a click away. And remember you do not need unique content on each platform. In fact, you should likely be consistent across all your platforms.

You have just added a 'hat' to your job description, Blogger.

ASA Colorado Blogs and would love to share yours. Send them to Deb at ASAC and we will get them uploaded to the ASAC Blog.

2021 SUBStrong posted a blog this week about the 3-day virtual conference and expo. The title of the blog, '9 Things You'll Gain from 2021 SUBStrong' and it is all about building your bottom line. A link to the blog is included in this issue of the President's Message.

As someone famous once said, "Now You Know the Rest of the Story."

Get registered for SUBStrong and make it a good week.