

# AMASA JHB gets networking on Facebook

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Realising the potential of social marketing, the Johannesburg chapter of AMASA (Advertising and Media Association of SA) has added Facebook to its communication mix as a channel to forge online avenues of communication with current and potential members.

AMASA invites members to join the AMASA Jhb Facebook group where they are now able to share their comments directly with AMASA, learn about upcoming monthly meetings, industry initiatives, share information, network online and brainstorm with the committee and other AMASA members.

"With over 80 million users, Facebook is a burgeoning portal for us to take AMASA to the masses and make ourselves available on the public domain in an environment where people's primary motive is to connect, share information and join groups. It's a really handy tool to have at our disposal in terms of disseminating information about our meetings, workshops, events and in the very near future, our bursary scheme.

"Attracting members to the AMASA Facebook group will enable us to grow the member base and spread the word about AMASA's role in the advertising and media industry," says Brad Aigner, AMASA Chairman.

To join the AMASA Johannesburg group, go to: <http://www.new.facebook.com/group.php?gid=25486183786>.

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