



Online Forwarding

Types of Information to Forward	<ul style="list-style-type: none"> ○ Industry news about companies in the industry ○ New trends or innovations ○ Government regulation changes, economic developments ○ Expert opinions on the industry, especially if they have a unique twist ○ Important dates as reminders such as deadlines or special holidays ○ Contacts for potential customer, supplier, or partner ○ Jokes can be shared, but this is better if they are industry related and personalized
Ways To Share Information	<p>Email: You can organize your email addresses yourself or you can use a tool like Constant Contact or AWeber to help organize your contacts.</p> <p>Newsletters: These are a great opportunity to control all of the content, but the challenge is to make sure that the information is all relevant to the reader. Plus it can be a lot of work!</p> <p>Twitter: If you get lots of followers, it becomes easy to share and communicate relevant information even more frequently. Retweeting what others contribute is the easiest way to build value.</p> <p>Facebook: Sharing information via status updates, group discussions, and highlighting other groups or sites by 'liking' them are more subtle ways to give good information to your 'friends'.</p> <p>LinkedIn: This is a great tool to link up two of your contacts who you feel could benefit from knowing each other. There are also status updates, group discussions, corporate pages, and sending emails through this social media can all add value.</p> <p>RSS: Any changes to a website are automatically emailed to these followers. If your website is actually a blog, this keeps people informed of new posts and new comments.</p>