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Social media has created an opportunity for change and improvement in how we communicate with each other. It has become the great digital equalizer with small and large companies building their brands. In addition, businesses can expand and connect with their clients online via these varying social media outlets.

To understand social media, one must understand how communication has changed. Traditional marketing involved identifying a target market, crafting a compelling message or theme and then getting it out to an audience via channels including advertising, commercials, brochures, direct mail, billboards, flyers and even websites. Social media has changed this dynamic.

Now consumers have a public voice. Did you have a bad experience at a restaurant? Complain about it on Yelp. Do you love a certain athletic brand? Share your passion on Facebook or Instagram. Clients, colleagues and employees can become your biggest advocates or your greatest critics.

Another dynamic occurring today is the overload of marketing messaging online and the need for compelling, relevant content. Consumers are inundated with an excess of unsolicited marketing messages, and commercial real estate professionals are no exception. When asked if they get too many emails, most say “yes.” Consumers now have the power to just say “no” through action: they can unsubscribe from e-blasts, skip TV commercials using TiVo or a DVR, or avoid radio commercials by subscribing to satellite radio.

As such, SoCT BOMA has improved its social media presence and below are the various sites you will find us on:

www.soctboma.org

[LinkedIn](https://www.linkedin.com/groups/8177399/profile) at <https://www.linkedin.com/groups/8177399/profile>

[TWITTER](https://twitter.com/soctboma) at <https://twitter.com/soctboma>

[Facebook](https://www.facebook.com/soctboma/) at <https://www.facebook.com/soctboma/>

[Instagram](https://www.instagram.com/soctboma/) at <https://www.instagram.com/soctboma/>