

TechBridge Launches New Social Media Initiative In Collaboration with BLiNQ Media

Grow and Strengthen Relationships via Facebook, LinkedIn and Twitter

TechBridge Press Release

April 6, 2010

Atlanta – April 6, 2010. [TechBridge](#), a nonprofit that provides affordable technology services to help other nonprofits do more and serve more people, is pleased to announce a partnership with [BLiNQ Media](#) to enhance its use of social media outlets Facebook, LinkedIn and Twitter. The collaboration will strengthen TechBridge’s ability to engage the nonprofit and technology communities by creating a place to meet, to socialize before and after events, to host and facilitate discussions and to easily exchange information.

“Social media is the new platform for interaction, offering vast opportunity to reach and truly engage constituents”, commented Frederic Bien, President and Co-Founder of BLiNQ Media. “We are thrilled to support TechBridge in its mission to help other nonprofits leverage technology and have a greater positive impact on the community.”

BLiNQ Media, a [Social Engagement Advertising SM](#) company that makes it easy for big brands to deliver break-through results in social media will collaborate with TechBridge to develop a sustainable social media strategy. It will create and post regular updates and targeted content of interest to donors, volunteers and its nonprofit and technology community audiences. “We are pleased to have the support of the social media experts at BLiNQ Media to help us communicate more effectively about TechBridge,” says CEO, Kathleen Kurre. “We look forward to growing our presence in the community through the power of this exciting marketing channel.”

According to recent statistics, Facebook is the 4 th largest web site in the U.S. with more than 110 million users. More than 55 million people log onto the site daily. Even though Google, Microsoft and Yahoo! each boast more total users, Facebook users spend more time on their site than others, and share 3.5 billion pieces of content each week, including photos, news stories, links, blogs, etc. Professional networking site LinkedIn now has more than 32 million members.

In addition to strategizing and posting social media content for TechBridge, BLiNQ Media will also participate in a special social networking session of TechBridge’s Technology Education Series, targeted at nonprofit executives and planned for later this year.

About TechBridge

[TechBridge](#) is an Atlanta-based nonprofit with one mission – to help nonprofits use technology to increase capacity to serve our community. We focus on technology enabling nonprofits to focus on their mission. TechBridge has provided IT consulting, hosting and outsourcing services to hundreds of nonprofits, helping them harness the productivity gains long since enjoyed by the corporate sector. As an affiliate of the NPower Network, TechBridge has facilitated the donation of millions of dollars of Microsoft software and connects the needs of nonprofits with the skills and financial resources of the technology community. The Digital Ball @ , TechBridge’s signature fundraiser brings together Atlanta’s technology community to celebrate the impact technology can have in strengthening our community. For more information about TechBridge and Digital Ball sponsorship opportunities, please visit www.techbridge.org.

About BLiNQ Media

BLiNQ Media, a [Social Engagement Advertising SM company](#) based in Atlanta, Georgia, makes it easy for big brands to deliver break-through results in social networks like Facebook. BLiNQ Media is pioneering CPSA SM (Cost Per Social Action SM) and Social Engagement Advertising to drive up social ad performance while keeping costs down. BLiNQ Media fundamentally changes the way brands message, target and engage consumers in social networks with a strategy-based approach underpinning powerful media management technology, performance-based pricing and unparalleled quantitative analysis. BLiNQ Media’s family of innovative and powerful technology solutions was created with the Facebook Ad API to enable rapid and scalable management and optimization of performance-based social media campaigns. BLiNQ Media can be found on the Web at www.blinqmedia.com, as well as on Facebook and LinkedIn.

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