



Central Texas - Balcones Chapter

Social Media Outreach: Facebook and LinkedIn

The USGBC Central Texas – Balcones Chapter hopes to facilitate greater social interaction between current members and raise greater awareness of the green building movement by joining two social media outlets, Facebook and LinkedIn.

With the assistance of Christina Gonzalez, our social media point person on the chapter's Communications Committee, we have established a Facebook account that consists of a Chapter group page and a Chapter fan page, as well as a profile on LinkedIn.

The goal behind the creation of these new social media outlets is to create and maintain strong relationships with relevant media contacts, as well as to allow for up-to-date communication with existing Chapter members and tap into a network of prospective members.

The Facebook account will give members the capability to view recent projects implemented by the Chapter; ensure members are aware of upcoming Chapter events such as mixers, lunch-n-learns, orientations and workshops, and will facilitate online discussion between members. Through Facebook, our Chapter hopes to expand our membership and volunteer involvement in the community.

Through the creation of a LinkedIn profile, the Chapter will be able to establish a network with potential clients and experts in fields related to green building efforts.

[Click here to go to the Facebook fan page](#)

[Click here to go to the Facebook group](#)

[Click here to go to the LinkedIn group](#)