



**AutoInstallSSL™**

# Social Media Announcements

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## Pre-written content to broadcast your new value added service offering

Below is content that we wrote for you to quickly and easily be able to leverage your current social media outlets. Feel free to change as necessary.

**Facebook Post:** "ANNOUNCEMENT: We're proud to introduce AutoInstall SSL™ to our customers. This revolutionary new technology will allow you to generate and install an SSL certificate in mere minutes with a few clicks of the mouse. To learn more about how your SSL lives are about to change forever, check out: [\[insert link to your new AutoInstall SSL™ webpage here\]](#)"

**Tweet:** "UPDATE: Your SSL lives are about to get much easier [\[insert link to your new AutoInstall SSL™ webpage here\]](#)"

*Quick tips for successful social media postings:*

- To ensure that you reach all of your followers, be sure and Tweet out this update several times. We recommend every 4-6 hours for a day or two.
- Encourage all of your colleagues/friends/family members who are on social media to "Like" and "Favorite" these postings so they gain more traction.
- Make sure you have links to your social media sites on your main company website and vice versa.
- Be sure to interact with customers that comment on or retweet your postings. It makes them feel special😊.

