

A Guide to Social Networking for Indoor airPLUS



Do you use Twitter, Facebook, YouTube and other social media? Your customers do!

Social networking outlets like Twitter, YouTube, Facebook, and web tools, such as widgets and buttons, allow groups of people with common interests or activities to stay connected online.

The U.S. Environmental Protection Agency's (EPA) Indoor airPLUS program is active on many social networking outlets to help you learn more about the program and access cool tools while networking with industry professionals and consumers. More and more builders are using these social networking websites to stay connected to their customers.

Follow Indoor airPLUS on Twitter!



Twitter makes keeping up with Indoor airPLUS easy. Follow @EPAiplus to get the latest information on the Indoor airPLUS program and partners, plus tips on construction specifications, benefits for homeowners, event announcements and links to Indoor airPLUS tools.

Connect with Indoor airPLUS on Twitter:

- Reply to any Indoor airPLUS “tweets” that interest you.
- Retweet Indoor airPLUS tweets to your Followers.
- See a tweet that you like? Mark it as a favorite by clicking on the star icon.
- Haven’t joined Twitter yet? It’s easy. Go to www.twitter.com to sign up.
- Read our Twitter feed at www.twitter.com/EPAiplus.

Twitter for your business:

Many builders have now joined Twitter to help them connect with their customers and to gain a critical sales advantage. A lengthy list of subscribers published on BuilderOnline.com shows just how popular tweeting is among builders.

Here’s how to get the most out of Twitter:

1. Search to find out what people are saying about your business, the homebuilding construction industry, the Indoor airPLUS program or anything else that might relate to you. Click “follow” on their pages so that you can continue to read their tweets. Also, use the search tool to find out what your competitors are tweeting.
2. Post tweets about what you are doing along with news and events that relate to the homebuilding industry. Also, post links in your tweets to interesting information that you find on other websites. Remember to tweet about your Indoor airPLUS qualified new homes as well as other news!
3. Subscribe to specific search terms as an RSS feed and be instantly notified when someone tweets about that topic. For your first topic, add “Indoor airPLUS.”



Find Indoor airPLUS on Facebook



Connecting with EPA on Facebook makes it easy to keep up with Indoor airPLUS news. Once you follow, or “like,” Indoor airPLUS on Facebook, updates post directly to your Facebook news feed so you will always be in the know about the latest Indoor airPLUS news. Find the Indoor airPLUS Facebook page at www.facebook.com/EPAiaPLUS.

Interact with Indoor airPLUS on Facebook:

- Post your thoughts about Indoor airPLUS on our wall or brag about your Indoor airPLUS homes!
- Share photos and videos by posting them on the Indoor airPLUS Facebook page, or leave a comment about your Indoor airPLUS experiences such as events or success stories.
- Have a question about Indoor airPLUS? Start a discussion by posting your question under the discussion tab. Other followers of Indoor airPLUS might have the same question.
- Suggest to friends that they begin following Indoor airPLUS by clicking “suggest to friends” under the logo on Indoor airPLUS’s profile page.

Facebook for your business:

1. Go to www.facebook.com and create a Facebook page to give your business its own profile. Invite your co-workers and potential customers to follow, or “like,” your page.
2. Share content and videos from the Indoor airPLUS website on your own page to teach people about the value of an Indoor airPLUS home.
3. Post pictures and videos of the Indoor airPLUS homes that you are constructing and update your status as you build the homes to track your progress.



Check Out Indoor airPLUS Videos on YouTube



YouTube is a video-sharing website that allows users to upload and share videos with others.
Share Indoor airPLUS YouTube videos with your potential homebuyers.

Connect with Indoor airPLUS on YouTube:

To inform potential customers about your Indoor airPLUS services, link or embed these Indoor airPLUS YouTube videos on your website:

- **“Building with Indoor airPLUS”** – A video for builders interested in learning about improved indoor air quality with Indoor airPLUS.

- **“Improving New Homes with Indoor airPLUS”** – A video builders can use to share the benefits of an Indoor airPLUS home with potential homebuyers.

There are many other Indoor airPLUS videos also posted on EPA’s YouTube channel. Just enter “Indoor airPLUS” in the page’s search box at www.youtube.com/user/usepagov.

YouTube for your business:

1. YouTube is an inexpensive alternative to television for advertising your Indoor airPLUS qualified home building services. You can provide links to YouTube videos on your Facebook, Twitter and website.
2. YouTube also saves you time. If you do a lot of walkthroughs of Indoor airPLUS homes, training employees on how to build to Indoor airPLUS standards or explaining your Indoor airPLUS building services to potential customers, make a video and post it on YouTube, then link to it from your website, Facebook or Twitter accounts.



Get Indoor airPLUS Widgets and Buttons



Enhance your website with an Indoor airPLUS widget or button.
You can place them on any HTML-based website to let your customers know about Indoor airPLUS.

Widgets for your business:

Use this great marketing tool to enhance your company website and provide your visitors with extra content that refreshes itself without any work on your end. Posting a widget on your website also will help highlight your company's partnership with Indoor airPLUS by including an official link to the Indoor airPLUS website.

Buttons for your business:

Brighten up your website by adding an Indoor airPLUS button and advertise to your customers that you are an Indoor airPLUS partner.

To use an Indoor airPLUS Widget or Button go to: www.epa.gov/indoorairplus/webtools.html

