Press Release

ISTA ON TWITTER

In a time where we obtain information as it happens, social media has become the way to transmit information not only to our community but also to the stakeholders and media. Press releases are a valuable tool in generating earned media coverage and in-building brand awareness and credibility. The International Seed Testing Association (ISTA) has also incorporated social media as is the new way audience consumes information today.

Social media platforms are changing the public relations world, as it is a low-cost and risk communication tool, which also provides a great brand exposure.

ISTA opened a Twitter account @ISTaseedtesting at the beginning of August under the keyword #seedquality, as ISTA aims to develop and publish standard procedures that contributes to food security by guaranteeing seed quality worldwide. It has been less than two month, and we count now with 31 Followers and we hope it keeps growing in the same pace.

The association purpose is to reach and target a broader audience, provide them ISTA information or news on real-time and promote an open and easy communication. Consequently, the association plans to be present on Twitter as a complimentary channel of information distribution to the other social media.

To ensure and adapt the content to the new audience, images have been incorporated on half of the shared tweets and the tone of language used is more casual than in other platforms. Moreover, ISTA is keeping the hashtag strategy strong thru making sure the association keyword #seedquality and search terms as #seedtesting are integrated on the tweets so they can be SEO consistent.

We are happily encouraging you to look for ISTA in twitter and follow us.