



ISTA

Seed Quality Assurance



Bassersdorf, Switzerland
28.09.2018

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.

CONTACT

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ABOUT ISTA

Founded in 1924, with the aim to develop and publish internationally agreed rules for seed sampling and testing, accredits laboratories, promotes research, provides international seed analysis certificates and training, and also disseminates knowledge in seed science and technology. ISTA members are over 80 countries/distinct economies worldwide and they work together to achieve their vision of 'Uniformity in seed quality evaluation worldwide'. This facilitates seed trading nationally and internationally, and also contributes to food security.

