



**KEYBRIDGE**  
COMMUNICATIONS

## CASE STUDY

### SOCIAL MEDIA CAMPAIGN

#### TRADE UNION DRAMATICALLY GROWS SOCIAL MEDIA NETWORK

A prominent trade union hired Keybridge Communications to revitalize its social media efforts. Keybridge took over most of the blogging for the organization and also offered strategic advice on Facebook and Twitter engagement. In the first six months, Keybridge helped drive the organization's Facebook "likes" from 25,000 to 135,000. During that same time frame, blog traffic soared, and the number of Twitter followers increased by 500 percent.

