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A NEWSLETTER FOR JAVITS CENTER CUSTOMERS



Javits Center Gets Social

May 2016

The Javits Center manages five social media networks, and in the past year, our fans have increased by 150% across all channels, which include Facebook, Twitter, Instagram, LinkedIn and YouTube.

With a new focus on developing digital content, the Javits Center's social media team works diligently to post newsworthy updates about the building and the rapidly changing neighborhood, while collaborating with event organizers to share approved content that builds excitement among attendees. Social media contests also have been created to provide visitors with free tickets or an exclusive tour of the building's green roof, the second largest of its kind in the United States.

Fans have certainly responded favorably with a 36% increase in Facebook likes and a 33% jump in Twitter followers – in 2015 alone.

“Social media has become a required part of any organization's marketing strategy, and with so many developments inside and outside the Javits Center, it just made sense to highlight those changes through digital forums,” said Diane Cimine, the Javits Center's social media manager. “We are thrilled to work with more and more event producers to help them promote their brands on our pages and let all of our followers know what's coming next.”

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