



Cleanlink News 11/14/2011

## **Tornado Focuses On Facebook**

Tornado Industries, a division of Tacony Corporation announces it has launched a new Facebook site designed specifically for cleaning professionals.

The site is an extension of the company's TornadoWatch newsletter, which now has more than 7,000 subscribers.

The new Facebook site is intended to help industry professionals meet cleaning challenges in an efficient, effective, and environmentally responsible manner while adding the benefit of sharing two-way communication, Jolynn Kennedy, Marketing Manager for Tornado.

"We took a little time with this [because] we wanted to see what other [jansan] manufacturers have Facebook sites and how they are using them," says Kennedy. "I think that helped us avoid a lot of trial-and-error and make the site effective and useful right from the start."

Kennedy says it cannot be understated that more and more people, including those in the professional cleaning industry, are accessing social media sites to gather information, conduct research before making purchases, ask peers for product recommendations, and seek expert advice.

"With this in mind, our goal is to turn our Facebook site into a 'Tornado Community' where everyone has a voice, can join discussions, and can be a part of the conversation," she says.

Although the number of people in the professional cleaning industry using social media sites is unknown, what is known is that more than 80 percent of Americans visit a social media site at least once per month, many once per week, and that a growing number of these people are using the sites

for business purposes.

“We also plan to use our Facebook site to address the needs of end customers as well as our distributors,” adds Kennedy. “They are all part of the community we are creating and we want them all involved.”