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## **CEDC GOES SOCIAL**

### **CEDC joins Facebook and Twitter with plans to expand through the use of other platforms**

Ventura, CA – The Cabrillo Economic Development Corporation (CEDC) is pleased to announce that its official Fan Page is available on Facebook, the popular social networking website. CEDC has also established a presence on Twitter, the micro-blog website used to quickly share news updates. Both social media channels have become increasingly popular for corporate use. The decision to go social was made on November 30<sup>th</sup>, 2011, in an effort to increase marketing and communications capacity at CEDC and its affiliates. Plans to expand social media presence by engaging fans on LinkedIn are also underway.

CEDC's Facebook page will act as a platform for communication with its supporters and partners, as well as provide an online community for networking and discussion. The Facebook page will host news articles, project updates, pictures and videos, and exclusive content. Fans are encouraged to post comments, upload photos, contribute to discussions, and invite others to join. CEDC's Twitter will contain similar content and direct traffic to the Facebook Fan Page.

"Facebook is a beneficial communications tool to grow visibility and create a constant flow of information," says Amanda Boudria, an AmeriCorps VISTA working in CEDC's Communications and Marketing department. "CEDC's Facebook page and Twitter will allow supporters to take on the role of promoting the organization while keeping them informed."

The CEDC Facebook is accessible for viewing to anyone; but only fans are able to interact with other users and receive updates. Facebook is free to join. Anyone interested in keeping up with events, workshops, and other happenings at CEDC are encouraged to "like" our page. CEDC's Facebook address is: <http://www.facebook.com/CEDCVC>

All Twitter users are able to view tweets by CEDC but only followers will have tweets directly published onto CEDC's newsfeed. Twitter is also free to join. Users can follow CEDC on Twitter @CabrilloEDC.

Recent content on both channels include coverage of the grand opening celebration of Rodney Fernandez Gardens, quotes from the success stories of CEDC residents, and statistics taken from a recent assessment of CEDC's social and financial impact.

"CEDC has a huge following of fans and supporters, and now they can be our fans on Facebook and follow us on Twitter," says Jennifer Gordon, CEDC's Communications Manager. "We want to interact with our clients, partners and the community at large and increase awareness about how our services change lives for the better. It's all about connecting in real time and enlarging the conversation about affordable homes, financial services and economic-based education for lower-income residents in the area."

CEDC is a private non-profit affordable home and community development corporation that provides comprehensive housing services, through a community building approach, in Ventura and Santa Barbara Counties, and the Santa Maria area. Since its incorporation in 1981, CEDC has built more than 1,465 units of affordable for-sale and multi-family rental homes, manages 804 affordable rental units, and has assisted more than 8,000 individuals and families with homeownership education, counseling and lending services. CEDC is a chartered member of NeighborWorks®, a national network of more than 230 community development and affordable home developers. This year marks CEDC's 30<sup>th</sup> year of operation.

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