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## **Media Alert: VOXUS Releases White Paper on Twitter for Business**

- What:** "Tweets, Tweeps and Twitches: The Basics for Using Twitter to Boost Your Business"
- When:** Available Immediately
- Where:** <http://voxuspr.com/extras/twit.php>
- Details:** Twitter ([www.twitter.com](http://www.twitter.com)) is a free micro-blogging site that enables users to send and receive short messages in real-time. It has become an important communications pipeline between organizations and their customers, partners, the press community and more. In this white paper, business professionals will learn how to hit the ground running with Twitter, from setting up an account and engaging fellow "tweeps," to building a strong audience.

### **About VOXUS, Inc.**

VOXUS, Inc. is a privately held public relations agency that is dedicated to using small programs to drive market leadership for technology companies. VOXUS' senior professionals offer years of experience effectively establishing and communicating – across a broad range of industries – the uniqueness of a company, product or service. The agency offers a targeted approach to ensure the right messages reach the right audience, in the most cost-effective manner possible. For more information, visit

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