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New Social Media Opportunities With Day Spa Association

Union City, NJ Hannelore Leavy, Founder and Executive Director of the Day Spa Association and the International Medical Spa Association announces the DSA has been working hard to increase an important new social media networking presence. Leavy notes, "We have recently added new groups on Facebook, Twitter, LinkedIn and Plaxo where new faces are following us each and every day. Members are learning about each other while engaging in conversations about spa trends, common challenges, issues, resources, success stories and other tips that will help us all. We encourage you to follow the DSA on any or all of these social media sites."

Membership Chairperson Felicia Brown adds, "One of the most interesting ways we are using social media at the DSA is on Twitter and LinkedIn.com. We have gotten many of our resident spa experts to share their blog articles on our DSA Profiles. We update this information daily, so that new posts are added constantly and shared immediately with all our followers.

If you follow the DSA on Twitter or LinkedIn.com, you can now find up-to-date relevant feature articles and other information from many of our Allied vendor and sponsor members' blogs as well as the DSA blog all in one place. There's no more need to search the Internet for spa-related articles anywhere else. This will save you valuable time by keeping you in touch with all the spa experts in one spot. This is an amazing opportunity to learn from a diverse and experienced group of spa educators, consultants and professionals."

If you are an Allied DSA member and want to add your blog to the DSA roster, this benefit will get you FREE ongoing exposure and visibility with current members as well as new non-member prospects and clients each and every time you submit a new post. Simply send your blog's RSS feed address and title or company name to Barbara@DaySpaAssociation.com. Once you are signed up, DSA will automatically post each new article from your blog to the DSA Twitter and LinkedIn pages. This will put you in front of hundreds if not thousands more prospects each month and at no additional cost to you, your spa or your company.

Leavy adds, "Social media has become such an integral part of how many spa businesses grow and promote themselves today that we encourage all of our DSA members, their employees and other spa professionals to get involved."

Find The DSA Online:

Website: www.dayspaassociation.com, Blog: <http://dsaprof.wordpress.com>, Twitter ID: DaySpaAssoc
<http://twitter.com/DaySpaAssoc>, Facebook Group Name: Day Spa Association: Link:
<http://www.facebook.com/group.php?gid=141721041146>, Facebook Fan Page -- Day Spa Association:
www.facebook.com/pages/Day-Spa-Association/375374280716, Plaxo Group Name: Day Spa Association, Link:
www.plaxo.com/groups/profile/154620848265, Linked In Group: Day Spa Association: Link:
www.linkedin.com/groups?gid=2164088&trk=hb_side_g

For questions about social media and the DSA, becoming a DSA social media volunteer, contact Membership Chairman, Felicia Brown, at Felicia@spalutions.com or call 336-508-0790.

Day Spa Association Membership: Membership includes many special privileges with inclusion in The Annual Day Spa / Medical Spa Directory, a listing on the www.DaySpaAssociation.com website, a membership certificate & decal, seasonal newsletters, email blasts, invitations to advanced educational seminars, free magazine subscriptions to many select industry and consumer publications, a group health insurance program, special credit card processing rates and a variety of discounts with many professional services within the spa and beauty industries. The Day Spa Association has launched a new Day Spa Accreditation Program and invites the day spa industry to join into this consumer awareness program that will properly distinguish accredited day spas from the rest. International Chapters are located in Europe, Latin/South America and Asia/Pacific.

Get Up To Date & Get Involved! Now is the time to capture your part in the largest segment of the professional beauty and wellness industries, by learning how to stay ahead of the competition. To join the Day Spa Association, call 201-865-2065, email info@DaySpaAssociation.com or visit www.DaySpaAssociation.com.

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Thanks,
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