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## Why Facebook presence is essential in 2012

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You have heard by now that social media is an integral part of your online presence. There is so much information out there about social media and it is continually being updated and changing and can be difficult to keep up with, as we all have little time and are very busy. Social media takes time to manage. It takes an investment in time to update and communicate thoroughly with your fanbase that "like," follows or is connected with you through different channels. Today I am going to focus on one platform, Facebook, and why it is important to have a presence. It is essential to invest time to your daily schedule to monitor and update your page.

Today, Facebook is an essential tool used by people who want to research who you are and what you do. Knowing that, give them what they want. It's a two way street. Make it easy for them to find you, the same place where you can promote your products and services. It allows potential clients and your ongoing partnerships to see what you are up to on a daily basis and gives the ability to connect to those on a more personal level. It is a platform that not only allows you to promote yourself but also allows for third party cross promotions. In summation, Facebook is a great way for you to stay engaged in your community as most businesses in your area are most likely using this platform as well.

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