

**SOCIAL MEDIA  
AND B2B  
ORGANIZATIONS**

 **ABSOLUTE**  
HOLDINGS GROUP

# Social Media and B2B Organizations

## Build Your Brand:

- Affinity
- Loyalty
- Awareness

## Recruitment

- Create a culture
- Build a reputation
- Backfill key employees
- Attract top talent

## Humanize

- Create a more personal "touch" for your organization
- Build meaningful relationships
- Establish trust with potential consumers and employees

