

## Move over, LinkedIn—Here Comes SpotSocial

THERE'S A NEW PLAYER in the social networking world, and it lives right here in Johnson City, Tennessee. SpotSocial, a new online community of professionals, is making waves. It is a unique cross-over social network that allows people and businesses to market products and ideas both inside and outside the website. The company was created by local entrepreneur **John Cannon** and Seattle businessman **Paul St. Onge** in November 2009. The site's ranks are quickly swelling as visitors uncover its value.

On the surface, SpotSocial operates much like other social networks—Facebook, Myspace, LinkedIn, etc. New members create a profile, geared towards their business or career, and communicate/interact with other members.

Innovative twists have been placed on even the most standard of social network content. The site features an extensive job board, with relevant local results displayed to users by default. Members can initiate conversations directly with the company and person doing the hiring. It adds a human touch to the fully-anonymous job listings on most other sites; in a tough economy where each available job is very important, this may prove to make all the difference for SpotSocial members in the middle of a hunt.

In addition to creating a personal profile, members may also create a company profile in the business directory. These profiles act as a “very descriptive yellow pages” of sorts. Company profiles can include address, phone numbers, description of services, operating hours, a Google Maps location of the company, and buttons for sharing the company's profile on Digg.com, Delicious.com, Facebook, and others. This rich content boosts business rankings on Google.

One of SpotSocial's most singular features is the ViewMeID—an “online business card”, formerly known as the Email Ideas Bojo—that all members may create. ViewMeIDs stylishly compact a portrait, contact info, and external website links into one business card-shaped package. It may be used as an email signature, blog signature, personal stamp on a website, etc. All the information on a ViewMeID is pulled directly from the SpotSocial profile, so it acts as a transportable extension, leading people back to members' profiles.

Unlike many other social websites, SpotSocial encourages members to upload images, videos, .pdfs, powerpoints, blogs, upcoming promotions and events—the community consists almost exclusively of user-generated content. With every word typed, members enrich the website and increase the value of their contribution.

The SpotSocial team continues to come up with innovative and creative ideas for community members. In a few months they will launch several new marketing tools for members, including “Mobile Coupons”. These are coupons delivered to wireless devices in close proximity to the business' physical location, with directions straight to the front door.

“It's exciting to see a local company doing such relevant work to business communities on a global scale,” said **P.C. Snapp**, Executive Director of the Johnson City, Jonesborough, Washington County Economic Development Board. “SpotSocial represents the best spirit of

entrepreneurship and the growth of the network has been amazing to this point,” Snapp commented.

SpotSocial predicts their membership to soar to around 1.8 million users by the end of 2010, a milestone which may launch Johnson City into national limelight. Visit and join SpotSocial today and let them know what you think!

“The site is in its infancy.” says President John Cannon, “Local support means everything to us; we couldn’t be where we are today without lots of great feedback from a great region of businesspeople. I invite all of you to join SpotSocial and add me as a contact. That’s what we’re here for!”

Visit SpotSocial on the web at [www.spotsocial.com](http://www.spotsocial.com)

The image is a composite of two mobile phone screens. The left screen displays a profile for John M. Cannon, President of Email Ideas. It includes a photo of John Cannon, the company logo 'email ideas', the tagline 'Make a Great Impression', and contact details: 300 E. Main St., #152, Johnson City, TN 37601; O: 423.434.4200; F: 928.437.4200. A 'text me' button with a mobile phone icon is at the top right. The right screen features the SpotSocial logo, the text 'Business networking just got social!', and a 'Join the Community Now!' button. A vertical watermark '© EmailIdeas.com' is on the left side of the main screen.