Instant Checkmate to Expand Social Media Outreach Program

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Las Vegas, NV (RPRN) 07/30/12 — Instant Checkmate has seen dramatic growth on a monthly basis, mainly due to its web presence. The criminal background check provider based out of Las Vegas and headquartered in San Diego is fast approaching its millionth sale, all within a 3 year period. The company's rapid growth has resulted in thousands of Facebook fans, Twitter followers, and mentions on hundreds of blogs .

Early in 2012, Instant Checkmate launched the Social Media Outreach Program, aimed at connecting directly with fans, customers, prospects, and other interested parties. The goals of the program were to make it easier for the public to connect directly with a representative of the company, to help spread the brand and awareness of the company's service, and to unify the company's voice.

Initially the program was very successful, cultivating a strong following on Facebook and establishing roots on most major social networks. But because of the increase in both social media use on the web and the company's reach, it became necessary for the program to allocate more resources.

"I love representing Instant Checkmate on the social web. It's a fun job; it doesn't even feel like work. But there are so many people in so many places, it became increasingly difficult to respond to everybody in a timely manner," said Kristen Bright, social media expert at Instant Checkmate. "That's why I'm so excited to have a few more people on board, focusing strictly on social media."

The expansion was set in motion in early June. Now, the Instant Checkmate social media team has tripled in size. The first new hires will be on site by August 1st, 2012, and are expected to "hit the ground running."

"While we've done a pretty good job cultivating our Facebook fan base, the Instant Checkmate Linkedin page hasn't been given the same effort or attention. Instant Checkmate's Twitter needs more love, and I wouldn't mind even putting more effort into Instant Checkmate's MySpace page. People still use that site you know," said Bright.

With more team members onboard, the expanded Instant Checkmate social media team is ready to even further extend the company's dialogue and services with the public. Having easily accessible communication with all parties is the name of the game. From keeping all abreast of the latest happenings at Instant Checkmate to assisting with customer service, the social media team will be working to always stay connected with the public in an easy and timely manner.

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registries, and public records. For more information about Instant Checkmate, please visit our website at www.InstantCheckmate.com, follow Instant Checkmate on Twitter, or connect with Instant Checkmate on Crunchbase.

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