

Expertise Plus Information

7th April 2016

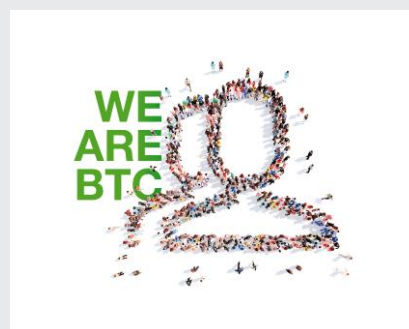
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All BTC news now available via Twitter and LinkedIn

The digital world has become increasingly colourful and diversified in recent years, and at the same time more complex. But thanks to social networks such as Twitter and LinkedIn, it is much easier to structure the digital news feed. When adding the right people and companies to your favourites or contacts, the resulting news offering will be an ideal match to your individual interests. BTC would also like to offer this service to its customers and all interested parties. That is why the sales company of BASF will now provide its followers with news and updates on Twitter and LinkedIn.

Interaction via Twitter and LinkedIn

Customers will benefit from a number of advantages. "In addition to our website and a subscription to the Expertise Plus Information, we are now offering two additional options to keep track of BTC's business and news," says Katharina Kagerbauer, Specialist Communications at BTC. Another advantage of social networks lies in the ability to interact. For example, the BTC team welcomes feedback on information provided in Expertise Plus. And when technical questions related to products and services arise, BTC can call in the corresponding experts.



Real-time information

In selecting the appropriate social networks, an important factor was that they are used throughout Europe and are more relevant to the business-to-business sector. The social media channels also make it possible to distribute news during events. "At trade fairs for example, we can update our followers in real-time via Twitter and add hashtags to link the tweets with the corresponding event. This way, visitors who are following the BTC channel on Twitter can always keep up to date," says Kagerbauer.

The BTC social network profiles can be found on [Twitter](#) and [LinkedIn](#). For all other questions and issues, you can also contact your local BTC partner directly using the [Solution Finder](#).

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