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Social Media and World Stamp Show-NY 2016

Much has changed when it comes to electronic communications since the last U.S. international philatelic exhibition, Washington 2006. Email is much more widely used in the U.S. and abroad. Cell phones, laptops and tablets give everyone greater mobility than ever before. Wireless service is reliable, affordable and seemingly ubiquitous.

These changes have led to the emergence of social media, loosely defined as web based applications that aid in the interactive exchange of ideas using electronic content of all kinds. World Stamp Show-NY 2016 is the first international exhibition to utilize popular sites like Facebook, Twitter, Pinterest and YouTube as a means to promote the show and the hobby.

Janet Klug, WSS-NY 2016 Social Media Chair, is an enthusiastic user and supporter of these web programs.

“Presently most of our daily feeds are images of stamps that have some relationship to New York,” says Klug. “As we get closer to the show, much more news will be conveyed quickly to all who get the daily feeds. As planning evolves the WSS-NY 2016 social media will have information about dealers, hotels, restaurants, attractions, meetings, exhibits and a host of other valuable information. We expect people to tweet from the show when it opens and share photos and videos through our social media accounts.”

While the show’s web site is the primary place where interested collectors can go to view and “pull” details about the eight-day exhibition, most social media sites use “push” technology instead, instantaneously sending messages and photos to everyone in the sender’s circle of friends and acquaintances. That expands exponentially the potential number of people receiving the information compared to other methods. Social networking is said to account for 22% of all Internet usage and activity.

As Klug reports, “It is also comforting to know that we are reaching a younger demographic through social media than we reach through more traditional philatelic media. For example, on Facebook we are presently reaching between 900 and 1200 people each week. Of course we hope to expand that reach to hundreds of thousands! Our largest percentage of followers are in the 45-54 age group. 43% of our followers are women, quadruple the percentage of women APS members.”

She further suggests that everyone join the online fun by becoming WSS-NY 2016 “followers” on Facebook, Twitter and Pinterest. Doing so is easy. Simply check out the links to each found at the bottom of the exhibition’s home page at <http://www.ny2016.org>.

World Stamp Show-NY 2016 takes place May 28 through June 4, 2016 at the Jacob Javits Convention Center in New York City. Email Janet at janet.klug@ny2016.org.