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**Edmonton's technology community:
using social media to raise awareness**

Edmonton, AB—*Edmontonians* magazine is partnering with FusedLogic to raise the profile of the Edmonton technology community and its companies and prove how effective use of social media can positively impact businesses.

Edmontonians, a monthly business publication serving the Capital Region, recently kicked off its *Visionaries—Insight, Innovation, Ingenuity* project with the goal of increasing awareness of advancements in the research, the technology and life sciences sectors. It is sponsored by the Edmonton Economic Development Corporation (EEDC) and the Northern Alberta Institute of Technology (NAIT).

“Edmonton has a vibrant, thriving technology community that really flies under the radar,” said Sharon MacLean, *Edmontonians* publisher.

“We felt that partnering with an experienced social media strategy company like FusedLogic would be a great way to increase the awareness of Edmonton technology and life sciences businesses using cutting edge social media tools and strategy.”

Awareness of social media in the business world is growing, but using it effectively isn't so obvious, which is why *Edmontonians* decided to team up with FusedLogic.

“In this two-month pilot project our plan is to use a variety of social media tools in unique ways,” said Walter Schwabe, chief evolution officer of FusedLogic.

“Using our three-step process of research, strategy and implementation, I'm confident we'll be successful in developing a social media strategy to increase the profile of the Greater Edmonton tech community in Alberta and abroad.”

In addition to the social media strategy component of the *Visionaries* project, *Edmontonians* publishes profiles and briefs showcasing local innovators, their discoveries and their products. Schwabe's column on social media appears monthly.

“Edmonton has an amazing variety of successful technology companies that get no attention and we're hoping to change that with our *Visionaries* project,” said MacLean.

There are numerous organizations—including Edmonton Economic Development, NAIT, the Alberta Research Council, the Alberta Health Industry Alliance and the Alberta Council of Technologies—that are committed to incubating, supporting and/or commercializing the growth of technology and life sciences companies in Edmonton, MacLean added.

About: FusedLogic & *Edmontonians*

FusedLogic is a social media strategy firm based in Sherwood Park, Alberta and has been in operation since 2000. *Edmontonians* is a monthly magazine known for being “the personality of business in the Capital Region”. It began publishing in 1989.

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