

## NEWS RELEASE

For Immediate Release

### **Sumter Electric Cooperative, Inc.**

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### **SECO has a Facebook Page**

In its latest initiative to reach out to its member/customers and others, SECO Energy has established a page on Facebook, that wildly popular social media outlet.

“It seems everybody you talk to has a personal Facebook page and now many businesses are showing up there, as well,” said SECO Director of Corporate Communications Barry Bowman. “Once viewed as a site almost exclusively for college students, its popularity has spread into other age groups and various companies are beginning to use it as a recruitment tool and a vehicle to disseminate general information about their businesses.”

Bowman noted that in a recent telephone survey of SECO customers, communication and customer service were cited as major factors in the members giving the co-op one of the highest customer satisfaction scores in the nation. He invited interested members and others to sign up as friends on the SECO Facebook page.

He said, “We know what a premium our members place on good communication. Consequently, we are constantly looking for ways to augment the many tools we already utilize to convey information to our customers and others interested in the co-op. So, where social or new media is concerned, a presence on Facebook is a logical step to take.”

SECO Energy is a not-for-profit electric cooperative serving over 170,000 members in a 2,000 square mile service territory. SECO customers live in Marion, Lake, Sumter, Citrus, Pasco, Levy and Hernando counties.

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