

## **Community Leaders, Non Profits, Media and Businesses Together Finally! A social networking website which benefits the entire community**

**SocialDirectConnect.com averages just over 6,000 page views per week.  
When new Party Pics and events are posted, stats soar!**

Check out SocialDirectConnect.com, a Dallas-based website spotlighting community leaders, non-profit organizations, media and businesses so all may expand their internet presence, reach their target audience and as a result, all may benefit.

“SocialDirectConnect.com is meant to be a venue where organizations can upload and publish press releases and photos, announce special events, news, sales – including publishing images - and connect with each other,” said Sharon Adams, founder and owner, Adams Communications Public Relations. “This is not a website meant to diminish the need for a public relations or marketing professional, but to enhance their efforts. Organizations can now reach a larger audience than just with their own website. My goal is for SocialDirectConnect.com to serve as a resource for special events publicity and planning, to empower non-profit organizations, influence potential sponsors, publish business news, engage clientele and create media interest, all from one website.”

**There are non-profits experiencing milestones and miracles every day, but who will know about them?** With a presence on SocialDirectConnect.com, those non profits can publish their events with a press release and include an image, publish photo albums, link to their own website and so much more – at no cost to them. Media, a community leader or business might read about this news, link to their website and publish their news, become a sponsor or client of that organization.

**Another benefit targets special events and the businesses that support them.** Every private party, business launch or trunk show, gala, luncheon or other event requires special event resources. Whether someone is deciding where to shop for the jewelry and fashions to attend those events or organizers are searching for a venue, party planning service, caterer, florist or other event resource, if those businesses publish on SocialDirectConnect.com, they have a distinct advantage and a built-in audience, because the people who visit SocialDirectConnect.com are the very clientele who utilize those resources.

**“We also encourage media and newsletter services to publish a home page and link to their websites and blogs,” Ms. Adams said.** “Communication is what we’re about. Awareness in the community. Getting the word out. SocialDirectConnect.com can be that place where you can link to newspaper blogs, foodie and entertainment news, special interests, social and business newsletters and services, all together.”



# SocialDirectConnect.com

Sharon Adams,  
Founder and CEO

"We ask everyone to participate in SocialDirectConnect.com in the spirit in which the website is meant," Ms. Adams said. "We want our clients to link to their own FaceBook, YouTube, MySpace, Twitter or LinkedIn pages and use SocialDirectConnect.com to further the mission and visibility of their non-profits, media, business special events, promote themselves and highlight involvement in the community. That's the niche we want to fill."

The public can view many pages without having to login. In order to create a home page or profile, you must join. There are many benefits at the Free Browser level and more benefits in the Enterprise paid membership, which renews monthly.

Visit the website for subscription benefits and details here:

<http://www.socialwhirl.com/SocialDirectConnect/AboutUs.pdf>

SocialDirectConnect.com is advertised on media partner site, [eBuzzNewsletter](#) and [SocialWhirl.com](#), which averages 350,000 hits per month. Read the article "Online Media and Social Web is Mainstream" by Sharon Adams, which links to a dialogue among professional PR and marketing people here: [http://www.socialdirectconnect.com/article.php?article\\_id=4](http://www.socialdirectconnect.com/article.php?article_id=4)

**Who we are:** SocialDirectConnect.com was launched in November 2008 by Sharon Adams, a Dallas-based publicist since 1985, whose PR firm, Adams Communications Public Relations, specializes in public relations for non-profit organizations' special events, galas, luncheons and business special events and announcements, book signings, etc.

She developed her first website, SocialWhirl.com, in 2001 to provide a venue for internet visibility for her clients. Because the demand was so great, she began publishing news and photos for thousands of non-client non-profit organizations, businesses and print media at no cost to them.

SocialWhirl.com averages 350,000 hits per month from viewers from all over the world. Because of this wild popularity, Adams saw the need for a venue where community leaders, businesses, media and non-profits can take charge of their own social interactions, internet publicity, publish news, photos and music from one central location and interact with each other in groups, comments, blogs and more. Thus, SocialDirectConnect.com was created and is linked from socialwhirl.com.

To fully interact with SocialDirectConnect.com, we suggest joining at the Enterprise Level and begin to experience this fabulous social network.

*Thank you for taking a few moments to discover [SocialDirectConnect.com!](#)*



# SocialDirectConnect.com

To sign up, click here: <http://socialdirectconnect.com/signup.php>. Benefits of membership listed below. All members automatically included at your level as new benefits added. Coming: Video and Twitter. Who We are, Ad Rates [here](#).

	Free Browser	Enterprise	Enterprise-Wise
<b>Benefits &amp; Cost</b>	\$0.00	\$ 49.99 per month	\$ 399.88 annually A savings of \$200 a year*
<b>Your Own Home Page with Photo</b> Publish your business or personal information with links	Yes	Yes	Yes. The same benefits of Enterprise with the added advantage of saving \$200 each year. You have chosen wisely.
<b>Complimentary Ad</b>	No.	After the first 3 months of dues paid, one complimentary right or left side ad for one week. You choose the week.	Upon joining and dues paid, one complimentary right or left side ad for one month. You choose the month.
<b>Membership Benefits</b>	Yes. Receive invitations to SocialWhirl.com and SocialDirectConnect.com events, open seating.	Yes. Receive invitations to SocialWhirl.com and SocialDirectConnect.com events, VIP admission, photo taken for publication on VIP Party Pics Album, VIP seating.	
<b>"The List" on SocialWhirl.com</b>	Read only.	Your business, non-profit, individual name or media name included with a link to your SocialDirectConnect.com Profile Page.	
<b>Photo Albums</b> Include press release or story	20 mb storage 5 albums	1 G storage, 50 albums Publish photos, press release.  Your Photo Album cover/prime photo published on SocialWhirl.com's Party Pics and Dallas Scene and Be Seen pages, linking to your Photo Album on SocialDirectConnect. The link is published for as long as your Album is published or 6 months, whichever is longer.  Your company given credit for submission and link to your website on Dallas Scene and Be Seen page.	
<b>Chat</b>	Yes	Yes	
<b>Events Calendar</b> Enter events complete fact sheet with photos	5 mb storage	20 MB storage	
<b>Blog</b> Comment or keep private.	View 20 entries per page.	View 50 entries per page.	
<b>Classifieds</b> Include image	Read only.	5 MB storage for each listing. 100 listings per page view Publish press release, photos	
<b>Music</b>	10 mb storage 3 songs	500 MB storage 50 songs	
<b>Groups</b>	5 mb storage Create 5 groups Publish press releases, images	10 MB storage Create 20 groups Publish press releases, images	
<b>Messaging</b>	Yes. 10 in box, 10 out box	Yes: 200 in box 500 out box	
<b>RSS Feeds</b>	Create and track	Create and track	
<b>Import Contacts</b>	Yes	Yes	

**\* Membership Notes:**

1. You can cancel your membership at any time. If you cancel, your entries go with you. No refunds on cancelled memberships.
2. You are always welcome to upgrade without losing any entries.
3. If you downgrade, you will lose some benefits.

**Advertising:** By creating ad campaigns, you can determine exactly where your ads will appear, how long they will be displayed and who will see them. The key to generating substantial views on this network is to create targeted ad campaigns. This means we can show specific ads to users based on their interests or personal characteristics (e.g. their profile information).

To accomplish this, ad campaigns can be created for specific user levels and/or subnetworks. When members join, a list is provided for specific interests. Members check these interests, creating a valuable research and advertising mechanism. All ads appear on the home page and throughout SocialDirectConnect.com.

We'll track your ad's hits, views and click through ratios.

**Policy:** One ad per advertiser per page

**Positioning:** See chart on right.

**Format:** Banner image. It must be a valid GIF, JPG, JPEG, or PNG file under 200kb. We can help you size your ad.

**Size:** 840 wide by 100 pixels tall for Page Top, Below Menu and Page Bottom.

200 pixels wide by 500 pixels tall for Left Side and Right Side

**Rates:**

**Page Top or Below Menu:**

\$150 per week or \$499 per month (30 day period).

**Left Side or Right Side:** \$ 100 per week or \$350 per month (30 day period)

**Bottom:** \$75 per week or \$250 per month

**Terms:** Three weeks receives 5% discount.

Weeks do not have to be consecutive but must publish within 60 days.

Can change ad each week.

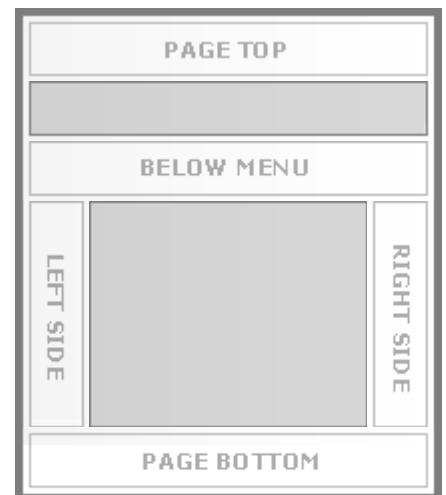
Three months receive 10% discount.

Months do not have to be consecutive but must publish within 6 months.

Can change ad each month (30 day period).

Make sure you have the latest rate card.

Last updated October 18, 2009.



*Thank you for choosing [SocialDirectConnect.com](http://SocialDirectConnect.com)*

