



TREVELINO/KELLER
COMMUNICATIONS GROUP

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TREVELINO/KELLER ASKS “WOULD YOU LIKE TO PLAY A GAME?”

Firm Launches SocialStatus,^{TK} A “Game Board” Approach to Managing Social Media

ATLANTA – September 9, 2008 – Trevellino/Keller Communications Group, one of the most reputable public relations firms in the Southeast, today launches its *SocialStatus^{TK}* platform designed to engage companies in the expanding and changing world of social media.

The “game board” approach, which has been eight months in development, introduces companies to the social media landscape, from bloggers to social networks, to user-generated content platforms, mobile messaging campaigns, virtual worlds and essentially any viral communications environment, be it B2B, B2C, C2B or C2C.

“We have spent the first two quarters refining this approach, exposing it to companies conceptually and piloting it with several of our clients,” explains Dean Trevelino, principal, Trevellino/Keller. “We couldn’t have received a more resounding response to the methodology. Presenting it as a ‘game board’ alleviates some of the stress marketing and communications executives feel when trying to get their arms around social media. More important, our methodology is flexible, customizable and easy to embrace.”

SocialStatus^{TK} is first and foremost about understanding the social media landscape, beginning with a set of rules that guide its participants (company employees). While the approach doesn’t suggest companies acquire properties, it is designed to help companies navigate and prioritize specific social “properties” that make sense to establish a presence, whether the objective is business development, brand awareness or even recruitment.

Trevelino/Keller begins with a simple audit of the organization's presence among social networks and an understanding of their business objectives and appetite for engagement. The second stage entails the development of the company's customized board which may include anywhere from 20-30 properties, actions or executions. Once a board has been built out, presented and approved, *SocialStatus*^{TK} commences.

"Beyond the fact that the board is customized based on the client's business objectives, what resonates loudest today is the flexibility in the pace at which a client can engage in certain initiatives," explains Trevelino. "We anticipate that 2009 will be the year when companies begin to allocate real resources – people and monies – to play more aggressively and routinely. Like any complex, engaging game, the more you understand it, the more you want to play. And of course, the object of the game ... raise your status."

About Trevelino/Keller

Headquartered in Atlanta with offices in Charleston, SC, Trevelino/Keller Communications Group is a public relations firm specializing in strategic and creative communications. Its areas of practice include Advanced Technologies, Consumer Lifestyle, Vertical B2B and GreenWorks. In 2005, Trevelino/Keller founded the Atlas Alliance, made up of likeminded boutiques that bring cultural, geographic and specialty expertise to the firm's clients. It currently includes Hispanic agency, The Lanza Group, UK-based The Word Shop, ActivePR in the Middle East, PMG, the Los Angeles and New York entertainment firm and Mileage Communications in Asia Pacific. A sampling of Trevelino/Keller's clients include Verizon Wireless, Raving Brands, SITA, The Weather Channel and TRX. For more information, please call 404-214-0722 or visit www.trevelinokeller.com.

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