

Instant Checkmate to Expand Social Media Outreach Program



Las Vegas, NV 07/30/12 — Instant Checkmate, the criminal background check provider based out of Las Vegas has rapidly expanded with its [steady, dramatic growth rates](#) over 24 consecutive months. Its growth is largely attributed to its web presence, as the company's success has resulted in thousands of Facebook fans, Twitter followers, and being featured on hundreds of blogs. Initiatives have been in effect to cultivate and maintain the company's growing social media presence.

In early 2012, Instant Checkmate launched the Social Media Outreach Program, which set out to directly connect with fans, customers, prospects, and other interested parties. The program aimed to allow the public to get in contact directly, and with ease, with a company representative, as well as to help spread the brand and awareness of the company's services, and to unify and solidify the company's voice.

The program initially enjoyed much success, gaining a strong following on Facebook and creating a known presence on other major social networks. However, the company's high growth rate coupled with increased traffic on social media Web sites has created a need to expand the program's resources. So new members have come onboard to join, now tripling the size of the social media team.

"I love representing Instant Checkmate on the social web. It's a fun job; it doesn't even feel like work. But there are so many people in so many places, it became increasingly difficult to respond to everybody in a timely manner," said Kristen Bright, social media consultant at Instant Checkmate. "That's why I'm so excited to have a few more people on board, focusing strictly on social media."

The new team members will be set up onsite at Instant Checkmate's San Diego headquarters by Aug. 1, 2012.

"While we've done a pretty good job cultivating our Facebook fan base, the [Instant Checkmate LinkedIn page](#) hasn't been given the same effort or attention. [Instant Checkmate's Twitter](#) needs more love, and I wouldn't mind even putting more effort into [Instant Checkmate's MySpace](#) page. People still use that site you know," said Bright.

The newly expanded Instant Checkmate social media team is ready to give that needed attention to the company's other social network pages in all ways possible, including direct communication with all parties and keeping the public up to date on all of the company's latest happenings. Instant Checkmate looks forward to strengthening its connection with its network on all of its social media platforms.

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About Instant Checkmate:

Instant Checkmate is a criminal background check service. Instant Checkmate background reports include a comprehensive dossier of federal, state and local records, criminal background checks, sex offender registries, and public records. For more information about Instant Checkmate, please visit our Web site at InstantCheckmate.com, friend Instant Checkmate on Facebook, follow Instant Checkmate on Twitter, or visit the [Official Instant Checkmate Blog](#) to learn more.