

SuperInvestor expands presence in mainstream social media.

Recognising its appeal to an increasingly sophisticated demographic, SuperInvestor has now significantly expanded its presence in mainstream social media.

While the Web 2.0 portal www.SuperInvestor.com.au very much continues to be the hub for the SuperInvestor membership; SuperInvestor community interactions now have a greatly extended reach through mainstream social media. This is because SuperInvestor now has a significant presence on Facebook, LinkedIn, YouTube and Twitter.

SuperInvestor has emerged as a successful Australian-based international online professional network for people interested in and involved in investment and retirement savings. It's a dynamic social media portal that creates connections among people, engages the community and initiates and develops business relationships.

SuperInvestor functions as an interactive portal for investors and professional service providers and provides a one-stop platform for people interested in sharing insightful information and useful resources. The extended reach of SuperInvestor - through its expanded mainstream social media presence - will serve to enhance its value to the networked community.

The SuperInvestor Online Community Development Manager, Bruno Chami, has been engaging the SuperInvestor community through a range of social media strategies, including blogs, forum discussions and other social networking initiatives. The use of popular Web 2.0 functionalities such as RSS feeds and links to Twitter, Facebook, YouTube and LinkedIn enable thousands of people to be kept informed as new articles, polls and discussions are posted online.

The increasing recognition of SuperInvestor as a professional social media platform creates fresh opportunities for Australian and international members to add value to members' investment wealth. With its enhanced interactive features and extensive interconnections with mainstream online social media, SuperInvestor is now regarded as an innovative distribution platform and financial product and services providers are beginning to recognise its potential as a complementary channel to an interested and engaged community.

More about SuperInvestor at www.superinvestor.com.au/media

Press contact details below:

<i>Dr Brett L Scarlett</i> Director & CIO blscarlett@SuperInvestor.com.au	<i>Mr Vas Banschikov</i> Director & CFO vas@SuperInvestor.com.au
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