

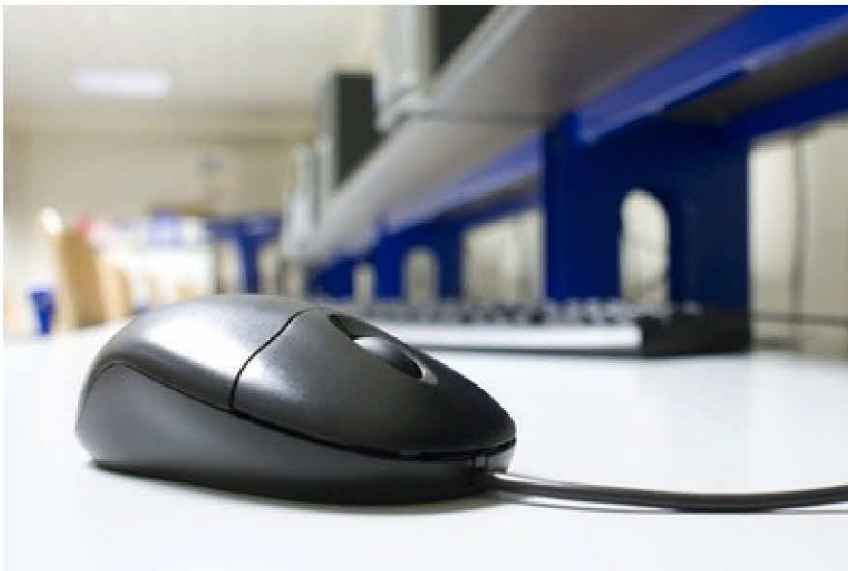


Published: March 27, 2011

[Home](#) / [news](#) / [local](#) /

## Social media great for business, attendees told

By Tara Bozick



Don't be left in the dust when it comes to social media, one communications expert told local businesspeople on Wednesday.

More than half a billion people are on Facebook with half of them using it every day.

"That's where the people are," said Bill Drury of Bill Drury Seminars.

Social media give businesses an opportunity to interact with consumers and to build a brand, he told 70 attendees of "A Passion to Connect!" brought to the Stratford Courtyard Conference Center by the Danville Pittsylvania County Chamber of Commerce.

Drury believes social media is as significant as the invention of the printing press for how they're changing the way people are communicating.

Even so, many business owners are scared to use it or are afraid of wasting time, he said.

