

You're a Professional: Sound Like one on Twitter

By Gibbs + Soell

Between friends, social media messages can be informal and fun, but if you're using Twitter to win the confidence of would-be clients, here are some tips for creating a professional image while participating in interactive dialogue.

Use full stops and commas (not ellipses). Put your apostrophes in the right place.

Use speech marks and parentheses.

Don't end every sentence with an exclamation mark.

Read your tweet out loud before you submit it. Are the pauses in the right place? *We still need to breathe, even at 140 characters (or less).*

Accept nothing less than flawless grammar and perfect spelling.

Always begin a tweet with a capital letter.

Use a capital letter with each new sentence (*and you only need one space after the full stop*)

Correctly use your and you're, its and it's and there, their and they're.

Using all capital letters makes it LOOK LIKE YOU'RE SHOUTING (*except acronyms*).

Avoid text-speak at all costs. What you share should be well-crafted and a complete thought.

Make sure content is relevant to a broad/public audience.

Don't be self-serving all of the time (*e.g., link to industry news, not just ASH! news*).

Phrases like "click here" or "visit the website," etc., are sophomoric in the Twittersphere. The action you want the follower to take is implied by including the shortened URL within the Tweet.

Rule to remember: Don't look to celebrities for guidance here. Many of them break most of these rules, most of the time. It doesn't matter for them because they're celebrities. The rules don't apply.

Short on content for your Twitter feed?

ASHI encourages you to retweet from @ash_i_inspection.

Here's an example of the tweets you will find there.

- Angie from Angie's List says a home inspector can help prioritize repair needs. www.kentucky.com/2012/06/02/2209368/ask-angie-a-home-inspector-can.html
- What you might miss that a home inspector will find in the house you're buying. www.mortgage-calc.com/free-calculator/mortgage/never-forgo-a-home-inspection/

Two-Thirds of Residential Florida Roofs are new or Have Been Updated Since 2002



The BuildFax Florida Roof Age Report, based on analysis of its historical residential building permit data, announces that two-thirds of Florida roofs are either new or have been updated since 2002.

Over the past decade, substantial legislative efforts - such as a new, stricter Florida Building Code (FBC) in 2002 and HB 7057 passed by the Florida Legislature in 2007 - have been focused on increasing home safety and also ensuring the state's economic strength by lowering insurance costs through more stringent roofing guidelines and mitigation incentives such as discounts for newer and safer roofs.

BuildFax recently reviewed more than five million single-family homes in Florida to take an in-depth look at the current state of Florida roofs. It found that two-thirds of the properties reviewed have either a new roof or have had a roof update since 2002.

For questions or to receive the Florida Roof Age Report electronically, contact Courtney Crawford, BuildFax director of communications, ccrawford@buildfax.com, 704-625-9992 x 269.

BuildFax (www.buildfax.com) is the only national database of historical building permit data and it is an ASH/-endorsed partner program.

