



FCEDA Procurement Academy *Communications Tips, Tricks and Resources*

If you do nothing else:

1. Set a goal to create one piece of content per month relevant to your expertise or specialty
 - a. Press release with news
 - b. White paper
 - c. Video customer testimonial
 - d. Animated demo of your "special sauce"
 - e. Blog posts
 - f. Guest blogs on other sites with authority
2. Take the next two months to place that content in five different places
3. Follow your customer's social media channels, if they have them
4. Pursue speaking engagements and award opportunities for what you do best
5. Focus, focus, focus, on thought leadership. Be everywhere your prospects turn.

Non-traditional online properties relevant to B2G:

GovTwit (social media directory of government on Twitter): www.govtwit.com
FedScoop (news aggregator and producer of government tech conferences): www.fedscoop.com
FedTech Bisnow (daily newsletter of Federal tech players): www.bisnow.com
GovConWire (blog on government contract news): www.govconwire.com
GovEvents (event directory for events targeting government agencies): www.govevents.com
GovLoop (social media network for government): www.govloop.com
DorobekInsider (run by FedNews Radio host Chris Dorobek): www.dorobekinsider.com
LinkedIn Groups (many groups that are provide B2G support, help, tips): www.linkedin.com

Associations of relevance to government contractor community (just a few!):

Government Procurement Academy (FCEDA): <http://fairfaxcountyed.org/procurement-academy>
Small and Emerging Contractor Advisory Forum (SECAF): www.secaf.org
Armed Forces Communications and Electronics Association (AFCEA): www.afcea.com
The American Small Business Coalition (ASBC): www.theasbc.org
Association for Federal Information Resource Management (AFFIRM): www.affirm.org
Federal Business Council (FBC): www.fbcinc.com
Northern Virginia Technology Council (NVTCT) Business-to-Government Committee: www.nvtc.org
American Council for Technology - Industry Advisory Council (IAC-ACT): www.actgov.org

Traditional Media Properties

Federal Computer Week: www.fcw.com
Government Computer News: www.gcn.com
Government Executive: www.govexec.com
Washington Technology: www.washingtontechnology.com
Federal Times: www.federaltimes.com
DefenseNews: www.defensenews.com
Defense Systems: www.defensesystems.com
Government Technology: www.govtech.com