

Social Media Release: Tweep in Profile Rosemary Yeremian shares how to become a mover and shaker via Social Media

To access the audio podcast as well as multimedia assets, please click on

<http://smr.donovangroup.ca/Donovan-Group-Inc-profiles-Rosemary-Yeremian>

TORONTO, Feb. 1 /CNW/ - Donovan Group Inc. (DGI), a multimedia communications company, released the latest in its Tweep in Profile podcast series highlighting members of the Twitter community. This month, DGI is profiling Rosemary Yeremian - [@ryeremian](#) - CEO and founder of [Strategic Insights](#), a business development advisory firm in Toronto. In this segment, we learn how Rosemary and her team have adopted Social Media to position themselves as "movers and shakers" in their industry.

"This month, I am highlighting Rosemary based on our existing relationship in real life as well as having followed her and her corporate accounts on Twitter", says Andy Donovan, President of Donovan Group Inc. "Rosemary and her corporate team are true students of the medium - and have - effectively utilized it to position themselves as 'thought leaders' within their industry."

Tweep in Profile: The "Tweep in Profile" is a short interview with a member of the Twitter community (hosted by [Donna Papacosta](#)), which allows them to expand upon who they are, what they do and how they are utilizing Social Media both personally and professionally.

Donovan Group Inc. is a multimedia communications company providing strategic advice and project coordination for our clients within the public, private and charitable sectors. For more information on past, present or to become a future Tweep in Profile, please visit us at www.donovangroup.ca/TweepinProfile

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Strategic Insights Inc. is a strategic business development advisory firm that has steered an average of between \$5 million and \$250 million in new business to our clients. For more information, please contact us at: info@strategicinsights.ca