

ezytreev Tree Management Software now on Twitter and Facebook

ezytreev, **ra** Information Systems' integrated computerised tree management solution, is embracing social networking and has launched pages on Twitter and Facebook.

Viky Pearson, **ra**'s Marketing Executive says "The goal of this social media strategy is to engage non-traditional audiences directly with our news, pictures and other information. Those that become Facebook fans or sign up to follow our tweets will receive an inside look at what we might not be able to promote through our mainstream media".

@ezytreev on twitter, will be used to share information, software developments, behind-the-scenes musings from the **ezytreev** team and the general goings-on from the **ezytreev** world. The **ezytreev** page, on Facebook, will be used as an additional information outlet, to keep fans informed of news and upcoming events, software updates, photos and industry links.

ra are also going to use Facebook and Twitter as a way to listen to the things that fans and followers want to suggest and aim to continue the successful development of the **ezytreev** software through this feedback.

Rachel Judge, **ezytreev**'s Sales Consultant states "social media allows us both an inlet and an outlet for useful topics and to stay in touch with people in another way. Already we have created a good following happy to share conversation. I hope we can bring some people together too to create new ideas and benefits to the industry".

Please visit twitter.com/ezytreev and <http://tinyurl.com/ezytreevfacebook> for more information.

About ezytreev

ezytreev is an integrated software system that simplifies and co-ordinates the complete management of your trees and data, saving you valuable time and resources.

The key areas of **ezytreev** include:-

- Tree data management, analysis and manipulation
- On-site tree data collection, surveying and re-inspection
- Tree works ordering and budgeting
- Enquiries and complaints management
- TPO management
- Integrated digital mapping
- Tree risk assessment and tree valuation management.

For further information please visit www.ezytreev.com or contact the **ra** office on 0845 365 10 71.

About ra Information Systems

ra Information Systems offer an unrivalled range of IT consultancy, installation and support services and are spearheading the IT support industry with their successful and experienced, in-house helpdesk, providing valued support and maintenance services to a wide range of audiences. Please visit www.ra-is.co.uk for more information.

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Media Contact:

Viky Pearson,
Marketing Executive

viky.pearson@ra-is.co.uk | Tel: +44 (0) 845 365 10 71

NOTE TO EDITORS: For additional company information please visit **ra** Information Systems' [website](http://www.ra-is.co.uk) or call **ra** Information Systems' Media Helpline on +44 (0) 1246 459 431.

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