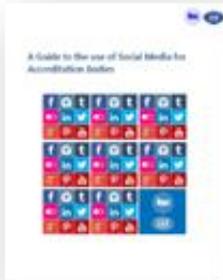


Dear ILAC Members

Some accreditation bodies (ABs) and conformity assessment bodies (CABs) have recognised the value in using social media to build more meaningful relationships with customers, regulators, communities and other relevant stakeholders. The ILAC MCC and IAF CMC have put together a simple guide to help ILAC and IAF members who have a limited awareness of social media or the benefits that it can provide. It draws on the experience of those members that have established a successful online presence and contains guidance for avoiding potential pitfalls.



The guide is published in the members area of the ILAC site <https://www.ilac.org/promotion.html>.

Kind regards

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