

Trust Talk

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Austin • Bryan • Centroplex • Corpus Christi • Laredo • Permian Basin • San Antonio • Victoria • Waco

Changes in Social Media

What's new in the evolving social media landscape

Social media platforms like Facebook, Instagram and Twitter are constantly changing how its users interact with businesses. It's important for your business to stay up-to-date on new trends and changes to these platforms in order to more effectively get your message out to current and potential customers. Here are some recent changes in social media you should be aware of as you maintain and grow your business's online presence:

Facebook Reactions

Facebook users can do more than just "like" a post. Users can now express their reaction to content through emojis. Since the change, Facebook now considers reactions to posts in its content algorithm, which decides what posts make it onto people's News Feed. If someone uses a reaction when engaging with your post, Facebook will infer they want to see more of that type of post. Create an incentive to create engaging and reaction-inducing content to boost your social media presence.



Live Video Broadcasts

Live video is a new way for businesses to build immersive and interactive engagement on Facebook. On Twitter, users can go live using an app called Periscope. Live video helps businesses showcase their work through demos and provide users with behind-the-scenes content. Videos and broadcasts can be as simple as using your smartphone around the office or job site. Facebook Live videos are often pushed to the top of News Feeds. Right now, live sessions are a good way to bypass the Facebook algorithm.



Instagram Stories

Instagram is one of the largest social media sites in the world, and with Instagram Stories, companies have a new way to entice users to use the app more frequently. For you, Instagram Stories offers a new way to showcase your work or chronicle your work day. Instagram Stories gives you an easy-to-use tool to connect with your customers.



Social Media Advertising

Platforms like Facebook, Twitter and Instagram allow businesses to reach people in a number of ways. You can promote your account, website, or you can raise awareness of your brand by running ads. You can also boost specific posts to make sure your content reaches your followers and their friends. Social media can be one of the most effective ways to expand your social engagement.



Don't forget to add links to your social media channels on your BBB Business Profile. This is another way people can connect with you through BBB.

New August Accredited Businesses



AUSTIN

1st Backyard Septic
360 Roofing Systems
3T Septic Services
A. Barclay's Construction, LLC
AlternaScript
Always Cool Heating And Air Conditioning, LLC
Animal Hospital at Steiner Ranch
Anthony Hernandez Jr Insurance and Financial Services, LLC
Arete Pet Styling
ATX Stone and Landscaping
Beveridge Brothers, LLC
Blue Heeler Electric, LLC
Blue Paw Energy Service, LLC
Brecca Construction, LLC
Brook Reeves, LLC
Canyon Construction
Car Wash Country
Cat Hospital of Austin
Chaparrel Pools
Chaparro's Foundation
Chastity Lock and Key
Connie Havens Realtor
Cool Breeze Fan Rentals and Sales Co.
Debbie Stewart Realtor
Delgado Transmission Auto Service Designer Floors Etc.
Domain Construction Services, Inc
Dorsett, Johnson & Swift, LLP
Dynatech Solutions, Inc.
Eco Communications
Elite Practice Management
Eric Adams Flooring
Fine Turnage Productions
First Central Lending Inc
Franklin Pilot Car Service
Fredericksburg Metal Recycling, LLC
Frontline Delivery Systems
Furry Family Nanny
Gma's Scrumptious Cakes
Helix Subcontracting
Hill Country Grooming
Hollywood Contracting
I C Services
iLabs
IntegReview IRB
J Wisdom 3
JDK Golf Carts
JEI Construction, LLC
Julie Jones, Broker
LaNat Enterprises, LLC
Lantana Homes
Law Office of Edward P. Link
Lawhon Air Conditioning, LLC
Lemus Construction
Loviolette Enterprises
Low Price Auto Glass of Cedar Park
Mayhew Welding
Merval Construction Company, LLC
Miles of Chocolate
ML Restorations
Mosquito Minus MD
MRK Construction, Inc.
National Bank Products Inc
Neal Spelce Austin Letter
New Era Steam Cleaning & Restoration
Nomad Off-Road, LLC
Pendleton Pumping and Septic Service
Pets People
Petter Built Construction
Pro-Tractor Services
Puppy Paws Grooming
Quality Moves
R4 Roll Off Dumpsters, LLC
Rainman Irrigation & Landscape Lighting
RAKH Properties, LLC
Ramos Tree Services
Rangel's Drywall & Painting
rbce taxes and bookkeeping
Rebecca McLaughlin - Keller Williams
San Marvelous Massage
Sandstone Street Bed and Breakfast
Santa Ana Construction
Sedera Health
Sentia Publishing, LLC
Sergio Favela Contracting
Smith Builders, LLC
Strobel & Associates, LLC
Suntex Landscape, LLC
Superior Onsite Septic
Sweet Treats
TARC Technology Solutions
Terrascapes
Texas Prodigy Pools, LLC
The 360 Company

Timberline Painting Siding & Roofing
TNT Academy
Tom Jones Homes, Inc.
Traco Elevator LLC
Trapeze Texas
Twin Palms Salon and Sanctuary
Uncle Bob's Self Storage
Westcott Weddings
WOW 1-DAY Painting
Xenia Events
Y'all Moving
Zeale Construction

BRYAN/COLLEGE STATION

3D Mulching and Tractor Service
A&J Automotive
All Out Graphics
All Seasons Landscape
American Sleep
Bookout Antiques
Brazos Pest Solutions
Champion Services Group
Craftsman Built, LLC
Custom Construction and Remodeling
Geophysical Land Services LLC
Highway 30 Veterinary Clinic
Howdy Home Furniture
JM Stescapes, LLC
Kenco Pools, Spas, and Billiards
King Custom Homes
Kitchen Fresh Pies to Go
Legacy Real Estate Group
Lester Brothers Automotive
Lil Angels Day Care
Marino Builders
Maroon U
Oates Plumbing
Reveille Broadband
Sour Apple Repair
Sugar & Spice Custom Bakery
Texas Avenue Dental
The Gosch Law Firm
Timothy Johnson, DDS
Traeco Heating & Air
Will's Handyman Services
Window Works

CENTROPLEX/WACO

Above All Roofing & Siding
Amelia's Fashion Exchange
Aussie Lane Construction Inc
Baccus Backhoe and Septic
Brazos Bluffs Construction, LLC
Coming Home Furniture
Complete Health Massage, LLC
Costa Pool & Spa, LLC
Curb Appeal
Delightful Hearts Sweet Treats
Dillard Cleaning Services
Divine Restoration & Construction, LLC
Emilio's Mobile Auto Repair
Four Seasons Construction
Gahagan Contractors
Garden Estates of Temple
Garuda Construction, LLC
H & H Fire & Security, LLC
Healer Printing & Office Supply Company
Hodzic Cleaning Services
Irontech Satellite TVI, Inc.
Moffett Insurance & Financial Services
One Way Automotive & Diesel Service
P & M Fire Protection, LLC
Premium Appliance Repair Plus
Quality Fire Protection
Rebecca French LMT Massage
Rey's Construction Services
Ron's Automotive Machine Shop
Schroeder Homes, LLC
Texas Commercial Tire
University Kia
University Mazda
Vavette's Works of Art Cakes
VAZ's TopLine Countertops
Waco Custom Gutters
Wiethorn Family Foods & Catering
Wyatt Brothers Moving Company

CORPUS CHRISTI/VICTORIA

Action Services
Aransas Roofing and Construction, LLC
B & B Telecom & Data Solutions
Barkariville Pet Resort
BC Builders & Remodeling
BeevilleHome Real Estate Brokerage
Central Drug
Deluxe Tool & Supply
ELG Plumbing Company
Kelly, Honeycutt & Price
Laguna Reef Rental Management Co
Leah's Lil Ones
Lisa Mayo Interiors & Lifestyle Boutique
Lloyd Winston Homes, Inc.
Rapid Air
Roland Cantu Custom Homes
Shaffer Muffler & Automotive
South Texas Motor Co LLC
SYSTEMseven Services
The Tax Company
Triple D Security

PERMIAN BASIN

Andrews Wreckin' Crew LLC
Automotive Performance Specialists
Bella Vista Realty
Big Spring Ford Lincoln
Chapo's Concrete
Circle C Fence Company, LLC
Claws and Paws Pet Motel
Dan's Roofing and Painting
DN Contracting
Enviorkids Preschool and Childcare
Express Employment Professionals
Midland
Express Nursing
Golf Headquarters
Grantham Clock Clinic
Hy-Gear Construction, LLC
J & R Construction
JNC Electric LLC
Lauderdale Home Improvement, LLC
LMB Construction, LLC
LRC Construction
PC Electronic Services
Rick Hamby Law Office
Rudy Rodriguez Painting, Remodeling & Granite
Star Dodge Chrysler Jeep RAM
Stockton Finance
The Cake Company Of Odessa
West Texas Automotive

SAN ANTONIO/LAREDO

18TAC
A & V Masonry
A&M Automotive
AAMCO Transmission & Total Car Care
Advance Auto Collision
Aire-Texx Air & Heating
All Things Possible Construction & Remodeling
All Weather Roofing and Remodeling
All-Care
Anderson Restoration
Aqua Tots Swim School
Auto Glass Masters
Big City Plumbing
C&D Roofing
Carolina Garcia Real Estate Group, LLC
Castanos Concrete, LLC
Children's Lighthouse at Cibolo Canyons
Clean Bee SA, LLC
Coders Link
Compass Restorations
Concept Windows, Siding & Roofing
Condition Zero Mounts
Corona's Tire and Lawn Mower Shop
Covington Roofing, LLC
Cuppencake
Das Anwesen
Davis Auto Works
Destination K-9, LLC
Diffuser Specialist, Inc
DM Elite, LLC
Dream Big Ent LLC
E-Z Credit Autos
Equinox Louvered Roofs of South Texas

Eurasian Auto Repair
F & A Carriers
Four Brothers Fences & Decks
Galen College of Nursing
Global Garage Flooring & Design of Austin
Good Ole Boys A/C & Heating
Graves Air Conditioning & Heating, LLC
Guarantee Plumbing & AC, Inc.
Healing Sunshine Wellness Insitute
Heat Safety Equipment
IBD Services
Integrity Waste Services
JBL Contractors
Joe's Auto Repair & Transmission
Johnson Bros Bakery Supply Inc
Kick Start/CPR, LLC
KOA Kampgrounds
L Morales Air Conditioning and Heating
Larson's Automotive, Inc.
Lee's Air Conditioning & Heating, LLC
Lemanz Motors
Lone Star Auto & Trucks
M W Christian Builders, LLC
M&T Plumbing
Marksman Homes
Massage In Motion
MKH Construction
Mojo Garage Repair
Mr. Bean Auto Motors
Nash Family Catering
Olivo Roofing
Oscar's Sheetrock Speed Service
Over the Top Cake Supplies
Paser Aqua, LLC
Pete's Painting
Quality Auto Tops
R.G. Hot Shot Services
R(r) Roofing Enterprise Inc.
ReactorNet Technologies
Rocking D Enterprises, LLC
Rocking M Plumbing, LLC
Ruach Heating & Air Conditioning
S&V ICF, LLC
Safari Autoplex, LLC
Sanchez Auto Sales
Saur Construction Inc
SEO Ranks On Top
Smart Moves Realty
Soild & Void Construction, LLC
Southwest Institute on Poverty and Civil Rights
Speedy & Son Trash & Cleaning Service
Sralla Law Offices
Star Transmission
Stokes Tree Specialist
Superior Stripe of San Antonio
T & P Automotive Machine Shop
TechLead Professional Services, LLC
Ted Trautner, Builder/Architect
Texas Carplex LLC
Texas Red Wolves
Texas Style Plumbing
The Finish Carpenter
The Next Horizon Senior & Military Locator/Resources/Advocate
Tim's Roofing, LLC
Timberwood Bookkeeping
Tony's Tile Company
Triad Legacy Promotions, LLC
TX Remodelers
Unlimited Enterprises Booth Rental

How to Market Your BBB Seal

Stand out from the rest

Because not every business qualifies to be BBB Accredited, it's important to display your BBB Seal. Not only is it instantly recognizable, it also shows people your commitment to maintain the highest standards of trust in the marketplace.

BBB's Seal is designed to be used in your business's advertising, marketing and media efforts. BBB encourages businesses to display the BBB Seal on printed materials such as:

- Signs
- Business cards
- Letterheads
- In newspaper, radio and TV advertisements

BBB Accredited Business decals, bid stickers and auto magnets can also be displayed on:

- Storefronts
- Presentation binders
- Company vehicles and much more

To purchase these items at our BBB Store and Design Center, visit go.bbb.org/TynNso.

As a BBB Accredited Business, you also qualify to install the BBB Dynamic Seal on your company website and social media pages. This program gives you the option to choose color, size and layout of the BBB Accredited Business Seal and even include your BBB Rating with a direct link to your BBB Business Profile.



You can download BBB Accredited Business Seals anytime through your Accredited Business login. You may also contact [Elizabeth Hays](mailto:ehays@austin.bbb.org) at [512.206.2861](tel:512.206.2861) or email ehays@austin.bbb.org for assistance.

Adding the BBB Dynamic Seal to Your Website



1. Log in to your Accredited Business login at bbb.org/central-texas/login
2. Enter the required fields with the following information: Business ID number, email and password
3. Once logged in, go to **Accredited Business Seal Online Code**
4. Customize the logo with color, size, and orientation and even add your BBB Rating
5. Last, an HTML code will be generated that you can copy and paste to your website's editor
6. BBB reminds you to use the most up-to-date version of the BBB Seal to ensure your company stands out as a BBB Accredited Business

2016 International Torch Awards Winner!

CONGRATULATIONS!



Do you think you have what it takes to win? Enter your business in the 2017 Torch Awards for Ethics today! Learn more on how to enter by visiting the Torch Awards site go.bbb.org/centex-torch!



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Inside this issue

- Changes in Social Media 1
- New Accredited Businesses.....2
- Marketing Your BBB Accreditation.....3
- Impact & Influence Report 4

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Impact & Influence Report

In August 2016, your BBB...

- Provided customers with **290,921** BBB Business Reviews
- Handled **1,996** disputes
- Hosted **304,353** website sessions
- Sent **384** Request-A-Quote referrals to Accredited Businesses
- Supported **14,901** Accredited Business Locations

August Top 10 Inquiries

- Roofing Contractors - 17,450
- Prepaid Debit/Credit Cards - 10,242
- Home Builders - 8,477
- Construction & Remodeling Services - 8,474
- Air Conditioning Contractors & Systems - 6,285
- Contractors - General - 5,731
- Plumbers - 5,183
- Auto Dealers - Used Cars - 4,870
- Attorneys & Lawyers - 4,721
- Insurance Companies - 4,161

Revocations

DeVault Home Security & Innovative Concepts, LLC
Failure to maintain active license necessary to operate in Texas.

South Texas Music Mart, Inc.
Failure to respond to BBB requests for further information to evaluate compliance with BBB Standards. This may include, but is not limited to, business name, address and contact information; names and backgrounds of principals; business and banking references; licensing and/or professional accreditation; and a complete description of the nature of business.

In August 2016, your BBB was mentioned 1,346 times by 81 local media outlets including...



VICTORIA ADVOCATE

Get news as it happens! Join BBB's press release list at: bbb.org/central-texas

Find BBB on...

- facebook.com/CentralTexasBBB
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- instagram.com/CentralTexasBBB
- youtube.com/CentralTexasBBB
- vine.co/CentralTexasBBB
- watchyourbuck.com



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