

Syngenta Turf and Landscape Gets Social Through Twitter and YouTube



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GREENSBORO, N.C. – Syngenta Turf and Landscape has launched Twitter and YouTube accounts to engage with professionals in the turf industry. Both social media platforms will serve as interactive outlets with up-to-date information for the golf, lawn care and sports turf industries. Turf professionals can follow Syngenta Turf on Twitter using @SyngentaTurf and subscribe on YouTube at YouTube.com/SyngentaTurf.

Followers of @SyngentaTurf on Twitter are encouraged to share ideas, experiences and questions. Syngenta welcomes engagement by providing online support to further connect with its customers. Followers can join the conversation by searching for hashtags including: #golf, #lawncare, #turf and #sportsturf. Additionally, the new YouTube channel will host videos, such as instructional guides, testimonials and information beneficial to Syngenta Turf portfolio customers.

Golf course superintendents, sports turf managers, professional lawn care operators, growers, and aquatics applicators will find the latest information from Syngenta Turf through these new social media platforms. Both outlets link to GreenCast Online, providing industry professionals with easy access to additional tools and resources to effectively manage their day-to-day operations.