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## Transforming Engagement: Intralec's Social Media Strategy

**Toronto, October 10, 2023** - Intralec Electrical Products is embarking on a mission to enhance the efficiency of its social media presence while fostering greater engagement with its valued customers and channel partners.

Our primary social media channels at Intralec include LinkedIn, Instagram, Facebook and X (Twitter). Anticipate an influx of content-driven posts, collaborative opportunities, and increased activity from Intralec across these platforms. As we forge ahead, our existing social profiles, like @Intralec.1977 on Instagram and LinkedIn, will continue to operate as the official agency social accounts with an enhanced emphasis on engagement.

Daniela De Marco, Marketing Manager at Intralec, underscores the significance of social media in our marketing strategy, stating, "Social media plays a pivotal role in our marketing efforts, and we are committed to optimizing our communication channels to provide our customers and partners with effortless access to product information, updates, and collaborative opportunities."

Take the first step in connecting with Intralec by visiting the following social platforms:

LinkedIn <https://www.linkedin.com/company/intralec-electrical-products/>

Instagram <https://www.instagram.com/intralec.1977/>

Facebook <https://www.facebook.com/intralec.ca>

X /Twitter <https://twitter.com/Intralecrops>

For additional inquiries, please feel free to reach out to Daniela De Marco, Marketing Manager, at [ddemarco@intralec.com](mailto:ddemarco@intralec.com).

*About Intralec:*

*Intralec operates in southern and central Ontario, Canada. It was founded in 1977 and has grown to become one of the largest full-service rep firms in the country. Intralec's managing partners include Cindy Doherty, President, Greg Moylett, VP of Distribution Sales, and John Hadley, VP of Project Sales.*