

News Release

PRESS OFFICE

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SBA Launches YouTube Channel

Aim is to Reach Larger Audience through Popular Site

WASHINGTON – The U.S. Small Business Administration has begun posting informational videos on YouTube as it joins an increasing trend within the federal government to use the popular video-sharing web platform to reach a larger audience.

YouTube is a highly popular Web site, especially among younger people. SBA is intent on reaching this audience with its message of entrepreneurship, the importance of small business to the nation's economy, and information on the agency's programs and services.

“With millions of visitors, most of them under 35, YouTube offers a prime opportunity to use current technology and the appeal of a popular online platform to further promote the agency's programs and services,” said SBA Administrator Karen G. Mills. “By expanding its outreach, SBA will be providing more current and potential entrepreneurs with the necessary tools to start, grow and succeed in their businesses.”

The SBA YouTube channel (www.youtube.com/sba) debuted with a 60-second introduction to SBA, its programs and services, and a 10-part “Delivering Success” series co-produced with the U.S. Postal Service.

Future content will include a variety of videos with more in-depth information about SBA programs and services to inform current and potential entrepreneurs. Topics will cover how small businesses can take advantage of the Recovery Act loan programs, government contracting opportunities, exporting to increase market share, counseling and training on how to start and grow a small business, and small business success stories.

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