

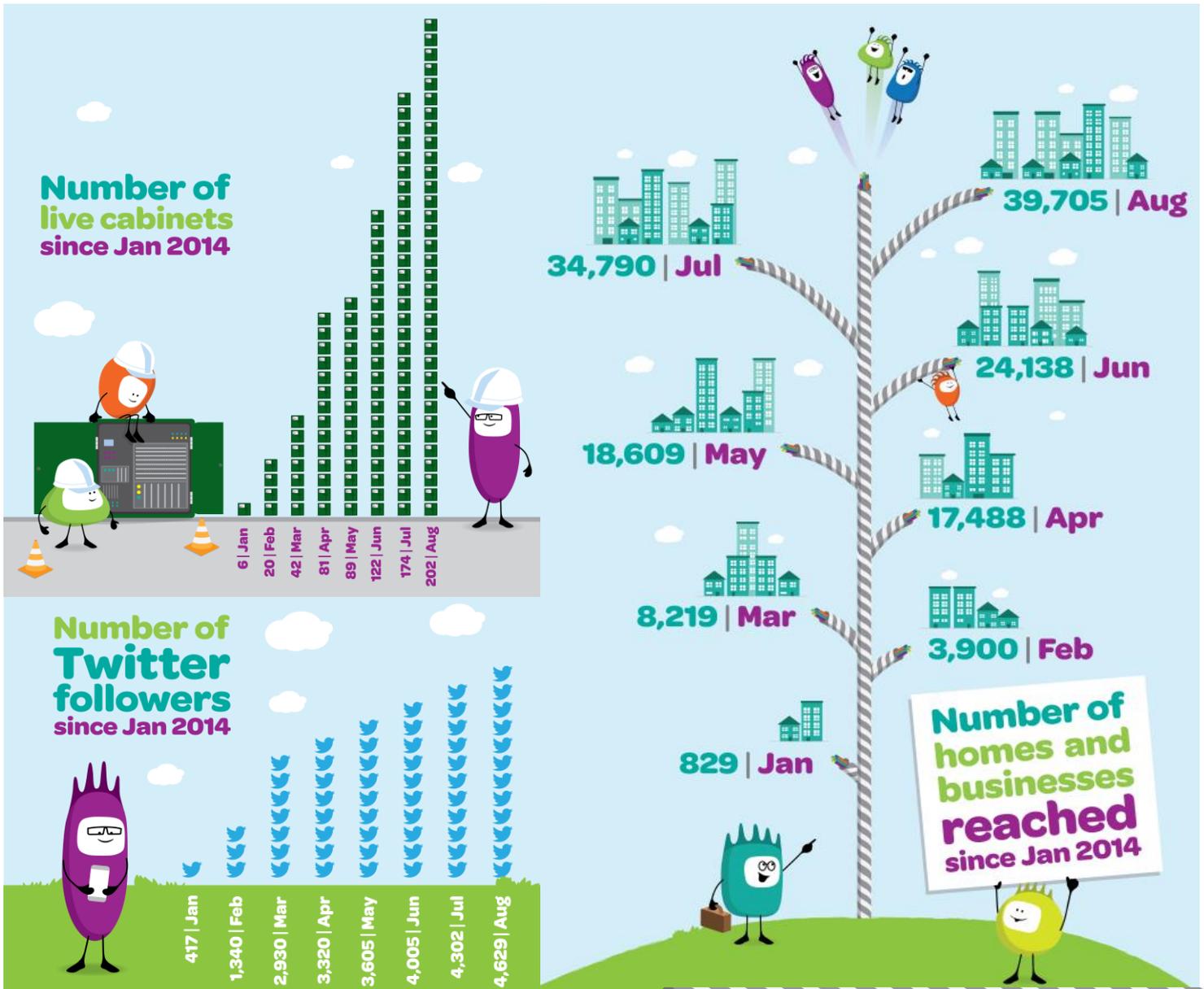
# We're Connecting Cheshire

[www.connectingcheshire.org.uk](http://www.connectingcheshire.org.uk)

September 2014

## Connecting Cheshire by numbers

We're almost half way through our roll-out of fibre broadband across Cheshire, Halton and Warrington so we thought that this month we'd use the Fibre Guys to help highlight our progress to date.



## Now enjoying the fibre fast lane...

Alderley Edge, Chester Central, Chester North, Christleton, Disley, Frodsham, Holmes Chapel, Kidsgrove, Knutsford, Poynton, Runcorn, Cuddington and Sandiway, Saughall, Tarporley, Tarvin, Tattenhall, Weaverham, Westwood (near Warrington) and Widnes.

Follow us! Like us!

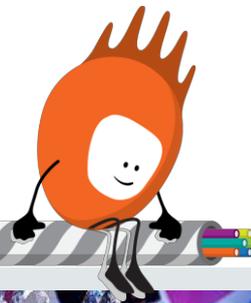


@SFB\_Cheshire



ConnectingCheshire

# helping you do more



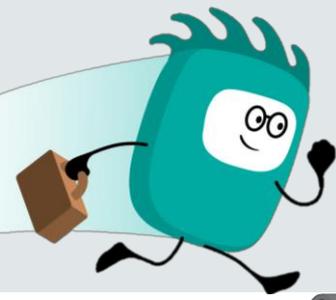
## Best use of Social Media in Business

Connecting Cheshire is sponsoring an award for Business of the Year at this year's Silk FM's Local Hero Awards.



We're looking for a business that has really exploited the benefits of social media to engage with its customers – either as direct to consumers or business to business. Whether via a website, Facebook, Twitter or other routes – we want to [hear from you](#) if your business has demonstrated how social media can be used to drive growth and sales.

All businesses who enter will be able to take advantage of attending a free Connecting Cheshire Superfast Business Masterclass event that will provide businesses with the latest knowledge and tips to help their business exploit digital technology and faster broadband.



### Connect

By 2015, video calling will be used to reach 29m people globally. Do you have relatives that you'd like to see more often? Fed up of driving for hours to a one hour meeting? Try using apps such as Skype or FaceTime from the comfort of your home or office

### Learn

Fibre makes a big difference to children's education and accessing learning resources via the internet.

Find out how you can learn more by going online with our [Fibre Guys Back to School video](#)

### Watch

UEFA European qualifiers start this month. Keep up to date with all the latest football scores online and follow England's progress in a bid to get a place in Euro 2016 [@EuroQualifiers](#)

### Shop

The growth in mobile devices is changing the way we shop. Over a 5<sup>th</sup> of UK mobile internet users make purchases on their smart phones

### Sell

More than a quarter of firms in the North West are missing out on valuable online sales by shying away from e-commerce. Online sales are forecast to grow by 10.9 per cent year-on-year, and expected to contribute £225bn to the overall economy by 2016

## The Power of Social Media

You may have taken part in your own Ice Bucket Challenge this month as the latest viral sensation helped raise over \$100 million for ALS research. The team here at Connecting Cheshire undertook the challenge as the Fibre Guys, which was very fitting as social media has played a massive part in the rapid growth in awareness of the craze globally. You can follow the Fibre Guys on [Twitter](#), [Facebook](#) or via the Connecting Cheshire [website](#) and watch our ice bucket challenge video [here](#).



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