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Sally Falkow has successfully been building brand strategies for companies and individuals for over twenty years. Since 1999 she has translated her communication, marketing and PR skills to the Internet and is now considered to be an expert in social media: blogs, RSS feeds and content syndication. A member of the Public Relations Institute of Southern Africa for many years, she served on the board in Kwa Zulu Natal for three years. She holds the Accreditation in Public Relations (APR) which is recognized by the Public Relations Society of America.