

# Greater Than takes Harley-Davidson Africa social

Harley-Davidson Africa has Cape Town-based full-service communications agency, Greater Than to manage its official Facebook page, the strategy, content development, engagement with 'fans' and online reputation management.



Greater Than has been Harley-Davidson Africa's chosen public relations partner for the past four years. Based on the agency's understanding of the brands communications goals, it was inevitable to extend the role of traditional PR efforts to online, allowing the brand to engage with its customers and creating a platform for current and potential customers and fans to share a common interest in their love for the brand.

Harley-Davidson will also be allowed to interact daily with the community, share news stories, give advice on cool places to go on ride-out's, tips on customization and find out what developments are happening with the brand, being it new motorcycles models, events or competitions.

"We have seen the importance of taking our brand online which is why we chose an agency that not only understands the objectives of Harley-Davidson Africa but also the value of social media to support the traditional PR role. We are excited to see our online community grow and interacting with the community in real time," said Michael Carney, marketing manager for Harley-Davidson Africa.

For more, go to [Harley-Davidson Africa's](#) Facebook page.