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## Fred. Olsen Extends Social Media Presence

Fred. Olsen Cruise Lines has launched its own official Facebook and Twitter profiles, and you can also view Fred. Olsen video footage on the cruise line's dedicated channel on YouTube. The famous Facebook, Twitter and YouTube icons are now displayed on the home page of the this website, so you are just a click away.

With its increased online presence, Fred. Olsen – known for its smaller, traditional-style cruise ships and famous for its 'personal touch' – is looking forward to closer interaction with its guests, potential guests, travel agents and anyone with an interest in its cruises.

You can find us online at:

Facebook (under 'Fred. Cruise Lines Official Fan Page')

[Click here to visit our Facebook page](#)

Twitter

[Click here to visit our Twitter page](#)

YouTube (under 'FredOlsenCruises's Channel')

[Click here to visit our You Tube page](#)

Nigel Lingard, Marketing Director for Fred. Olsen Cruise Lines, said:

"Although the majority of our guests tend to be of a more mature age, they are actually very keen on new methods of communication, and many have embraced social media. I am sure that they will be pleased to find us on Facebook, Twitter and YouTube, and we look forward to some lively and interesting discussions."

A highlight of Fred. Olsen's YouTube channel is the recent addition of the new video footage of guests giving their views on the cruise line, completely

unscripted and in their own words, allowing visitors to hear the feedback of 'real' people.

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Fred. Olsen Cruise Line operates in the UK with four intimately sized ships for a more personal cruising experience.

## Contacts



### **Georgina May**

Press Contact

Acting PR Manager

Public Relations

[georgina.may@fredolsen.co.uk](mailto:georgina.may@fredolsen.co.uk)