



What is social media?

Social media is a series of tools that allow you to engage with communities online.

It revolves around large networks of people, who are connected by the things they have in common. They belong to special interest groups, which they have formed themselves. Social media platforms are good places to discuss work, locations, hobbies and current affairs.

You can connect and interact with Mendip Media through our own social media platforms, which provide you with our news, information about projects, resources and tutorials. We also work with various companies, charities and government organisations on their social media strategy, so we help them to use these platforms in the same way.

Mendip Media has a presence on the following social media websites:

Twitter

You can get the latest news from Mendip Media, as well as media industry news and events on a daily basis by following us on Twitter. You can share this information with others by 'retweeting' entries – add RT @mendipmedia at the beginning of your 'tweet'.

If you download a Twitter client, such as Tweetdeck, you won't even have to log in through a browser. Tweetdeck is free and easier to use than Twitter itself.

LinkedIn

LinkedIn is the leading social media platform for professionals and businesses. Here, you can befriend the people who work at Mendip Media, look up experience, qualifications, share presentations and discuss our areas of expertise.

Through LinkedIn, you can also ask for professional recommendations and read testimonials about us.

LinkedIn groups are free to join and are also an excellent place to network with like-minded businesses.

YouTube

The third biggest website globally, YouTube is undeniably the home of video. On the Mendip Media YouTube channel, you can view our video work going back several years. We also post tutorial and 'how to' videos on our YouTube channel.

If you 'Subscribe' to the Mendip Media YouTube channel, you will be notified by email when we upload new content.

You can also use the YouTube channel to embed videos from Mendip Media into your own website or blog.

Facebook

Facebook allows you to connect and interact with all of us at Mendip Media, ask questions and share information and news items with colleagues or friends.

Facebook is best for finding out about people, but we also operate a number of special interest groups on the site, where you can connect with like-minded people.

The Mendip Media blog on Wordpress

The Mendip Media blog is hosted on a blogging website called Wordpress. It allows us to tell the online community about the work that we do.

Some of this is our news, some is about our charity work and some presentations and seminars that we give. Readers can then comment, add their own thoughts and share the information with friends.

Flickr

Find photographs of Mendip Media's location shoots on Flickr. If you already have a Yahoo! account, then there's already one on Flickr waiting for you. If you're not already signed up with these social media platforms, then why not give them a go? They are all free.

Social bookmarking

The Bookmark/share this post options at the bottom of each page on this website enable users to identify which content they think is particularly useful through social bookmarking.

To use social bookmarking, you need to sign up for an account at one of the main sites, which include StumbleUpon, delicious, digg and reddit.

When you come across a website page that you like, you can post it to the bookmarking website with a rating or comment. Highly rated pages are elevated for others to see.

Social bookmarking is also available through Facebook – posting a link to and image from the page onto your wall.

Most social bookmarking sites encourage an ‘instant’ bookmarking toolbar to be installed within your browser.

www.mendipmedia.co.uk