

# Social Media



The term “social media” has come to encompass a broad range of the latest digital media tools, with a primary emphasis on enabling web site visitors and community members to interact with the magazine brand—and with each other.

Putman Media’s automation group, which includes our Control, Control Design, and Industrial Networking brands, is leveraging social media to foster and connect with the worldwide industrial automation community in a variety of ways, ranging from online forums and wikis, to sharing and recommendation engines, to blogs and microblogs, to standalone online communities.

## FORUMS & WIKIS

Designed to uniquely foster the contribution and interactivity of the user community, forums and wikis provide a platform for Q&A discussions, as well as sharing of industry information. ControlGlobal.com and ControlDesign.com feature a range of such participatory content, including the “Directory of Lost Companies” wiki (<http://community.controlglobal.com/content/directory-lost-companies-1>), which is designed to preserve an archeological record of those many process automation companies that have been acquired and absorbed over the years.

ControlGlobal.com also features “Ask the Experts” (<http://www.controlglobal.com/experts/index.html>), a Q&A forum moderated by Bela Liptak, among the world’s most respected authorities in the field of process automation. And our Process Automation Usability Project (<http://www.controlglobal.com/usability/>) includes a range of interactive discussions related to streamlining and simplifying the engineering and application of process automation technologies

## LINKEDIN FACEBOOK YOUTUBE

In addition to our home-grown social media efforts, you’ll find Control and Control Design communities on LinkedIn, Facebook and YouTube. On LinkedIn, join other process automation professionals in the ControlGlobal group: <http://www.linkedin.com/groups?gid=2230245>. On the other side of the aisle, machine automation professionals belong in the Control Design group: <http://www.linkedin.com/groups?gid=2230260> And receive regular updates on Facebook by becoming a Control Facebook fan at <http://www.facebook.com/pages/ControlGlobalcom/167713317485>. Control Design fans report to: <http://www.facebook.com/pages/ControlDesigncom/303309165374>. Finally, the automation group also shares a YouTube channel, where our video productions are syndicated for broader distribution. Visit <http://www.youtube.com/ControlControlDesign> to check it out and subscribe to our video updates.

## SHARE & RECOMMEND

All content on the ControlDesign.com and ControlGlobal.com sites offers the opportunity for readers to register a “thumbs up” recommendation for any piece of article they may read. Further, our sharing and bookmarking tool allows readers to share a link to any particular piece of content using any of more than 170 different social media platforms—from Delicious to Digg.



## BLOGS & MICROBLOGS

Our editors regularly participate in facilitating traditional blog commentary and discussion, in ControlDesign.com’s Machine Builder Forum (<http://community.controldesign.com/heardondiscrete>) as well as ControlGlobal.com’s SoundOff! (<http://community.controlglobal.com/soundoff>), Unfettered (on cybersecurity: <http://community.controlglobal.com/unfettered>) and Hitchhiking Through Manufacturing (<http://community.controlglobal.com/hitchhiking>) blogs.



Our editorial staff has been bitten by the Twitter microblogging bug, and in addition to Control\_Design and ControlGlobal Twitter identities, several of our editorial staff Tweet on a regular basis, including MikeBacidore, NancyBartels, WaltBoyes and KeithLarson. Go to <http://www.twitter.com> to find out more; sign up for a Twitter account, then hit “Find People” to follow our Tweets.

