Social Media

publitek
marketing communications

The Definitive Guide to Social Media for Engineers

© Publitek Ltd. All rights reserved.

The Definitive Guide to Social Media for Engineers

What follows is a list, in no particular order, of online social networking sites known to be used by engineers.

For those yet to embrace the benefits of professional networking, this short guide is intended to help speed up selection and promote informed choices.

Engineering Exchange

The Engineering Exchange is a global educational networking community for engineers. Claiming to be developed by engineers, for engineers, EE is a social network that allows users to connect with other engineers in a similar position, location or industry to share pictures, videos, blogs and forums.
www.engineeringexchange.com

Engineering.com

Engineering.com is an increasingly popular resource for seeking information and connections within the global engineering community. It claims to work at the intersection of technology and media, delivering content across social media, video, internet destinations and mobile devices. Videos, job listings, calculators, articles and an extensive engineering library are among some of the useful free tools.
www.engineering.com

Twitter

Twitter is not just for teenagers arranging their next night out, it connects engineers to like-minded professionals and industry peers in real time. Engineers use Twitter to quickly share information, gather market intelligence and feedback, and build relationships with partners and influencers. And it's not necessary to 'tweet' to use Twitter. Listening-in is perfectly OK. Simply search for the most relevant accounts and follow the conversations. The power of Twitter is illustrated by the fact that the two aforementioned networking sites both have Twitter accounts: @EngineeringEX; and @ENGINEERINGcom.
www.twitter.com

LinkedIn

With more than 200 million registered users, LinkedIn is the largest professional networking platform currently available. Its popularity with the engineering community probably stems from the abundance of LinkedIn Groups, such as the Engineer Network Group, Embedded Applications Professionals Group, EE Connect Group, Microelectronics Group, Electronics Sales & Marketing, Consumer Electronics Group, Electronic/Electrical Manufacturing Group, IC Group, Semiconductors Professionals Group and the Electronics Manufacturing Group, where each provide industry-focused professionals with a designated place to gather and ask questions, or share advice and articles. Furthermore, it's easy to just post questions and wait for the answers to roll in.
www.linkedin.com

Xing

Similar to LinkedIn, Xing is a social networking platform for business professionals that is predominantly used in Germany and a number of other European countries. Whilst it is not as popular globally as LinkedIn, it can be more effective for local European coverage, especially if your professional networks are also members.
www.xing.com

Viadeo

Viadeo is another professional social network and it currently has over 50 million members worldwide. The site is available in English, French, German, Italian, Portuguese, Spanish and Russian and is more popular than LinkedIn in Italy, Spain and France. With more of a focus on business development than job hunting, Viadeo might just be a better alternative to LinkedIn depending on the location of your market.
www.viadeo.com

Reddit

Reddit, the social news website features a number of custom-made subforums or 'subreddits' where individuals can communicate with each other about all kinds of niche subjects. A number of popular engineering subreddits include Electronic Circuits, Ask Electronics, Electrical and Computer Engineering, ECE Component Exchange, RF Electronics, Nice Chips, The AmpHour and Hardware Startups.
www.reddit.com

EEVBlog

Aimed specifically at electronics engineers, EEVBlog is a video blog run by the enthusiastic David L. Jones, an electronics design engineer based in Australia. As a published author who has been featured in several electronics magazines, David's blog has quite a following and the forum that exists as part of the website has an incredibly active community.
www.eevblog.com

CodePlex

Open source sites are also gaining popularity for their networking potential. CodePlex, for example, is Microsoft's free open source project hosting site. Here, users can create projects to share with the world, collaborate with others on their projects, and download open source software.
www.codeplex.com

element14

Another online community specifically for engineers is element14, a site set up by distributor Premier Farnell where users can: connect with other engineers and experts; get accurate information, answers and tools from a range of independent sources and manufacturers; find design solutions and services that save time; and be inspired by the latest innovations. Although specialising in electronic design, areas such as maintenance and repair are also embraced.
www.element14.com

DesignSpark

DesignSpark from RS Components is aimed more at giving engineers a range of tools and resources to do a better job. Whereas element14 is aiming to be a "Facebook for engineers", Designspark is the "gateway to online resources and design support for engineers."
www.rs-online.com/designspark/electronics

TechXchange

TechXchange from Digikey - a "community forum dedicated to design engineers and hobbyists to discuss technology, products, designs and more" - has only recently hit the radar, being in beta for a long time. It describes itself as a user-to-user forum for design engineers to discuss technology, products, designs and more. Where engineers can participate in discussions, ask questions of the community and learn about new products and the latest innovations. It currently has communities on topics such as: lighting, wireless, energy harvesting, sensors and power.

forum.digikey.com

CR4

CR4 (Conference Room 4) is described as "the Engineer's place for news and discussion". It's essentially a forum for engineers, technical researchers and anyone interested in technology to discuss engineering news, seek technical help and get answers to burning questions. Among its many dedicated sections are those catering for automotive engineering, electronics, manufacturing, mechanical engineering and software.

cr4.globalspec.com

Quora

Quora is a question-and-answer website created, edited and organised by its community of users. The site aggregates questions and answers to topics, and users can collaborate by editing questions and suggesting edits to other users' answers. It competes with sites such as ChaCha, a human-guided search engine that provides free, real-time answers to any question through its website, via text messaging, or by using one of the company's mobile apps.

www.quora.com

StumbleUpon

Growing numbers of engineers are investigating StumbleUpon, cited as a way to discover new and interesting stuff on the web. Users tell the site their areas of interest and get introduced to web pages, videos and photos that they wouldn't have found on their own. The pages are all recommended by other users so the quality is generally good. Users also have the option to 'follow' colleagues and other users who share their interests.

www.stumbleupon.com

LabRoots

LabRoots is a networking and collaboration site for engineers, scientists and technical professionals. This site has developed proprietary data mining software to create targeted search engines that connect people involved in similar work and interests. There are also job boards, virtual conferences, videos, live news feeds, blogs, research paper reviews, and other activities within the network. In fact, there are a host of sites on the web dedicated to sharing research themes, including Mendeley, MyNetResearch, ResearchCrossroads and ResearchGate to name but a few.

www.labroots.com

Facebook

Before signing off it would be remiss not to mention the granddaddy of all social networking sites, Facebook. In general, the engineering world has been slow to adopt Facebook. However, many engineering companies, institutions and publications are now signed up, and by "liking" their pages you can fill your Facebook feed page with useful links to news, articles and other useful resources. Simple searches in Facebook for "Engineering" or "Manufacturing" will produce suggested pages.

www.facebook.com

publitek
marketing communications

For more information, or to see examples of our work, please visit **publitek.com** or get in touch:

UK
+44 (0) 1582 390980
europe@publitek.com

Germany
+49 (0) 4181 968 0980
europe@publitek.com

North America
+1 503 546 1002
usa@publitek.com

Japan
+81 90 4376 0123
apac@publitek.com

Publitek is a B2B marketing agency working with over 120 clients around the world, many in highly technical markets. Founded by engineers and technologists, we deliver integrated marketing and PR campaigns based on well-crafted strategies, expert creative content, and cost-effective delivery using the optimum mix of channels. Our technical team is complemented by creative marketing and PR specialists who produce outstandingly effective campaigns. With offices in Asia, Europe and North America, we offer an efficient global service or a great local one.

www.publitek.com