



Marketing with social media

Social media may help you grow your business and communicate with customers, supporters and donors.

Social media refers to websites that allow anyone to create, share and interact with a wide range of [content](#). Social media and user-generated content is a key part of the modern internet.

Getting involved with the online communities that use social media may help your organisation build relationships with customers, supporters and donors.

‘A big one for us is our Facebook page, then we’ve got Twitter and we also use YouTube. We’ve also got our own blog that we use.’

Check out our case study on [Haworth Guitars](#) to see how social media has helped them promote their business.

In this section, we will cover:

- [Facebook and social networking sites](#)
- [Twitter and microblogging](#)
- [Forums](#)
- [The basics of blogging](#)
- [YouTube, video and podcasts](#)
- [Social image sharing.](#)

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