

Live Examples of Effective Social Media in Joomla

Beginner Level Written by **Luke Summerfield** Tuesday, 11 September 2012

Joomla is one of the world's largest content management platform with over 3 million downloads and 10,000 add-on extensions. There are thousands of companies in the Joomla sphere and all the smart ones are active in social media. In this blog post we will take a look at the companies who shine in their social media activity and include some key takeaways from each example.



I'd also like to mention that I was mainly looking at the design and function of social media. There are many Joomla social media accounts that do a great job with customer service, relationship building and customer engagement. If you know of some other good social media pages, please post in comments and explain why they are good, we'd all love to see.



CloudAccess.net's Facebook page does an amazing job of showing customers transparency in their organization. This builds the brand's personality and really helps build the relationship with their fans.

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JoomlaShine's facebook page really takes advantage of some of facebook's new page features by offering videos, ebooks and Joomla tips right on their page. This helps increase user engagement and ultimately will help with conversion rates.

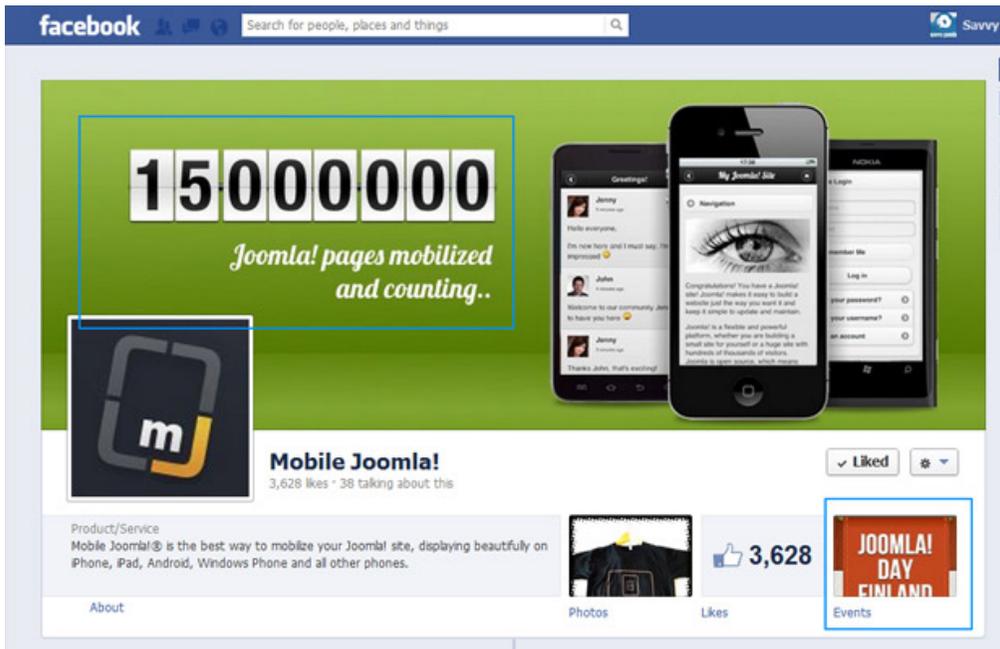


OStraining's facebook page is laid out in a very clear way to portray exactly who they are and what they do. They accomplish this by having a very clean cover photo that identifies the benefit they offer and the different CMS's they work with. Additionally, they have integrated their email client and videos into the add on apps for their fan page.



Ok, I know this is our own page and I didn't want to use it, however, I really did have a hard time finding a well designed twitter page for a Joomla company. Many Joomla companies are doing amazing things on twitter in terms of customer interaction and relationship building, however, many of the pages were lacking in the design field. If you know of a well done twitter page in the Joomla world, please post it in the comments.

On our twitter page we worked hard to establish our brand's personality in order to differentiate ourselves and stand out from other Joomla web design firms. Additionally in our description I wanted to NOT tell about our company and rather explain to the user the value they will receive by following our account and optimize the description using appropriate hash tags so we show up in search. Lastly, we wanted to have some type of call to action for those users who wanted to take the next step and learn more after following us.



Mobile Joomla!'s facebook page does a really great job of establishing credibility with the users by boldly showing the number of downloads their extension has received. Additionally, their event's tab helps build authority by showing the user that they are involved in or speaking at different Joomla community events.

These are just a few of the great examples in the social media world. If you have examples that you have seen of outstanding social media marketing, please post the links in the comments sections.

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Luke Summerfield

Greetings! My name is Luke, Inbound Marketing Specialist here at Savvy Panda. I love helping businesses supercharge their growth via Inbound. When i'm not working, I'm training Jiu Jitsu, Judo and Crossfit.

You can learn more about me on our [team page](#).

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