



Issue 26







## **MPE joins LinkedIn & Twitter**

In recognition of the wider variety of platforms which engineering professionals are now using to communicate and obtain up-tothe-minute business information and news, MPE has extended its accessibility with LinkedIn and Twitter accounts.

In April 2021 MPE launched its first social media channels with the creation of both a LinkedIn and a Twitter account. Based upon research into social media platforms over time, on conclusion of those studies the firm decision was made to launch the two accounts, in order to align MPE with the latest, fast-growing information-sharing practices providing unmatched international reach.

Globally Twitter has more than 500 million users, whilst the world's largest professional network, LinkedIn, claims some 750 million members in 200 countries.

Accordingly, both accounts are now in continual use to convey important industry, company and product information to the stakeholders of MPE and the wider engineering community.

In the short space of time since joining, MPE has energetically posted regular updates, with content extending from company news, such as MPE shipping one of its largest ever HEMP protection orders, through to a video documenting the installation process for MPE high-current filter solutions.

However, not all of MPE briefings have related to products. Topics in other posts have ranged from the company's proactive recruitment strategy, describing how apprentices now comprise over 10% of MPE's workforce, through to MPE's green credentials.

The social media platforms have also enabled MPE to link directly to many interested end-users of its EMC, EMP and TEMPEST protection solutions, with posts and reposts carrying descriptions and images of prominent applications. Such examples have included the French Navy's Barracuda Class submarine and the British Army's Challenger tank.

Although MPE's use of social media is still relatively new, both accounts are being followed by an ever growing community across the industry. To keep fully up-to-date with developments, you are warmly invited to join this network of professionals, following MPE's progress via the login details below:

LinkedIn: https://www.linkedin.com/company/mpe-limited

Twitter: @MPE LTD