

Braunform Joins Facebook Community



As one of the earliest mould making industry companies to post a Facebook profile, **Braunform GmbH** shows that it sets a high value on communication via social media. The company's aim in opening a space on the most successful social media platform in Germany is to provide information to customers, business partners and employees at regular intervals. New social media are ideal for making direct contact with customers and establishing new contacts.

Topics posted on Braunform's Facebook wall include general company information, details about meetings and fairs, and job advertisements for professionals and trainees. Impressions of the company's daily business,

along with reports about its projects, will also be communicated through film and other formats.

Responsibility for Braunform's social media activities rests with a project team that will post content regularly, react to feedback and criticism and further develop Internet-based communications. For example, a company channel on YouTube is being created.

Braunform is a full-service engineering company specializing in the manufacture of custom moulds, tools and rotary worktables.

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