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## [Social Media Enlightenment](#)

Posted on April 13, 2011 by [Susan Perera](#)



The Royal Wedding is only days away, [Sharon](#) and I have both blogged about it recently, and the Royal Family is certainly receiving a lot of media attention.

For a family and political tradition that Americans often view as stuck in the past, the Royal Family has indisputably been embracing new forms of social media technology. You may not be aware, but the Monarchy created the “Royal Channel” on [YouTube](#) in 2007 and joined Twitter in 2009 (handle [BritishMonarchy](#), with more than 125,000 followers), there is also a [Facebook](#) page (more than 325,000 “likes”) and a [Flickr](#) account.

To put this in perspective the White House also has a Twitter account, Facebook page, YouTube channel, and Flickr account, is your business this well connected?

This month the Monarchy announced it will also be releasing the “Royal App” a downloadable application that will showcase seven prior royal weddings and provide information on the upcoming wedding of William and Kate.



So if you're still on the fence about having your business join the social media revolution does the fact that this extremely formal and traditional entity has joined contemporary media outlets influence your opinion?



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