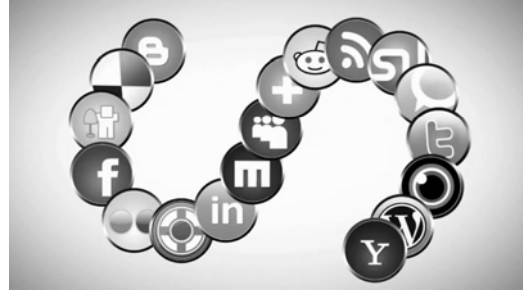


## Membership Engagement Through Social Media

Maggie McGary  
Online Community & Social Media Manager  
American Speech-Language-Hearing Association

## What is Social Media?



Social media is not a fad, it's a  
fundamental shift in the way we  
communicate.

## What is "Social Media?"

## Who is using social media?

- Reporters
- Students
- Members
- Consumers

- Facebook has **400 million active users**
- Twitter has **100 million** users
- LinkedIn has **60 million users**



Q & A

## Resources

- Choose your own social media adventure and learn about pros and cons of different social networking platforms.
- Alltop features “all the top” blogs about social media
- Linkedin discussion about using social media
- Flowtown can help you find what social network members are on via email addresses
- Contact me with questions  
[mmcgary@asha.org](mailto:mmcgary@asha.org)