Membership Engagement Through Social Media

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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
How is ASHA using social media?

Linkedin

Facebook

Twitter

Events

Listening
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.