Social Media – The Next Level

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I have a financial relationship with the American Speech-Language-Hearing Association (ASHA). They pay my salary. I have worked at ASHA for over 7 years. I have no nonfinancial relationships to disclose.

Information Overload
In 2002, **26% of Workers still looked forward** to email.

In 2012, “**More than a quarter** of the average worker’s day is spent answering and reading emails.”
“In 2011, the typical corporate email user sends and receives **about 105 email messages per day.**”


“The resulting abundance of — and desire for more... information has come to be perceived in some circles, paradoxically, as the source of as much productivity loss as gain.”

- Anthony Lincoln


The Personal Learning Network (PLN)
“Personal Learning Networks are systems that help learners take control of and manage their own learning... Simply put: A PLN is a system for lifelong learning.”

Source: http://edudemic.com/2012/10/build-personal-learning-network/

“What often happens is that people can produce, learn and synthesize more useful knowledge in groups than any one of them could alone.”

Source: http://www.apa.org/monitor/2012/03/information.aspx

Pick Your Poison (or Social Network)
For the final quarter of 2012, Trendstream’s Global Web Index estimated that Twitter had 288 million active users.


“Twitter is a real-time information network that connects you to the latest stories, ideas, opinions and news about what you find interesting.”

Source: https://twitter.com/about
How does anyone learn anything in 140 character increments?

Source: Jack Dorsey's Flickr account: http://www.flickr.com/photos/95728450@N00/182613360/
In October 2012, Twitter’s CEO announced that Twitter is now processing half a billion tweets a day.

#AUDPeeps, #HearingLoss, #SLPeeps, #Dysphagia

#ASHAFit13
The Healthcare Hashtag Project
http://www.symplur.com/healthcare-hashtags/

1. Discover where the healthcare conversations are taking place.
2. Discover who to follow within your specialty or disease.
3. Discover the best from conferences in real-time or in archive.

Source: http://www.symplur.com/healthcare-hashtags/
From April 15, 2012 – April 16, 2013
#AUDPeeps
3,078,623 Impressions
3,206 Tweets
558 Participants

From April 15, 2012 – April 16, 2013
#HearingLoss
25,332,813 Impressions
10,722 Tweets
3,467 Participants
From April 15, 2012 – April 16, 2013
#SLPeeps
64,435,282 Impressions
53,623 Tweets
4,855 Participants

From April 15, 2012 – April 16, 2013
#Dysphagia
1,287,992 Impressions
1,763 Tweets
550 Participants

@SLPChat | http://slpchat.wordpress.com
“I’ve learned more from a short time on Twitter than at any number (and possibly all) of the conferences I’ve ever attended.”

Tanya Coyle
Southern Ontario, Canada

Source: http://t.co/39ug3x

ASHA Community

“The ASHA Community is a place for members to share information, ask for help, discuss problems and lessons learned, and simply enjoy talking with colleagues.”

Source: http://community.asha.org/ASHA/CommunityGuidelines
Since the launch in October 2011, there have been 40,307 content contributions on the ASHA Community.

Source: http://community.asha.org/ASHA/CommunityGuidelines
http://on.asha.org/ASHACommunityHelp

Coming soon...
“When I received my Masters in 1977, a wise professor told us the most important thing we learned in grad school was the value of learning, reflective thinking and asking questions. I have always had a commitment to learn something new every day, and to ask questions that make me a more critical thinker. The ASHA Community provides a wonderful way to share information, learn from others, [and] problem-solve patient and professional issues.”

Catherine Shaker, CCC-SLP
Orlando, Florida

“Pinterest is a tool for collecting and organizing things you love.”

Source: http://about.pinterest.com/

In March of 2013, Pinterest.com was the third most popular referring site to ASHA.org.

“Facebook's mission is to give people the power to share and make the world more open and connected.”

Source: http://about.pinterest.com/

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“Our mission is simple: connect the world's professionals to make them more productive and successful. When you join LinkedIn, you get access to people, jobs, news, updates, and insights that help you be great at what you do.”

Source: http://www.linkedin.com/about

Some Words of Warning for Professionals
Nine out of 10 U.S. adults report that they believe people are sharing too much information about themselves online.


60% (47/78) reported incidents of students posting unprofessional online content.


Violations of patient confidentiality were reported by 13% (6/46).

Student use of profanity (52%; 22/42), frankly discriminatory language (48%; 19/40), depiction of intoxication (39%; 17/44), and sexually suggestive material (38%; 16/42) were commonly reported. 

80% of internet users have looked online for information about any of 15 health topics such as a specific disease or treatment. This translates to 59% of all adults.

16% of internet users, or 12% of adults, have consulted online rankings or reviews of doctors or other providers.
Create a professional online presence.

Establish your professional expertise.

Create social proof.
“Once you can understand where the conversation is, who leads, the type of voices and the best place for you to add your voice, you can then start becoming a more active participant.”

Mitch Joel
President of Twist Image