Social Media and EHDI:
What, How, When and Why?
(...and Which ones and Who?)

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Acknowledgement

Agenda
- What?
- (Which ones?)
- (Who?)
- When?
- How?
- Why?

Get Connected!
How to Make Social Media Work for You
Brought to you by the EAA
Social & Electronic Media (SEM)
Community

Social Media Explained: Like Coffee
What is the difference between a latte and a mocha? Coffee
I am drinking a coffee. I am going to drink coffee. Coffee
Watch me as I drink coffee. Coffee
Coffee
I am a coffee employee. I am drinking coffee. Coffee
Here is a recipe for latte. Coffee
There is a picture of me drinking coffee. Coffee
There is a collection of pictures and recipes of coffee drinks. Coffee

(Which ones?)

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The Landscape of Social Media Users

Which social media option(s) do you use? (select all that apply)

- Facebook: 129
- Twitter: 52
- LinkedIn: 70
- Pinterest: 41
- Google+: 35
- YouTube: 64
- Tumblr: 10
- MySpace: 7
- Online community: 41
- Other: 10

Which social media option do you use the MOST? (choose only one)

- Facebook: 102
- LinkedIn: 70
- Pinterest: 41
- Google+: 35
- YouTube: 64
- Tumblr: 10
- MySpace: 7
- Online community: 41
- Other: 10

Source: Pew Research Center’s Internet & American Life Project Postal Panel Survey, November 14 – December 5, 2012. N = 131 Internet users. Interviews were conducted in English and Spanish on landline and cell phones. Margin of error is ±3.8 percentage points for results based on internet users. Facebook figures are based on Pew Research Center’s Internet & American Life Project Internet Panel Survey, November 19-26, 2012. Margin of error for Facebook data is ±3.8 percentage points for results based on internet users in US.

http://bit.ly/159n1kD

N = 131 (as of 07/04/13)


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Why do you use social media? (select all that apply)

- **Information** (about issues related to hearing loss, events, products, etc.) - 86
- **Support** - 63
- **Stay in touch with others** - 115
- **Other** - 17

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How?

www.facebook.com

Facebook helps you connect and share with the people in your life.

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How do I use it?

- Can be used for personal and/or professional use
- Share information such as articles and products that (may) interest you
- Share pictures and videos
- Follow Pages and Groups

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Poll question

- According to a study by the International Data Corporation (IDC) and sponsored by facebook, how many times on average do users check facebook on their smartphone per day?
  - A. 4 times
  - B. 10 times
  - C. 14 times
  - D. 30 times
Benefits

- Social media site with 1.06 billion monthly users (as of December 2012)
- Articles (mainstream and journal) that pertain to our field are posted by our peers
- Events happening nationally and locally are shared
- New products announcements
- Information to share with families
- Other facebook pages
  - Check out our “Likes”

What happens on facebook...

- Filter out (hide) what you don’t want if it gets overwhelming
- May want to consider a personal profile and a business profile
- And always remember…

www.twitter.com
How do I use it?

- It is intended to be a laid back, low key outlet to network and LEARN.
- YOU control your level of involvement.
- Follow and read.
- Tweet and interact.
- Commonly used at conferences to communicate events, changes to schedules, interesting facts, etc.

Teach me how to Twitter!

- Create a username/handle: @tinachildress
- Tweets:
  - 140 characters (keep it short and sweet!)
  - Statements
  - Observations
  - Questions

Core Vocabulary

- Mention/Reply – Someone tags you in a tweet.
- Timeline – Where the magic happens.
  - All tweets display here.
- HashTag – If followed by words/numbers.
  - Used to filter tweets.
  - Similar to Gmail “Labels” or Outlook “Folders”.
- Retweet – A “rebroadcast” of a tweet verbatim.
- MT – Modified tweet.
  - Adding to/Commenting on someone else’s tweet.

The anatomy of a tweet
How do I use it?

- Online pinboard
- Visual social bookmarking site
- Can’t share something without an image
- When you share something on Pinterest, each bookmark is called a pin
- When you share someone else’s pin on Pinterest, it’s called a repin
- You group pins together by topic onto various boards or pinboards in your profile. Each board mimics a real-life pinboard

Benefits

- Great place for ideas
- Usually static images
- Links to other resources and other “Pinners”
- Often the pins are pre-organized for easier perusing (but you can change organization to your liking)
- Often used in giveaways
- You can even have a “Pin this” shortcut on your browser bar
- You can share pins on other sites like Facebook and Twitter

“Early intervention activities”

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The synergistic effects of social media

The Repin Effect... Pin! Pin! Pin!

The synergistic effects of social media
How do I use it?

- Business-oriented social media site
- Information shared = online CV
- People can follow you or your Group
- You can see who has viewed your profile
  - If you upgrade to Premium, you get more information on this

Parts of your profile

- Background
  - Summary, including specialties
- Experience
- Honors & Awards
- Projects
- Skills & Expertise
- Peers and friends can “endorse” you
- Organizations
- Volunteer Experience & Causes

Benefits

- Connect with other professionals
- Join Groups and Follow pages for information
- Job hunting/posting
- Get the latest information on a variety of topics

Poll question

- Which is the correct order for the most popular social networking sites?
  A. Facebook, MySpace, Pinterest, Orkut, Twitter, LinkedIn
  B. Facebook, Twitter, LinkedIn, Pinterest, MySpace, Google+
  C. Facebook, Google+, Ning, LinkedIn, MySpace, Pinterest

Similarities

- Connections = Friends
- Like = Like
- Update = Status
- Comments
- Suggests people you may know
- Share

Differences

- Flag to remember posts
- Can tell what Connection “order”
  - 1st = you are Connected
  - 2nd = someone you are Connected to isConnected

“early intervention” → groups
How do I use it?

- Video-sharing website where people can upload, view and share videos (not static images)
- Device instructions
- Many manufacturers have their own “channel”
- Troubleshooting guides
- Guides that other users have created (e.g., how to connect to an iPod)
- Therapy ideas
- Curriculums
- Materials
- Activities
- Demonstrations
- Karaoke
- Sharing
- Opportunity for children to see other children, parents to see other children
- Hear children talk / see children sign
- Cochlear implant / deaf activities
- CAVEAT: Most aren’t captioned
- Newer videos have CC button which uses voice recognition technology and is only moderately accurate

Online Communities

- “ling sounds”
- How do I use it?
  - Ask a question once and get a myriad of opinions
  - Can be brand-specific information
  - Emotional support
  - Share pictures, videos, links, information and opinions
  - Parents learn from other parents, professionals learn from other professionals... we all learn from each other
  - No concern over “billable time”

How do I use it?

NCHAM

www.infanthearing.org

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“ling sounds”

Online Communities
Online communities (professional)

- Educational Audiology list-serve (EAA)

- Audiology Community (AAA)
  [http://community.audiology.org/AAA/Home/]

- ASHA Community (ASHA)
  [http://community.asha.org/ASHA/Home/]

Online communities (families)

- Hearing Journey (Advanced Bionics)
  [http://www.hearingjourney.com]

- Cochlear
  [http://www.cochlearcommunity.com]

- Hear Peers (Med-El)
  [http://www.hearpeers.com]

- Hearing Like Me (Phonak)
  [http://www.hearinglikeme.com]

Online communities (families)

- Ear Community
  [http://earcommunity.com]

- AG Bell
  [http://listeningandspokenlanguage.org/ask/]

- Hearing Loss Association of America
  [http://www.hearingloss.org/content/webinars]

Other places to look

- If there is a particular syndrome, etiology or symptom of hearing loss, you can often find a group discussing it!
  - GoogleGroups
  - YahooGroups
  - BigTent
Poll question

- I have participated in an online community
- I have referred a family to an online community
- I am going to start investigating online communities
- I don’t feel comfortable participating in online communities

How do I use it?

- Web + log = blog
- Blog = dynamic website
  - Information is updated more frequently
  - Newest posts are towards the top
  - Able to easier “tag” content so it is more searchable
- Less expensive to create and maintain than a static website
- People often add links to other social media sites for sharing

Benefits

- Access to information in longer, more narrative form
- Can subscribe to blog email lists and/or access via RSS feeds so you don’t have to keep going back to the blog to read new content
- Find links to other blogs and resources both for the professional and consumer
- Helpful for families starting out on their hearing loss journey – can be very empowering

Blog example

- Illinois Families for Hands & Voices
  - "What works for your child is what makes the choice right"

When?

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Issues to consider:

- If you are doing the reading:
  - Check with your supervisor
  - Many schools are establishing social media guidelines
  - Firewalls often prevent access to social media
  - Don’t forget to check out what other people are checking out!
- If you are doing the writing:
  - Check with your supervisor
  - May need special permission to access certain sites
  - What is your purpose?
  - How often will you post?
  - Who will post content?
  - Who will monitor responses?

Be careful…your days could look like this!

Benefits to you:

- Information 24/7 and often searchable
- Finding out about products, news, events
  - Can be very specific questions
  - Current
- Connecting with others
- Leveraging the expertise of others to analyze information and summarize
- If you’ve been “hoarding” information, now you can share!
- Great place to refer kids and families when you don’t know the answer

Why?

Caveats:

- Just because it’s online, doesn’t mean it’s true…know your authors/sources
  - www.snopes.com
- What you post can potentially be seen by ANYONE
- Consider privacy issues
  - Especially when it comes to pictures
  - HIPAA / FERPA
  - Being socially connected with parents, students and students you supervise
- Many schools have strict Firewall restrictions
  - you will probably do a portion of pursuing social media on your own time

Social Media Revolution 2013 (video by Socialnomics)

Social Media has become the #1 activity on the Web

http://www.socialnomics.net/2013/01/social-media-video-2013/