

Social Media and EHDl:

What, How, When and Why?

(...and Which ones and Who?)

Tina Childress, MA, CCC-A
<http://tinachildress.wordpress.com>

Acknowledgement

**Get Connected!
How to Make Social Media
Work for You**

Brought to you by:
the EAA
Social & Electronic Media (SEM)
Committee
www.edaedd.org

Agenda

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

What?

SOCIAL MEDIA EXPLAINED With Coffee

I Like Coffee	What is the difference between a Latte and a Macchiato?
I am drinking #Coffee	Let's Get together (in person) and drink coffee together.
I am good at drinking Coffee	Here are a bunch of popular articles about coffee.
Watch me as I drink coffee.	I am a Google employee who drinks coffee.
I am 13 and I drink coffee when I'm not taking pictures of myself.	Here is where I drink coffee. I come here alot, I am the Mayor.
Here is a collection of pictures and recipes of coffee drinks.	Here is a vintage picture of me drinking coffee. (more than likely 2002 making the "fucc" local)

© 2012 Marketplace Maven
Facebook.com/MarketplaceMaven | www.MarketplaceMaven.com

(Which ones?)

Green checkmarks are placed above Facebook, Twitter, Pinterest, LinkedIn, and YouTube.

(Which ones?)

vlog

online community

(Who?)

The Landscape of Social Media Users

The Landscape of Social Media Users

Use Any Social Networking Site	% of internet users who...	The service is especially appealing to ...
Use Facebook	67%	Adults ages 18-29, women
Use Twitter	16%	Women, adults ages 18-29, African-Americans, urban residents
Use Pinterest	15%	Women, adults under 50, whites, those with some college education
Use Instagram	13%	Adults ages 18-29, African-Americans, Latinos, women, urban residents
Use Tumblr	6%	Adults ages 18-29

Source: Pew Research Center's Internet & American Life Project Post-Election Survey, November 14 – December 09, 2012. N=1,802 internet users. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.6 percentage points for results based on internet users. Facebook figures are based on Pew Research Center's Internet & American Life Project Omnibus Survey, December 13-16, 2012. Margin of error for Facebook data is +/- 2.9 percentage points for results based on internet users (n=860).

<http://pewinternet.org/Reports/2013/Social-media-users/The-State-of-Social-Media-Users.aspx>

<http://bit.ly/159n1kD>

Social Media in the Deaf, deaf, Deaf-Blind and Hard of Hearing Community

This internet survey poll is designed to see where people with hearing loss may go for information and support. Thank you for taking the time to fill it out.

Please feel free to forward on and share with your friends, family and colleagues. I hope to share this information in the near future, probably through social media. :)

- Tina Childress -
<http://tinachildress.wordpress.com>
 Survey poll started June 2, 2012

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

* Required

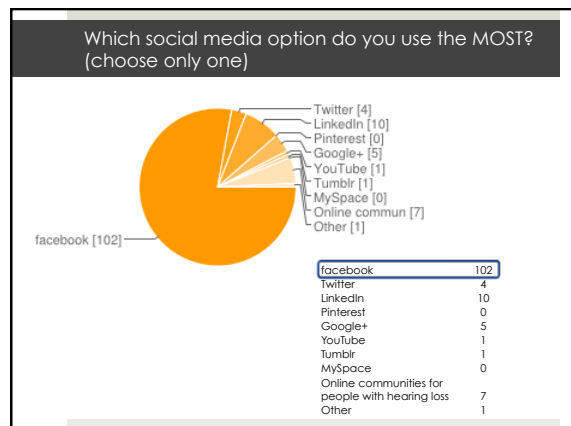
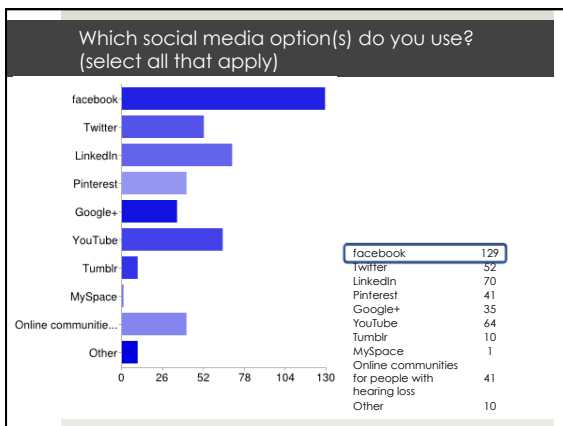
Which social media option(s) do you use? *
 (Select all that apply)

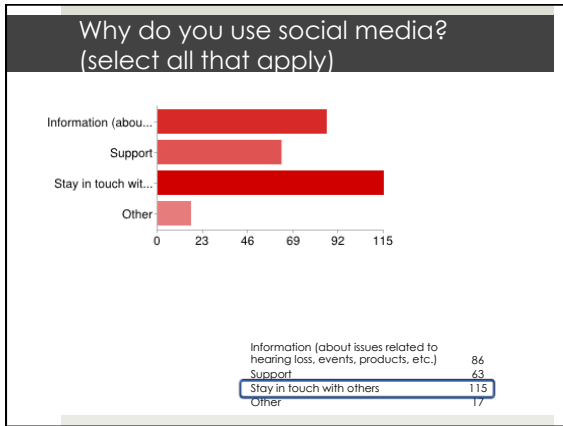
facebook
 twitter
 linkedin
 pinterest
 google+
 youtube
 tumblr
 Myspace
 Online communities for people with hearing loss
 Other: _____

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

facebook
 twitter
 linkedin
 pinterest
 google+
 youtube
 tumblr
 Myspace
 Online communities for people with hearing loss
 Other: _____

Why do you use social media? *
 (Select all that apply)
 Information (about issues related to hearing loss, events, products, etc.)
 Support
 Stay in touch with others
 Other: _____





How do you identify yourself? *
(Select all that apply)

Deaf
 deaf
 Hard of Hearing
 Deaf-Blind
 Depends on the situation - can identify with multiple groups
 Parent of a child with hearing loss
 Hearing
 Professional working with individuals with hearing loss
 Other: _____

In which state do you live? (if outside of the U.S., which country? *)

Comments: (Any questions?)

What type of amplification do you use? *
(Select only one)

Nothing
 Hearing aids
 Cochlear implant(s)
 Hearing aid + cochlear implant
 Bone Anchored Hearing Aid
 Other: _____

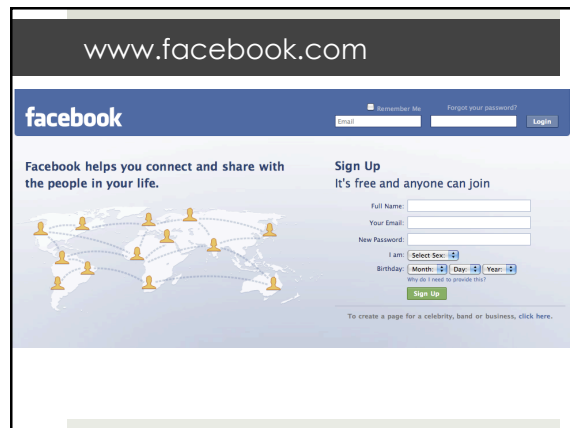
Name (Optional)

Submit

What is your age? *

12 years old and younger
 13-24 years old
 25-34 years old
 35-44 years old
 45-54 years old
 55+ years old

How?

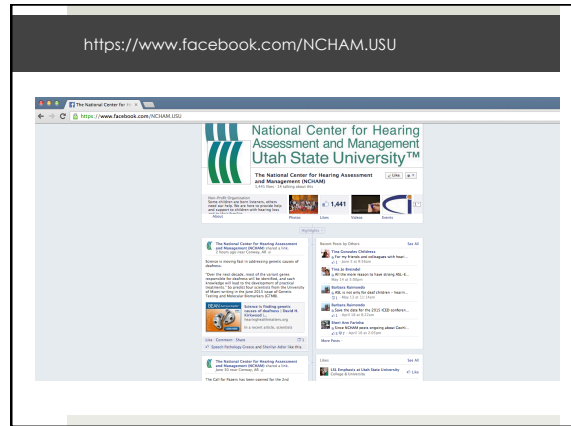
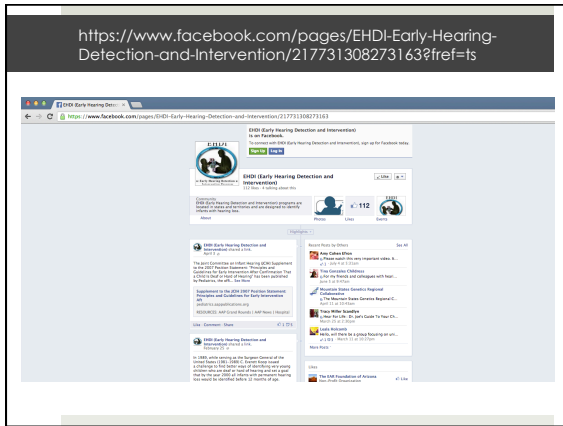


- ### How do I use it?
- Can be used for personal and/or professional use
 - Share information such as articles and products that (may) interest you
 - Share pictures and videos
 - Follow Pages and Groups
- Find us on Facebook

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

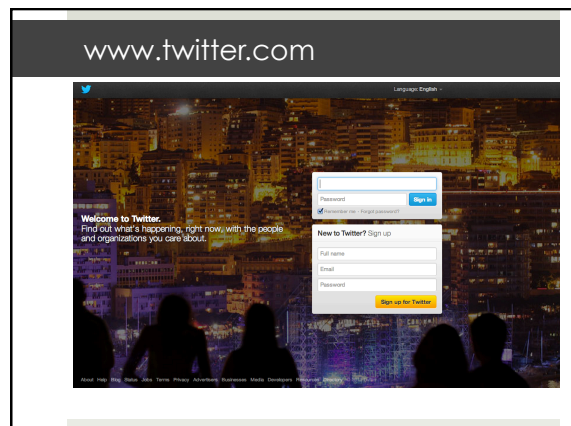
- Social media site with 1.06 billion monthly users (as of December 2012)
- Articles (mainstream and journal) that pertain to our field are posted by our peers
- Events happening nationally and locally are shared
- New products announcements
- Information to share with families
- Other facebook pages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




http://news.cnet.com/8301-1023_3-57566550-93/facebook-by-the-numbers-1.06-billion-monthly-active-users/

- 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...









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.

follow us on 




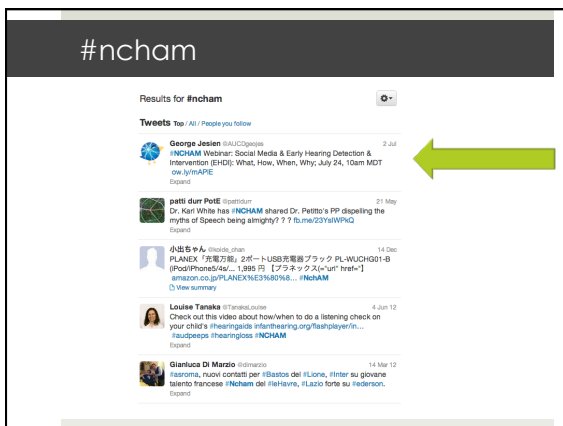
Teach me how to Twitter!

- 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** - # 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

EAA @EduAud

Is 1 HA prescription enough for kids in noise? @ryanwmccreery ponders paper by @jeffcrukley journals.tlw.com/thehearingjour... #audpeeps #audiology


RETWEET

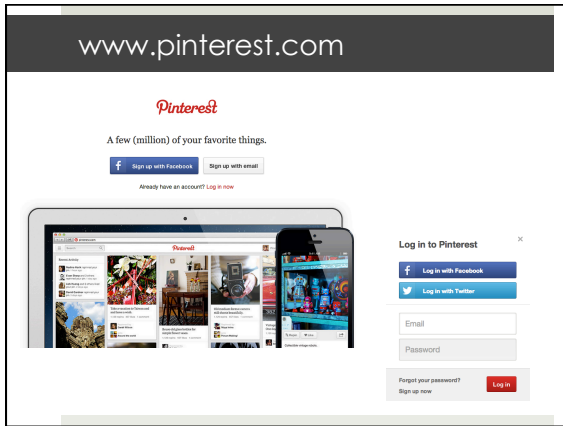
EAA @EduAud

Earplugs, In School? Students In Richardson Experiment With Hearing Loss bit.ly/163YP7F via @keranews #audpeeps #audiology

EAA @EduAud

May is the month for better speech and hearing! Great time for educational #audpeeps to do hearing health promotion in schools! #audiology





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 into various **boards** or **pinboards** in your profile. Each board mimics a real-life pinboard




<http://www.dummies.com/how-to/content/what-is-pinterest.html>



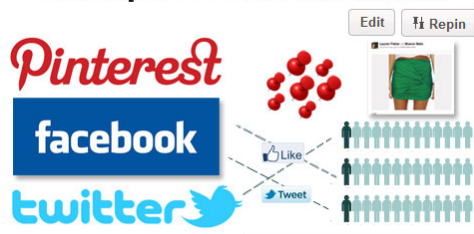
Benefits

- 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



The synergistic effects of social media

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



When your pin or product image is repinned a lot of times you get a viral effect. It is spread on Pinterest, Facebook AND Twitter!

<http://buypinterestpins.net/wp-content/uploads/2012/04/buypinterestrepins-therepineffect.jpg>

www.linkedin.com

Get started – it's free.
Registration takes less than 2 minutes.

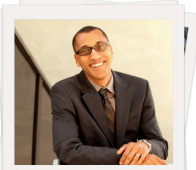
First Name

Last Name

Email

Password (8 or more characters)

[Join Now](#) By joining LinkedIn, you agree to LinkedIn's [User Agreement](#), [Privacy Policy](#) and [Cookie Policy](#).



"I make my living through the relationships generated with my LinkedIn."
Kevin L. Nichol - Principal at KLN Consulting Group

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
- Education
 - Languages
 - Courses
 - Test Scores
 - Publications
- Groups
 - Discussions, polls, variety of information
- Following
 - Usually specific to a company/organization



 vs. 


Similarities	Differences
<ul style="list-style-type: none"> Connections = Friends Like = Like Update = Status Comments Suggests people you may know Share 	<ul style="list-style-type: none"> Flag to remember posts Can tell what Connection "order" <ul style="list-style-type: none"> 1st = you are Connected 2nd = someone you are Connected to is Connected



Poll question


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

<http://www.ebizmba.com/articles/social-networking-websites>

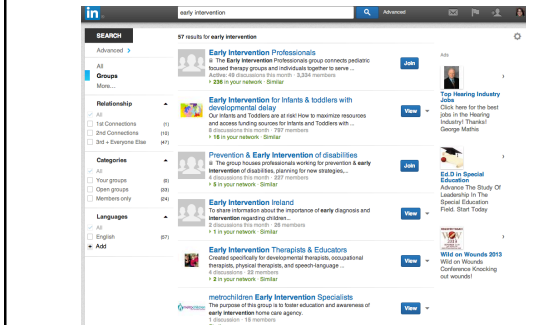


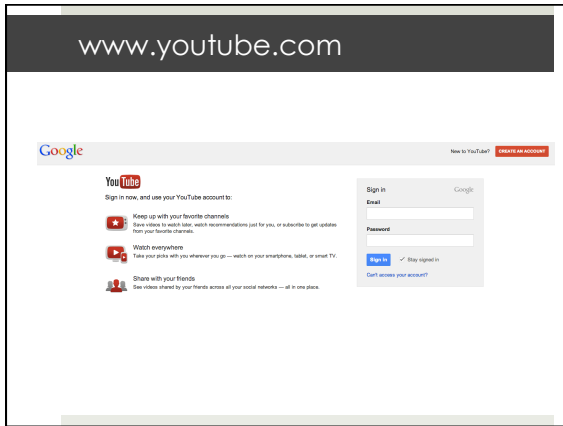
Benefits

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



"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
 - Curriculum
 - 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 initial activations
- CAVEAT: Most aren't captioned
 - Newer videos have CC button which uses voice recognition technology and is only moderately accurate



"ling sounds"

- Spoken, on-line examples: Ling sounds, repeated words, prompted says words five phrases.**
by **Jessie Hazard** · 4 years ago · 797 views
- Ling Six Sound Test**
by **reidvibe** · 7 months ago · 451 views
This video gives examples of how parents, clinicians and educational staff can use a technique called The Six Sound Test to help ...
- Amelia practicing the Ling Sounds**
by **janetp** · 2 years ago · 752 views
Amelia is listening to the Ling Sounds and picking the objects that are associated with each sound. The Ling Sounds are as ...
- Ling 6 Sound Test: Preview**
by **Jessie Hazard** · 1 year ago · 853 views
This is a short preview of a video that PhysioPod and Director for Alberta Health Services with the Glenrose Hospital. The test ...
- Heese responds to all the Ling sounds!**
by **TheBeekeeper** · 3 years ago · 2,206 views
There are 6 "Ling" sounds that test high and low frequency. This is a video of Heese responding to all 6 "Ling" sounds!
- Draw Here the "Ling" Speech Therapy Sounds (Cochlear Implant)**
by **TheCrazyBee** · 8 years ago · 11,714 views
Draw can hear the "Ling" speech therapy sounds from close range. These sounds are "baah", "coo", "beep", "chirrup", "toot" ...


Online Communities




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"

Sergei Kochkin
 Only 2% of HHP refer their patients to peer-support groups. Check out our newest patient aural education article in today's eNewsletter on the value of Self-Help groups; guest author Brenda Battat. If you are not a subscriber please do so at www.betterhearing.org/professionals



NCHAM

www.infanthearing.org

The screenshot shows the NCHAM website interface. At the top, there is a search bar and navigation tabs for Home, Collaborators, Resources, About Us, and Contact Us. Below this, there are sections for 'Networking' with social media icons, 'Diagnostic Authority' with a logo, and 'EHR/EMR Resources' with a list of links. The main content area features a 'EHR/EMR News and Bits' section with several bullet points.







Online communities (professional)

- Educational Audiology list-serve (EAA)**
<http://www.edaud.org/displaycommon.cfm?an=1&subarticlebr=11>




- 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/Join/>

- 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!
- 
- 
- 

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



blogs and vlogs


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

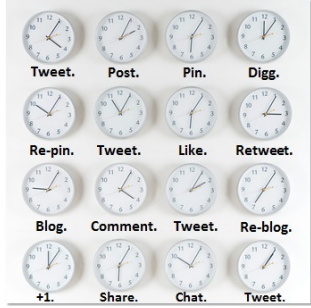


When?

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!




Why?

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

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 perusing social media on your own time



Social Media Revolution 2013 (video by SocialInomics)



<http://www.socialinomics.net/2013/01/01/social-media-video-2013/>

