

# Engaging Your Membership Online

## 25th Annual State Association Workshop

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Director of Web Content Management  
American Speech-Language-Hearing Association

# Takeaways

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- ▶ Free (or low cost) tools
- ▶ Low barriers/low risk
- ▶ Wide Reach
- ▶ Meet your members/audience where they are



# Social Media Is...

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Online technologies and practices that people use to share opinions, insights, experiences, and perspectives with each other.

It's about building community through user participation and user-generated content.



# What ASHA is doing

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# RSS (Really Simple Syndication)

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A family of Web feed formats used to publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardized format.







Web feeds benefit publishers by letting them syndicate content automatically. They benefit readers who want to subscribe to timely updates from favored websites or to aggregate feeds from many sites into one place.






## Podcasts

- [ASHA Podcast](#) 
- [ASHA Professional Development Podcast](#) 

## General

- [The ASHA Leader Online \(our magazine\)](#) 
- [ASHA Press Releases](#) 
- [ASHA Twitter Feed](#) 
- [ASHA Career Center Jobs](#) 
- [ASHA Action Alerts](#) 

## Special Interest Division Publications

- [Perspectives on Language Learning and Education](#) 
- [Perspectives on Neurophysiology and Neurogenic Speech and Language Disorders](#) 
- [Perspectives on Voice and Voice Disorders](#) 
- [Perspectives on Fluency and Fluency Disorders](#) 
- [Perspectives on Speech Science and Orofacial Disorders](#) 
- [Perspectives on Hearing and Hearing Disorders: Research and Diagnostics](#) 
- [Perspectives on Aural Rehabilitation and Its Instrumentation](#) 
- [Perspectives on Hearing Conservation and Occupational Audiology](#) 
- [Perspectives on Hearing and Hearing Disorders in Childhood](#) 
- [Perspectives on Issues in Higher Education](#) 
- [Perspectives on Administration and Supervision](#) 
- [Perspectives on Augmentative and Alternative Communication](#) 
- [Perspectives on Swallowing and Swallowing Disorders \(Dysphagia\)](#) 
- [Perspectives on Communication Disorders and Sciences in Culturally and Linguistically Diverse Populations](#) 
- [Perspectives on Gerontology](#) 
- [Perspectives on School-Based Issues](#) 
- [Perspectives on Audiology](#) 



Engaging Your Membership Online

# RSS

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## Pros

- ▶ Free or low cost
- ▶ Subscribers are automatically notified when content has been added/updated
- ▶ Wide Reach
- ▶ Good analytics

## Cons

- ▶ If the feeds are not created automatically, it can be time-consuming to create them manually



# Podcasts

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A method of publishing audio files to the Internet for playback on mobile devices and personal computers.





[The Value of Early Intervention for Late Talking Children](#) [MP3]  
Speech-language pathologist Rhea Paul and child psychologist Leslie Rescorla discuss recent research on the persistence of language weaknesses at age 17 years in late-talking children. Principles of early intervention from ASHA's recent policy documents are highlighted, and Dr. Rescorla's [recent article](#) in the *Journal of Speech, Language, and Hearing Research* is discussed. [Read the transcript.](#)



[Speech-language pathologist Ann Kummer and child psychologist Leslie Rescorla discuss language delay in young children](#) [MP3]  
Kummer (left) and Rescorla (right) provide expert advice to parents of "late talkers" or toddlers between 24 and 31 months old.



[Justin Roberts promotes hearing health in children](#) [MP3]  
Award winning children's musician Justin Roberts talks about the importance of safe usage of personal audio technology.



[Amy Wetherby discusses the importance of early autism detection](#) [MP3]  
ASHA fellow and speech-language pathologist, Amy Wetherby, discusses how early diagnosis and intervention can make a dramatic difference in treating children with autism. Dr. Wetherby is the Laurel Schendel Professor in the Department of Communication Disorders at Florida State University and Executive Director for the Center for Autism and Related Disabilities.



[David Baldacci discusses literacy](#) [MP3]  
Award-winning author David Baldacci and founder of the [Wish You Well Foundation](#) discusses one of our most fundamental life skills, literacy. [Read The ASHA Leader article.](#)



Engaging Your Membership Online

# Podcasts

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## Pros

- ▶ “Extends the conversation”
- ▶ People can listen at their leisure
- ▶ Can be monetized with advertising/ sponsorship

## Cons

- ▶ Can be costly to produce
- ▶ Requires some technical knowledge if done “in-house”



# YouTube

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YouTube is a video sharing website where users can upload, view and share video clips.



[www.youtube.com](http://www.youtube.com)



## Playlists



### Success Stories From Our Members 19 Videos

ASHA members share stories from their work as speech-language pathologists and audiologists.

[Play All](#)  
[Subscribe](#)  
[Share](#)



### Speech, Language, & Hearing Milestones 11 Videos

Covering children from birth to age five, this one-of-a-kind DVD is full of examples of normal speech, language, and hearing development.

[Play All](#)  
[Subscribe](#)  
[Share](#)

[see all](#)

## Videos (16)

Subscribe to ASHAWeb's videos

Videos | [Most Viewed](#) | [Most Discussed](#)



#### Jordan Stewart, Speech Language ...

1 week ago  
12 views  
ASHAWeb  
no rating



#### Iris Johnson-Arnold, CCC-SLP

1 week ago  
5 views  
ASHAWeb  
no rating



#### Gigi LaRocque-Price, CCC-SLP

1 week ago  
6 views  
ASHAWeb  
no rating



#### Sue Hale Invites You To ASHA's 2...

1 week ago  
148 views  
ASHAWeb  
no rating



#### Atrice Benjamin Wesson Jr., Grad...

1 week ago  
21 views  
ASHAWeb  
no rating



#### Speech, Language, & Hearing Mile...

1 month ago  
7 views  
ASHAWeb  
no rating



Engaging Your Membership Online

### Playlist



#### Better Hearing and Speech Month Video Contest 2009

4 videos

1 week ago 358 views ASHAWeb

[Subscribe](#)

Congratulations to the winners of the American Speech-Language-Hearing Association's first Better Hearing and Speech Month make your own video contest! 1st place: "Thats Just the Way We Hear by Julie Rosenthal, Mel Paticoff and Dani Paticoff 2nd place: "Better Speech and Hearing Month May 2009" by Susanna Dussling 3rd place: "Connected" by Mikayla LaRosa Honorable mention : "The Ghost of Hearing's Past" by Andrea Davis, Cheryl Suppes and Torrie Souther from Georgia State Universitys Communication Disorders Program


Playlist URL (Permalink): [http://www.youtube.com/view\\_play\\_list?p=3D6D191](http://www.youtube.com/view_play_list?p=3D6D191)

Embeddable Player: `<object width="480" height="385"><param name="i`

### Videos: 4


[Play All Videos](#)

Sort by: Title | Duration | Date Added | Views | Unsorted [View entire playlist \(4 videos\)](#)

- 


#### That's Just the Way we Hear

This is what today's kids with hearing loss look like- spread the word. Share this...

★★★★★ 4 weeks ago 1,612 views [qunmm89](#)
- 

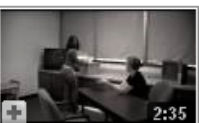
#### Better Speech and Hearing Month May 2009

News FLASH!!!! This video won 2nd place in the American Speech and Hearing Associa...

no rating 2 weeks ago 404 views [outdoorlady9987](#)
- 

#### "Connected" ASHA Video Entry

What hearing and speech mean to me through an analysis of the question, "what is a...

★★★★★ 1 week ago 188 views [heymikayla](#)
- 

#### The Ghost of Hearing's Past

Students from the Georgia State University Communication Disorders Program created...

no rating 2 weeks ago 230 views [AMIDAVIS85](#)



Engaging Your Membership Online

## ASHA Presidents



Engaging Your Membership Online

# YouTube



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## Pros

- ▶ Free
- ▶ Wide reach
- ▶ User feedback
- ▶ Good analytics

## Cons

- ▶ User feedback
- ▶ You cannot control what shows up in the "Related Videos"



# LinkedIn

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LinkedIn is a business-oriented social networking site mainly used for professional networking.



[www.linkedin.com](http://www.linkedin.com)



[Overview](#)[Updates](#)[Members](#)[Settings](#)[Manage](#)

## Members (338)

Showing 21 - 40

### Dee Presley

Owner, (Speech Pathologist) Beyond Words, LLC  
Birmingham, Alabama Area  
[Invite to connect](#) | [Send message](#)



22

### Justin Langran

Doctor of Audiology  
Dallas/Fort Worth Area  
[Invite to connect](#) | [Send message](#)



6

### Joan Maclsaac

Medicare Subject Matter Expert at CSC  
Washington D.C. Metro Area  
[Invite to connect](#) | [Send message](#)



30

### Catherine Trapskin (Huck)

Speech-Language Pathologist at Minneapolis Public Schools  
Greater Minneapolis-St. Paul Area  
[Invite to connect](#) | [Send message](#)



37

### Marissa Bonasia-Solis

Speech-Language Pathologist  
Greater New York City Area  
[Invite to connect](#) | [Send message](#)



16



Engaging Your Membership Online

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## Pros

- ▶ Free
- ▶ Provides a place for members to network
- ▶ Can be promoted as a member benefit

## Cons

- ▶ Can be time-consuming to manage
- ▶ You do not have easy access to member data





Twitter is a social networking and micro-blogging service that enables its users to send and read other users' updates known as tweets. Tweets are text-based posts of up to 140 characters in length. Updates are displayed on the user's profile page and delivered to other users who have signed up to receive them.

[www.twitter.com](http://www.twitter.com)





# ASHAWeb

Following

ASHA live forum event tonight from 8-10 pm ET "Stop Talking, Start Working on Workload/Caseload Changes" <http://cli.gs/AAd7g0>

about 8 hours ago from web

Congrats to the University of Florida's NSSLHA "Speak out against cancer!" Relay for Life team. They've raised over \$6k <http://cli.gs/B3tEjz>

9:19 AM Mar 25th from web

ASHA is accepting proposals for the 2009 Annual Convention. The deadline for submissions is March 31. <http://cli.gs/8b1H3X>

12:12 PM Mar 20th from web

@ChadFlaherty The American Speech-Language-Hearing Association's website can help you locate a speech therapist <http://www.asha.org/proserv/>

9:41 AM Mar 20th from web in reply to ChadFlaherty

Have you visited ASHA's newly re-designed page on Facebook? We've got a great community of fans--almost 11,000! <http://tinyurl.com/dgjqyf>

9:02 AM Mar 19th from web

ASHA and NIH's NIDCD are working together to teach kids, parents and educators about healthy listening habits. <http://cli.gs/NueRNE>

12:44 PM Mar 17th from web

**Name** ASHAWeb  
**Location** Rockville, MD  
**Web** <http://www.asha.org>  
**Bio** Empowering and supporting speech-language pathologists, audiologists, and speech, language, and hearing scientists

176 following | 372 followers | 107 updates

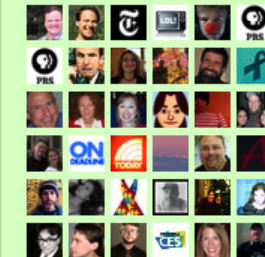
### Updates

### Favorites

### Actions

block ASHAWeb

### Following



View All...

RSS feed of ASHAWeb's updates

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*12:44 PM Mar 17th from web*

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ASHA is now accepting applications for the Students Preparing for Academic & Research Careers and Advancing Academic-Research Careers Awards

*3:15 PM Mar 16th from web*

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Looking for something to do this weekend? How about making a video about Better Hearing and Speech Month for ASHA? <http://cli.gs/UDXvWq>

*1:57 PM Mar 13th from web*



Engaging Your Membership Online

## Real-time results for **bhsm**

[+ Save this search](#)



[HelpingKidsHear](#) See the stories of how others are celebrating Better Hearing and Speech Month shared w/[@ASHAWeb](#)  
<http://ow.ly/5DNB> **#bhsm**

*about 5 hours ago from HootSuite*



[HelpingKidsHear](#) Celebrate Better Hearing and Speech Month, take a few minutes to learn more about The Center for Hearing and Speech <http://ow.ly/5DDS> **#bhsm**

*1 day ago from HootSuite*



[kctherapist](#) May is Better Hearing and Speech Month - raise your awareness by visiting <http://www.asha.org/bhsm/>

*1 day ago from web*



[AAOHNS](#) RT [@HelpingKidsHear](#) Did you know fish do not have ears, but they can hear? <http://ow.ly/5DGH> **#bhsm**

*2 days ago from web*



[ASHAWeb](#) For **#BHSM** BrainLine.org shines light on services provided by SLPs and audiologists to people with brain injury  
<http://cli.gs/Tu1U1J>

*2 days ago from web*



[AAOHNS](#) In the news: A book excerpt in WSJ in which an acoustic ecologist talks about facing changes to his hearing <http://is.gd/xPtz>  
**#bhsm**

*2 days ago from web*



[HelpingKidsHear](#) Did you know fish do not have ears, but they can hear? They hear pressure changes through ridges on their bodies. <http://ow.ly/5DGH> **#bhsm**

*2 days ago from HootSuite*



Engaging Your Membership Online

# Twitter



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## Pros

- ▶ Free
- ▶ Easy to update
- ▶ Wide reach
- ▶ Two way conversations
- ▶ Customer service channel

## Cons

- ▶ "Noise"
- ▶ Can take a while to build up a following
- ▶ No demographic data



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Facebook is a free-access social networking website. Users can join networks organized by city, workplace, school, and region to connect and interact with other people. People can also add friends and send them messages, and update their personal profiles to notify friends about themselves.

[www.facebook.com](http://www.facebook.com)





**Kristy Lew** We would like to share the fabulous news that the GNSSLHA/NSSLHA American Cancer Society Relay for Life Team at University of Florida has raised over \$6,000 for the fight against cancer. To learn more about our fundraising, how to donate and why we are involved please click on this link: <http://main.acsevents.org/goto/UFnsslha>. THANK YOU for your SUPPORT, ASHA!!  
March 25 at 10:36am · Report



**The American Speech-Language-Hearing Association** Congrats to the University of Florida's NSSLHA "Speak out against cancer!" Relay for Life team. For details and updates visit <http://cli.gs/B3tEjz>  
March 25 at 10:16am · Comment · Like

Displaying all 13 topics.

#### Males and Minorities in the SLP Workforce

2 posts by 2 people Created on April 23, 2009 at 7:06am

#### Stuttering

4 posts by 4 people Created on February 9, 2009 at 6:08am

#### Green Schools, Bad for Kids?

4 posts by 4 people Created on November 5, 2008 at 8:17am

#### Mentoring and Web 2.0

7 posts by 7 people Created on December 23, 2008 at 4:10am

#### Book for KIDS to help explain what SPEECH THERAPY is about!

3 posts by 3 people Created on March 7, 2009 at 7:27pm

#### Accent Reduction

3 posts by 2 people Created on April 5, 2009 at 12:02pm

#### Bilingual Speech Therapy

4 posts by 3 people Created on April 2, 2009 at 12:48pm

#### Can Stutterers cause others to Stutter?

3 posts by 3 people Created on February 22, 2009 at 3:32pm

#### Favorite Pages

3 Pages

See All

		
Parents' Choice Foundation	National Student Speech Language Hearing Association (NSSLHA)	Listen to Your Buds

#### Tomorrow, March 31



#### Live ASHA Forum Event

“ Stop Talking, Start Working on Workload/Caseload Changes ”

Hosted by: The American Speech-Language-Hearing Association  
Type: Education - Workshop  
Where: ASHA Forums  
When: Tomorrow from 8:00 pm to 10:00 pm

#### Saturday, April 4



#### ASHA Health Care/Business Institute 2009

“ Two events—one registration! ”

Hosted by: The American Speech-Language-Hearing Association  
Type: Meetings - Business Meeting  
Where: Bethesda North Marriott Hotel and Conference Center  
When: Saturday, April 4 at 6:00 am until Sunday, April 5 at 4:30 pm

#### Wednesday, April 29



#### CASLPA Conference 2009- London Bridges

“ Canadian Association of Speech-Language Pathologists and Audiologists (CASLPA) Conference 2009 ”

Hosted by: The American Speech-Language-Hearing Association  
Type: Meetings - Business Meeting  
Where: London, Ontario--Canada  
When: Wednesday, April 29 at 8:00 am until Saturday, May 2 at 5:00 pm



Engaging Your Membership Online

# Facebook



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## Pros

- ▶ Free
- ▶ Easy to set up
- ▶ Wide reach
- ▶ Chances are your audience is on Facebook

## Cons

- ▶ It's Facebook
- ▶ "Noise"
- ▶ Needs feeding
- ▶ Demographic info is so-so
- ▶ Don't have control over advertising



# Takeaways

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- ▶ Free (or low cost) tools
- ▶ Low barriers/low risk
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- ▶ Meet your members/audience where they are



# Thank You!

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