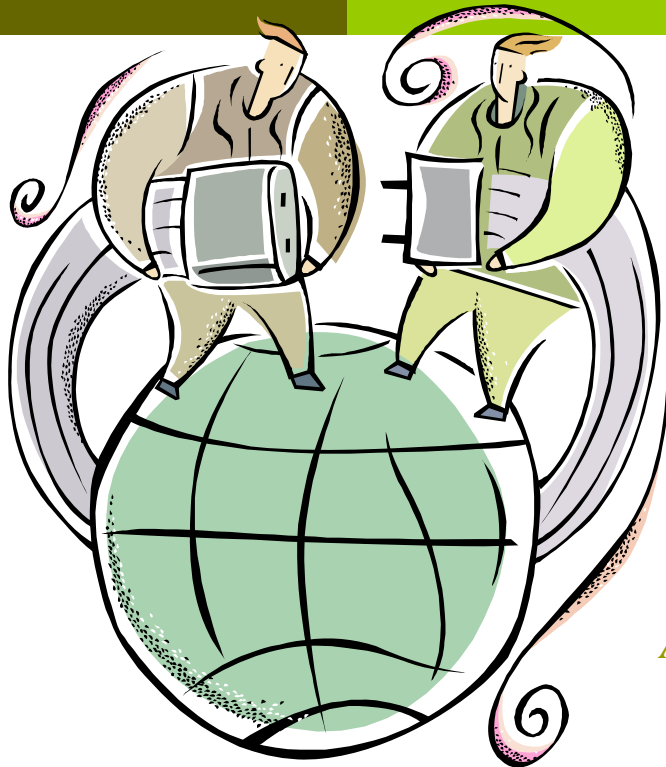


CASLPA

our place in the evolving World Wide Web and Social Media



*Angie D'Aoust, Director of Communications
October 2, 2010*

Evolution of the Web



- The first generation of the Internet (1990-2000) was characterized by static html-based websites and basic search engines.
- **Web 2.0**, began a few years ago with bulletin boards, blogs and user generated content and has since expanded to social networks like Myspace, Facebook, YouTube and Twitter where people can share and exchange contacts, information and knowledge.

Where is CASLPA??



□ Traditional website presence

Member website www.caslpa.ca

644,500 visits a year

Consumer website www.speechandhearing.ca

82,000 visits a year and quickly growing



welcome



bienvenue

Special Subsites & Tools



▣ Members Only Site

www.caslpa.ca/english/members/login.asp

Password protected area of regular CASLPA site. Houses special member resources (survey results, membership directory, benefit access codes etc.)

Special Subsites & Tools



- Membership.ca site

<https://www.caslpamembership.ca/>

Password protected area separate from regular CASLPA site. Allows members to renew, update their profiles, print receipts, apply for the certification exam and record CEES

Special Subsites & Tools



□ Board-only Site

www.caslpa.ca/english/board

Houses policies, bylaws terms of reference and other board only documents and materials

Special Subsites & Tools



□ Board FTP Site

<ftp://ads.caslpa.ca>

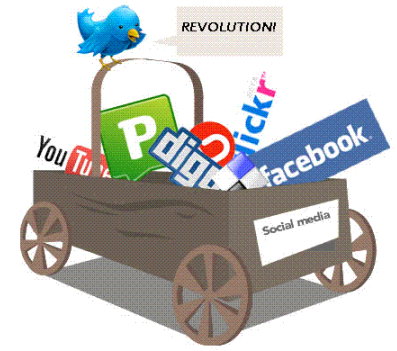
Used for storing meeting agendas and back-up you can download instead of being sent a hard copy or loaded memory stick

What's New With Web 2.0

- The shift in web 2.0 is described as a shift in the Internet from a **one way publishing environment** to a **participation environment** where the focus is on people having **conversations online**.



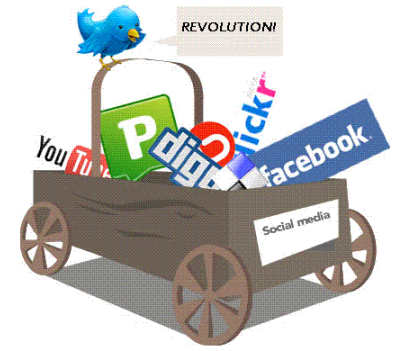
Social Media Stats & Status



- ❑ Social media tools and engagement are now considered mainstream.

Exact statistics are moving targets and difficult to pin because of overlap but there are at least **600 million social media users** worldwide (400 million of them, on Facebook having **3 trillion conversations** a day). **85%** of all online Canadians are on Facebook.

Social Media Stats & Status



- ❑ The world now spends more than 22% of their on line time visiting social network sites. That's one in every four and half minutes accounting for 110 billion minutes.
- ❑ The numbers of people visiting these sites has increased by 24% in the last year.
- ❑ The average visitor spends 66% more time on these sites now than they did a year ago, increasing from 3 ½ hours a month in 2009 to 6 hours a month this year.

*“In 2009, if you’re not on
a social networking site,
you’re not on the Internet”*

– Interactive Advertising Bureau of Canada

So Burn the Ships!

- ▣ There's no going back. Only going forward
– *Mitch Joel, Social Media Guru*



Why is this Important to CASLPA???



- ❑ An association has to be progressive and innovative to remain relevant to members – particularly the younger demographic. More than 50% of CASLPA members have graduated within the past seven years and thus fall into the under 35 age category. CASLPA wants to continue to support and empower our members and they look to CASLPA to provide leadership in this regard.
- ❑ “Ya gotta be where people need ya” – Mitch Joel

Growing Up Digital



- ❑ The **net gens** (those who have grown up with Internet technology) and millenials (the Y generation, offspring of baby boomers **born 1980-1995**) have grown up used to instant gratification and interact with the world in a new way.
- ❑ They want **content on their own terms, on their own time** (what they want, when they want it, how they want it) and this type of social collaboration has changed the way everyone else must communicate.
- ❑ Organizations have no choice but to **align their corporate communications strategy to engage in new ways in this new space.**

Lead Don't Follow

- ❑ There are currently less than 40% of Canadian associations active in social media. By 2013 that number is expected to grow to 98%
- ❑ CASLPA is already considered cutting edge in our sector.
- ❑ Surf on top of the wave, don't get crushed underneath it.



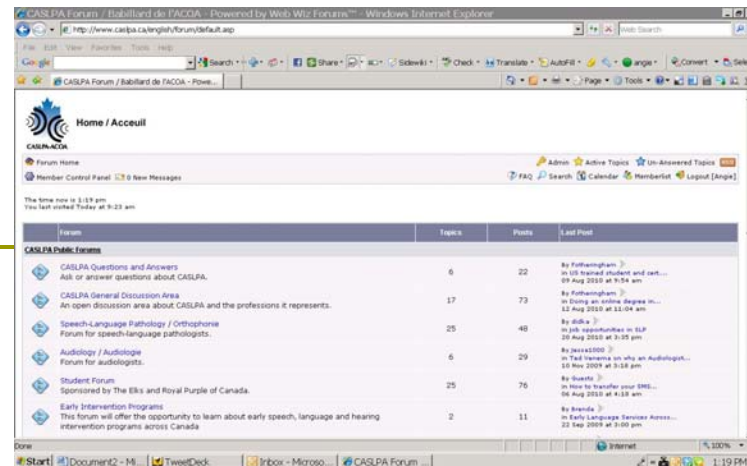
What Are We Doing???



- ❑ Integration of chat room on our own website
- ❑ Communications department and other staff are active personally and professionally online, particularly on Facebook, Twitter and LinkedIn
- ❑ Subscribe to media monitoring service, Google News Alerts and other RSS newsfeeds that brings us relevant content
- ❑ Established profiles on several channels – Facebook, Twitter and YouTube

Chat Rooms

■ CASLPA Chat Room



Accessible to members and public to read. Users must register to post replies. Board members are encouraged to monitor and respond to questions in these discussion areas as often as possible.

<http://www.caslpa.ca/english/forum/default.asp>

Chat Rooms

▣ Private Board Chat Room

Password protected. Accessible only to board for confidential discussions.

You must first log in as a regular user of the chat room using The user name and password you set for yourself. Scroll down to the private forums list and select the board forum

<http://www.caslpa.ca/english/forum/default.asp>



Facebook

facebook



- A personal social networking site requiring the creation of a personal profile that allows you to easily share conversations and various forms of media with others in your personal network.

CASLPA Fan Page on Facebook – Launched Feb. 2010 **837 fans**
tinyurl.com/caslpaonfacebook

CASLPA Student Group on FB – Launched 2008 **481 members**
<http://tinyurl.com/caslpastudentsonfacebook>

CASLPA Board Group on FB (Private group)
<http://tinyurl.com/caslpaboardonfacebook>

Facebook

facebook



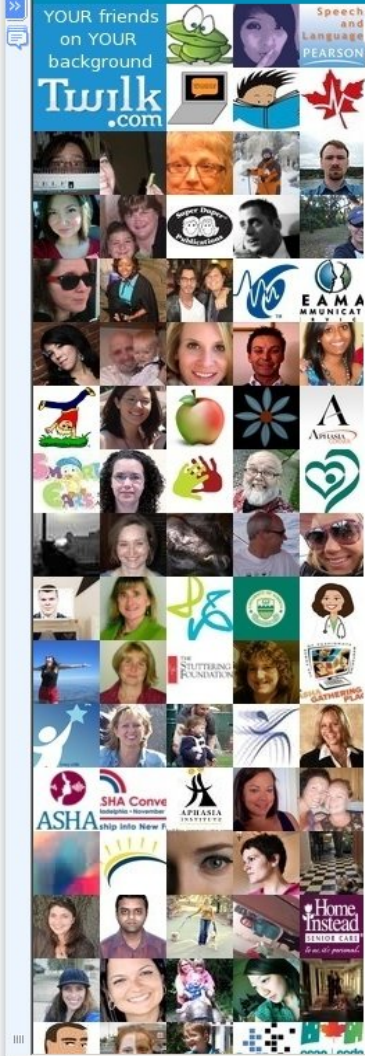
- Facebook groups allow for gathering people of like minds to causes. This is useful in lobbying and advocacy activities.

200 members



Supporters of Universal Newborn Hearing Screening (UNHS) in Canada

Pssst... the new version of Twitter is here. Try it now!



What's happening?


140

New! Add a location to your tweets. Turn it on - No thanks
Latest: @Child_Health_OW thanks for the communication check-up RT 3 minutes ago

Tweet

Home

4 new tweets.

 **ndnspeechmom** RT @Nunavut_Teacher: Doing mean, median, and mode for stats. Would like the temperature in your community today? Please help and rt.
half a minute ago via UberTwitter

 **daniela_oneill** RT @NAEYC: Inspiration to Teach--Reflections on Friedrich Froebel & Why He Counts in Early Child Educ'n: <http://bit.ly/dadtCJ> #teachers #ece
half a minute ago via TweetDeck

 **mtmarySLP** @@SLPTanya @albrechtjn I didn't even catch it...I am having major typing issues today.
2 minutes ago via TweetDeck in reply to SLPTanya

 **stutteringfdn** The movie "The King's Speech" opens Friday. We would like to know what you think. Please e-mail your comments to... <http://fb.me/KKWGL1wZ>
2 minutes ago via Facebook

 **mtmarySLP** @@albrechtjn LOL....that was supposed to be DEAL...not feal. (ugh. Moron attack!)
2 minutes ago via TweetDeck in reply to albrechtjn

 **Ear_Nose_Throat** Health Tip: Treating an Ear Infection: (HealthDay News) Children who get ear infections often end up

CASPLA
1,782 tweets

20 following 48 followers listed

Who to follow

 **speechpatholizo**
Elizabeth
Follow

 **mrmslp**
Michael Martel
Follow

view all

Home

@CASPLA

Direct Messages 156

Favorites

Retweets

Search

Lists

caslpa-member

@csaeconnect/executive-members

New list View all

Trending: Worldwide
Change

#Faster Promoted

#prayforkorea

#rememberwhen



Twitter

twitter



- **Twitter** – a micro-blogging service. Twitter posts or “tweets” are short, only 140 characters (about 30 words) messages.

<http://twitter.com/caslpa>

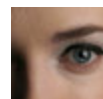
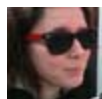
Launched February, 2010 – We have **387 followers**. We follow 205 and have been added to 48 Twitter lists.

We have made more than **1,785** Twitter and Facebook Posts.



Who Are We Sharing With??

- ❑ We follow and are followed by our members, other professionals from around the world, people with speech and hearing disorders, parents, related organizations like **ASHA, AAA and CHAA**, hearing companies like **Phonak and Starkey**, suppliers like **SuperDuper and Pearson**, **Health Canada, Canadian Medical Association**, politicians, healthcare bloggers and many others.
- ❑ Of particular note is the strong, interactive relationships we are **building with our members – one member at a time, on their own terms**. This puts a personal face on the organization and helps us develop advocates.



What Are We Sharing??



- ❑ All major CASLPA announcements (awards, scholarships, positions, powerpoints, wait times, annual report, exam and membership info)
- ❑ Press releases
- ❑ Important studies, research, profession specific information that come up in the news
- ❑ Links to CJSLPA articles
- ❑ Job ad postings
- ❑ Coming events
- ❑ Articles highlighting our members in the news
- ❑ Much, much more....

How to Keep Track of it All???

TweetDeck

The screenshot displays the TweetDeck v0.32.1 application window. The interface is divided into several columns:

- All Friends:** A vertical list of tweets from various users, including mashable, PRNewswire, and nickcharney.
- Facebook: Full News Feed:** A feed of posts from Facebook, featuring users like Jennifer Willis, Vern Michaels, Kim West, Sara Bingham, Kerri-Lynn Leitch, Jennifer D'Aoust, and Natalie D'Aoust.
- Search: CASLPA:** A search results page for the query "CASLPA", showing a tweet from mebuell.
- LinkedIn: Network Updates:** A list of updates from LinkedIn, including connections and network changes for users like Michelle Sherbino, Mark Buel, and Mark Buzan.

At the bottom of the window, the system tray shows the Start button and several open applications: Document..., The Role..., Social Med..., social media, Microsoft..., Inbox - Mi..., YouTube..., and TweetDeck. The system clock indicates the time is 10:36 AM.

Sharing Sites



- ❑ Sites allowing you to post/share/access videos, multimedia shows, photos, documents. Allows both sharing of information AND good for research for resources you need.

<http://www.youtube.com/CASLPA>

Launched March, 2010 – 2,297 views

<http://www.slideshare.net/adaoust13>

3 CASLPA slide shows posted – 1,149 views

What Else is Out There?

- **LinkedIn** – Similar to Facebook but associated with a professional profile and work related projects/interests.

<http://www.linkedin.com>



- **RSS Feeds** - A feed or channel that allows people to subscribe (by hitting a button) to have web content delivered directly to them as it is created.



Google News/Web Alerts



The screenshot shows an email interface with a menu bar (File, Edit, View, Insert, Format, Tools, Actions, Help, Adobe PDF) and a toolbar with icons for Reply, Reply to All, Forward, and other actions. The email header includes: From: Google Alerts [googlealerts-noreply@google.com], To: Angie D'Aoust, Cc: (empty), Subject: Google Alert - Canadian Association of Speech-Language Pathologists and Audiologists. The main body of the email contains the text: "Google Web Alert for: Canadian Association of Speech-Language Pathologists and Audiologists", followed by a blue link "CASLPA Supports National Veterans' Week... | Washington Society of ...". Below the link is a short paragraph: "The Canadian Association of Speech-Language Pathologists and Audiologists (CASLPA) serves as a liaison between its members and VAC and facilitates ...". At the bottom of the email body, there is a tip: "Tip: Use a minus sign (-) in front of terms in your query that you want to exclude. [Learn more](#)." and three links: "Remove this alert.", "Create another alert.", and "Manage your alerts."

<http://news.google.com/>

<http://www.google.com/alerts>

You can sign up for alerts on any topic. We currently receive alerts on CASLPA, speech-language pathology and audiology.

Social Bookmarking



- ❑ Sites allowing you to save/share your favourite internet bookmarks with others.
- ❑ No more having to save bookmarks on multiple workstations you use!

<http://delicious.com>

<http://www.stumbleupon.com/discover/activity/>

What's Next?

Change is Always on the Horizon...



- ❑ 82% of Canadians will be accessing all content on smart phones by 2013 and there will be more mobile than desktop users by 2015.
- ❑ There are already more people using social networks from mobile devices than desktop clients. 91% of mobile users access social media channels vs. only 79% of desktop users that do.
- ❑ This offers even MORE immediate interaction but the flip side is the requirement of more vigilant and frequent monitoring (it's been forecast that communications departments will soon require 24 hour shifts) and keeping your platforms up to date.

Why Do Any of This???



- ❑ We need to be aware of **who is talking about us** (the association and the professions) and what they are saying so we can be pro-active and timely in our messaging and quickly respond to current trends.
- ❑ Engagement by **staff and key association leaders (board)** in different web conversations keeps us front of mind with people – members - current and potential, our partners, our competitors, government and other target audiences.

How Do We Succeed???



- ❑ CASLPA is less than a year into the game and just beginning to build an online profile but we are leaps ahead of many Canadian associations.
- ❑ We need to keep this momentum. Now we must be prepared to maintain it through constant monitoring of conversations, dialoguing and replying to queries, regularly posting updates and tracking and measuring success.
- ❑ We need to target and focus on what we do well and not try to do it all. "If you do a half ass job trying to serve everyone, no one is coming back."
- ❑ "Don't write social media cheques your website can't cash!"
"Don't play in the space and ignore your home".

Devoting attention and resources to our websites is critical. The CASLPA site requires a major revamp to update the platform, style and structure, clean up the clutter and implement design for mobile applications.

Measuring Success



- ❑ It's about the "who" not how many. Think **CONVERSION** more than metrics. It's not about the quantity of followers/visitors or number of hits, it's about the quality of what do you get your "fans" **TO DO** for you.
- ❑ Traditional media allows you to hit a lot of people but SM allows you to **hit the people that care**.
- ❑ SM allows you to create groundswell and utilize those who are **passionate ambassadors of your brand**.
- ❑ We can give our members the tools to take our message beyond the immediate community and **advocate on our behalf**.

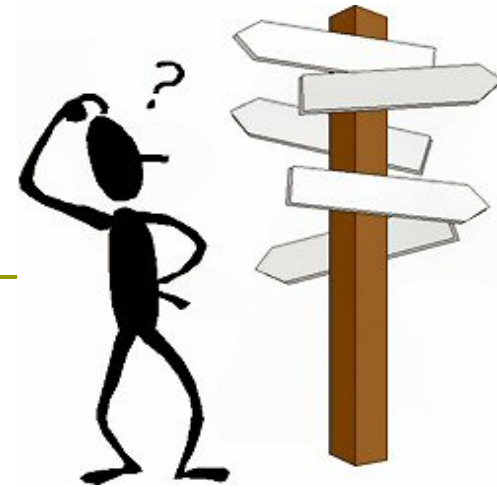
What Can **YOU** Do to Get Started??

- Get involved in a conversation – even one, and you can start by just listening!



- In the words of Mitch Joel **"You Can't Suck!"** Every engagement creates an opportunity to share your message and every time you aren't part of the conversation is a missed opportunity.
 - **Visit** the CASLPA Chat room and explore
 - **Monitor** a blog
 - **Join** Facebook or Twitter
 - **Search** the web, You Tube or Flickr for interesting content
 - **Subscribe** to Google Alerts or other newsfeeds

Wrapping it all up!



- ❑ Do nothing and fall behind.
If CASLPA doesn't keep up, **we risk becoming less relevant** to members and the public.
- ❑ BUT experts warn that if you "build it", they still might not come. This **technology moves fast**. Tools that are being used right now may not even be around in 12 months. Two years from now the social media landscape will look far different than it does today –it's all about **quick response, flexibility, an open mind and adaptability**.
- ❑ People drive technology, not the other way around so **don't be afraid or overwhelmed** – you are in the driver seat.
- ❑ It's all about experimentation and **trying new things on for size**. See what works best. You don't have to use everything.
- ❑ Most importantly try and **HAVE FUN** with it!

Good News!

- The CASLPA communications team **is here to help** navigate these muddy waters!
- Every Friday afternoon 2:00 – 3:00 (unless precluded by other commitments) has been declared **social media training hour** at the CASLPA office. Staff simply put in a request by the preceding Monday on the topic/specific questions they would like demoed or addressed and **the communications department helps them work through it.**
- We're happy to help **any member** that requires assistance at any time. Just contact us at **pubs@caslpa.ca**



***Thanks for Having
an Open Mind
and Taking the
Time to Learn
Something New
Today!***



Questions??

Q & A

LinkedIn

YouTube

Facebook

digg

twitter

emissal