

Royal College of Speech & Language Therapists' Conference, Leeds #RCSLT2014

# ICT, Social Media, and SLT



**Web Page:** The abstract, slideshow, handout and links to information related to the September 17 2014 address, and the associated workshop on September 18 can be found at [www.speech-language-therapy.com](http://www.speech-language-therapy.com). Hover over the CPD tab at the top of any page. Select **CPD Resources**. Scroll down, and click the Rubik Cube.

**Aims:** In this talk and workshop, delegates will learn about potential uses of ICT including social media in general, and Twitter in particular, and consider how their roles as advocates for clients, their families and the profession, might be enhanced by embracing Twitter as an ally in achieving their professional goals. In Twitter, SLTs can, for example:

- Generate and disseminate news by tweeting links to current abstracts or live-tweeting evidence-based practice-innovations reported at conferences, CPD events and meetings.
- Engage in discussion with individuals, or with groups in live Tweet Chat, on any relevant topic, e.g., 'How can our profession survive and thrive irrespective of economic contexts?'
- Ask and answer questions and gather and provide information, particularly around translating research into practice, clearly quantifying and demonstrating the value of what we do, and letting a wide range of stakeholders know.
- Inspire, encourage and support colleagues including students, allied professionals, advocates and the general public, by initiating or participating in a campaign or event.
- Participate as a teacher and/or learner in professional learning networks, communities of practice, and Rotation Curation (#RoCur) handles such as @WeSpeechies.
- Connect and collaborate with individuals around professional topics of mutual interest.

**Information and Communication Technology (ICT)** includes **products** and **applications** that will store, retrieve, manipulate, transmit or receive information electronically in a digital form. **Products:** computers and smart phones. **Applications:** email, messaging systems, Apps. ICT affects everything the industrialised world 'does'.

**Social media** involve connections between people, generating and sharing information and ideas in virtual communities or networks. They rely on **web-based** ICT in the creation of highly interactive **online platforms**. Collectively, all publicly accessible websites make up the World Wide Web, and are said to be "**web-based**". Some of the social media platforms are: Blogs; Collaborative projects e.g., Wikipedia; Content Communities e.g., Slideshare, YouTube; Curation tools e.g., LiveBinders, Mendeley; Microblogs e.g., Facebook, Twitter; Social Networking sites e.g., Facebook, Twitter; Social news networking sites e.g., Reddit, Digg; Virtual game-worlds e.g., SocioTown; and Virtual social worlds e.g., Second Life. In these presentations, the emphasis is on Blogs (linked on the Rubik Cube page) and the Microblogging Social Networking sites Facebook and Twitter – particularly Twitter.

**Blogs** of interest include Being Multilingual by **Madalena Cruz-Ferreira**; Bishop Blog by **Dorothy Bishop**; Developmental Phonological Disorders by **Susan Rvachew**; Language Fix by **Paul Morris**; mentalhealthslt by **Susan Munro**; PrAACtical AAC by **Carole Zangari**; School Speech Pathology by **John Panagos**; Speaking My Languages by **Sharynne McLeod**; Speech Techie by **Sean Sweeney**; Spelfabet by **Alison Clarke**; The Snow Report by **Pamela Snow**; and Therapy Ideas by **Rhiannon Walton**.

**Facebook:** The MRA associations ASHA, NZSTA, RCSLT, SAC and SPA all have Facebook pages. SLT-related Facebook groups include Adult Rehab Speech Therapy 5K members in September 2014; APRAXIA-KIDS 12K; School-Based SLT 10K; SLPeeps 5K; Speech and Language Therapy 14K; Speech Pathologists at Large 12K; Speech Therapy Ideas 16K.

**Twitter's untapped potential:** Twitter's potential as an empowering co-catalyst for intra and inter-professional discourse and change is largely untapped and un-researched by speech-language professionals whether they are students, new graduates or experienced academics, clinicians, educators, managers, researchers or retirees.

**Twitter use**

- 44% of handles have sent no Tweets
- 30% have sent 1-10 Tweets
- 13.3% have not Tweeted in the last 30 days
- 11% of 2012 new users are still tweeting
- 13% of accounts have sent >100 Tweets

So, if you as an SLT are active in Twitter, engaging and connecting with like-minded others, Tweeting actively on specialised topics such as SLT, or a more specialised *aspect* of SLT, interested parties, including stakeholders, will notice you.

**Trends in SLP/SLT Social Media**

- Yahoo group posts are declining
- Advocacy group Listserv posts declining
- Facebook uptake increasing
- More blogs – very few posts in ‘comments’
- Discipline-specific hashtags like #SLPeeps and #Aphasia are used increasingly by marketers who post advertisements and links to products
- Hashtags and handles that are NOT about marketing stand out

**Twitter: the positives**

- Far less nuisance content than email.
- Access to significant academic publications.
- Increase of (inter) professional use.
- SLT use tends to be ‘professional’
- Beneficial interaction with/between students.
- Constructive SLT ↔ client interaction

**Twitter: the negatives**

- Anonymity is easy: people can set up fake identities in order to troll, stalk, harass, flame, bully, and make spurious ‘abuse reports’.
- Anything you write in Twitter is on the public record. Don’t feed the trolls! Engaging in intellectual debates is fine; vitriol is not. If you become the target of vicious or personal attack via Twitter, report it (‘Report Abuse’), block the handle, and do NOT respond to the attacker, or discuss the abuse in Twitter.
- Your re-tweets and favorites can be misinterpreted as endorsements.
- Weak passwords and sloppy security can lead to accounts being hacked (taken over).
- Anyone can make a very public blunder!
- And then, there’s customer intelligence and third party tracking...

**Customer intelligence** is the process of gathering and analysing information regarding customers; their details and their activities, in order to build deeper and more effective customer relationships and improve strategic decision-making.

**Customer Intelligence gathering**

- In-store behaviour
- Call centres
- Telephone surveys
- Browser and click behaviour
- Purchase history online
- Explicit and implicit feedback online (‘likes’)
- Social profile
- “Wisdom of the crowds”

**Third party tracking**

If an online service or platform comes at no, or very low cost, you are not the customer, you are the product. You visit, use and talk about the service, are tracked by a third party and your information is ‘shared’. You can block third party tracking by going to any of these sites, linked on the Rubik Cube page, and following a few simple instructions:

(1) <https://eff.org/https-everywhere> (2) <https://disconnect.me> (3) <https://www.ghostery.com>

# Twitter 101

## What is Twitter?

Twitter is a real-time information network that connects you to stories, ideas, opinions, and news in the form of microposts.

## Where is Twitter?

You can access Tweets by signing up, free, at [www.twitter.com](http://www.twitter.com)

## What is a Tweet?

A tweet is a little burst of information restricted to 140 characters inclusive of any links to websites, documents, images or videos contained in your Tweet.

## What is a Twitter handle?

Individuals e.g., @KGadhok, groups e.g., @RCSLT, companies e.g., @British\_Airways, regulators e.g., @The\_HCPC, projects e.g., @ICP2014, campaigns e.g., @GivingVoiceUK, and others have Twitter accounts with Twitter handles from which they send tweets. A handle is the Twitter equivalent of an email address and is unique to you.

## How do I sign up for Twitter?

### 1. CHOOSE A UNIQUE, SHORT HANDLE & ASSOCIATE IT WITH YOUR PROFILE NAME

To sign up for Twitter you must decide on a unique Twitter handle. Mine is @speech\_woman. It is associated with my 'profile name', Caroline Bowen. A profile name should be factual. You want to represent yourself as 'the real you' and be easy to spot in Twitter searches.

### 2. UPLOAD A PHOTO



Your photo, which replaces the default 'egg' image, has to be high quality (or it looks fuzzy) and consistent with your professional identity. It can be a picture of you, your practice logo, something that represents your work or interests, or something you like. You can change your photo at any time. Twitter calls this a photo, but many refer to it as an avatar.

### 3. UPLOAD A HEADER

This is another photo, this time with the recommended header dimensions of 1500×500pixels and a maximum file size of 5MB. You can search Google Images [www.google.com/imghp](http://www.google.com/imghp) for headers. Use the term: '1500×500 Twitter header'. You can change your header at any time.



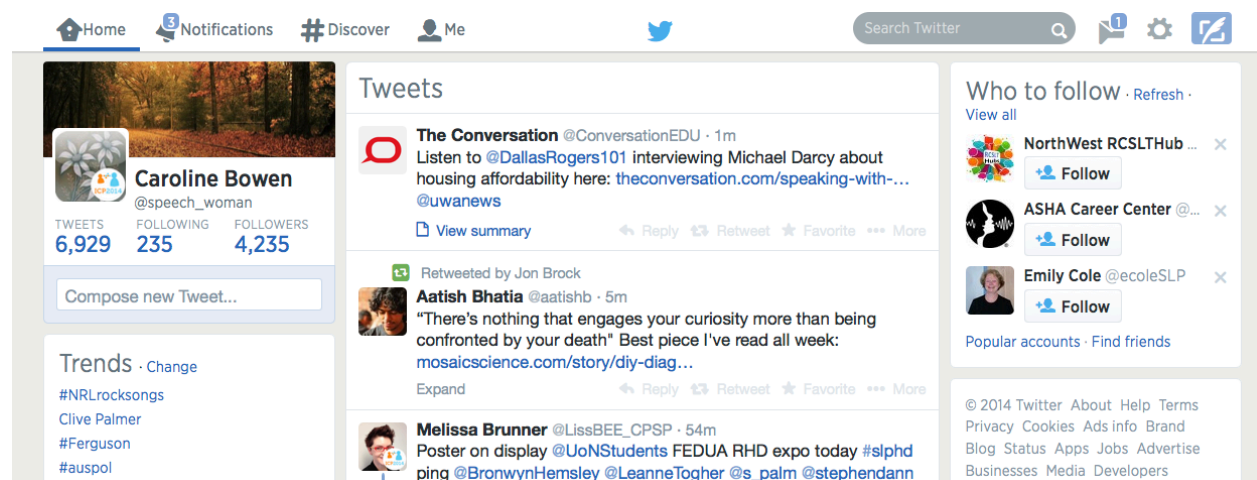
### 4. WRITE YOUR 160-CHARACTER DESCRIPTION


Include your credentials and a very brief summation of what you mostly Tweet about. Decide whether or not to name your employer, and keep your location general: 'London' rather than '84 Charing Cross Rd, London' for example. Be conscious of safety and privacy on the Web.

**KEEP YOUR TWITTER PASSWORD IN A SAFE PLACE | CHANGE IT PERIODICALLY**

**When I log in to my twitter account, this is what I see:**

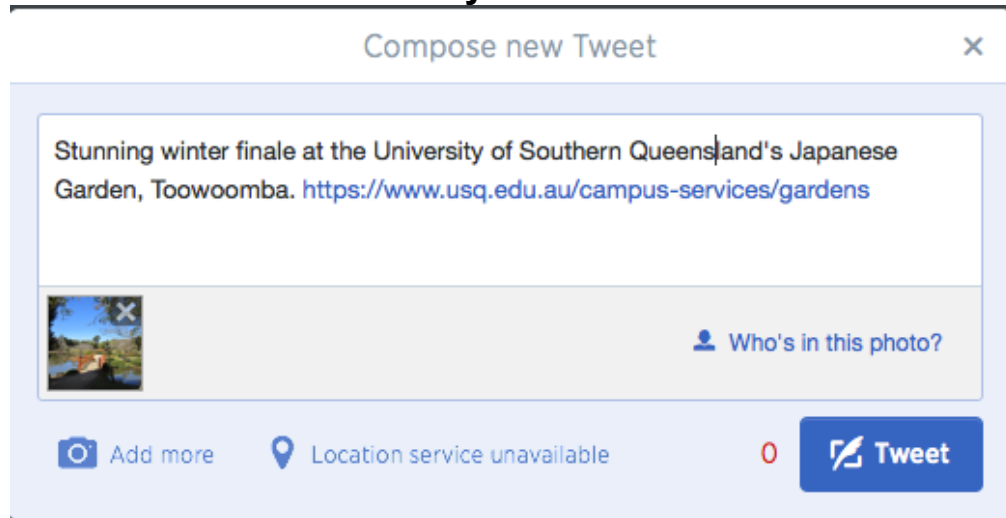
Home Notifications Mentions Discover Me Tweets Photos/Videos Search  
More v Following Followers Favorites Lists Who to follow Edit profile

**Your Twitter account will look similar. This is what the labels mean:**

Label	Description
Home	A list of my Tweets and Tweets of the people that I follow
Notifications	A link to a list of my interactions with other people in Twitter
Mentions	A link to a list of other people's tweets that contain my <b>handle</b> *
Discover	What's happening now, tailored to my previous Twitter activity
Me	All the Tweets and re-tweets I have Tweeted
Tweets	The same as "Me" above. All my Tweets and re-tweets
Photos/Videos	A link to a list of the visual media I have linked to or uploaded
Search	A search tool that only searches within Twitter
✉	I click ✉ to send a direct message to a follower whom I follow
⚙	I click ⚙ to edit my settings, see keyboard shortcuts, request help
	I click this icon and compose a 140 character Tweet that can include text, an html or pdf link, photos or other images. Then I click the word, 'Tweet'
More v	I can click on the v to see the lists I have there, if any
Following	A link to a list of the people in Twitter that I follow
Followers	A link to a list of the people in Twitter who follow me
Favorites	A link to reminders of Tweets I want to keep or attend to later
Lists	A link to Lists I have subscribed to, or that others have added me to

\* My **handle**, or 'Twitter handle', @speech\_woman, is my unique 'Twitter address'

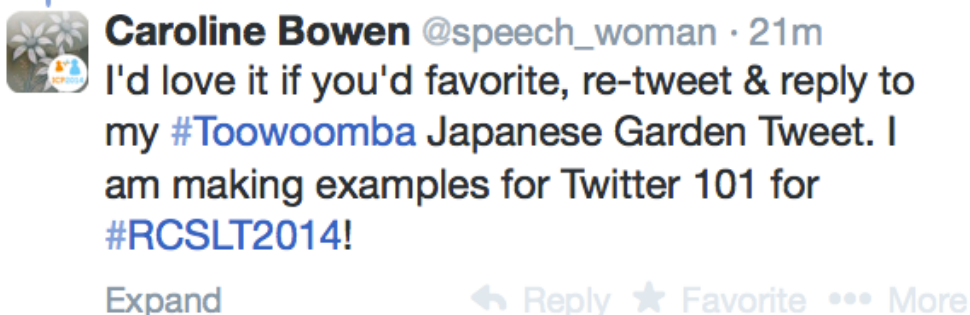
1. At 12:15pm AEST, August 31, 2014 I composed a new Tweet about the Japanese Garden in Toowoomba, adding a photo and a link to the University of Southern Queensland's site.



2. Seconds later, this is what my Tweet looked like:



3. Then I addressed this Tweet to no-one in particular:





★ **Favorite:** You click the star icon if you want to remember the Tweet. It does not necessarily mean you like or endorse it. Tweets marked 'Favorite' are kept in a list in your account.

**YOU CAN "UN-FAVORITE" A FAVORITE AT ANY TIME.**



**Retweets:** You click the retweet "arrow box" to give another person's Tweet wider distribution. It usually means you like or endorse the Tweet, or that you are helping to get a particular message "out there".

**RT**

**YOU CAN DELETE A RETWEET AT ANY TIME.**



**Reply:** You click the arrow, compose a response to someone's Tweet, and then click the word "Tweet".

**YOU CAN DELETE ANY TWEET OR RETWEET OF YOUR OWN AT ANY TIME.**



The first 16 **Favorites** were from people in Australia, Canada, England, New Zealand, Scotland, Sweden and the US.



The first 14 **Retweets** were from people in Australia, Canada, England, Scotland, Singapore and the US.



The first **Reply** I received was from a student in Australia:



**Thizbe Wenger** @thizbew · 37m

@speech\_woman love this picture! Very peaceful.



**Caroline Bowen** @speech\_woman · 33m

Thank you for replying, @thizbew!  
Now my example is complete. 9  
Favorites, 4 Retweets, 1 Reply so  
far! AU SE SG UK US



**Caroline Bowen** @speech\_woman · 6m

@thizbew May I use your Tweet, "@speech\_woman love this picture! Very peaceful." in my #RCSLT2014 handout re Social Media & #WeSpeechies?

View conversation

Reply Favorite More



**Thizbe Wenger** @thizbew · 1h

@speech\_woman @thizbew of course! Happy to help out.

View conversation

Reply Retweet Favorite More

More replies – some of them direct messages - came from Australia, Denmark, England, Japan, the Netherlands, Singapore, Sweden and the US.

## Tweet Anatomy 101



Diagram courtesy Lance Ulanoff @LanceUlanoff

**MT** **Modified Tweet:** An MT sees you sending a modified version of someone else's tweet out to your followers. Do this by putting the person's handle and the modified text into your own tweet and putting MT, or via, before it.

**via** **YOU CAN DELETE YOUR MODIFIED TWEET (OR ANY TWEET) AT ANY TIME.**

Retweeted by Caroline Bowen



**Dr Emma Power** @dr\_epower · 13h

Govt recommendation on speech pathology services in senate report [aph.gov.au/Parliamentary\\_...](http://aph.gov.au/Parliamentary_...) #WeSpeechies - good read, ndis & aged care featured

Retweet 3 Favorite 2



**Caroline Bowen** @speech\_woman · 13h

via @dr\_epower Australian Government recommendations on speech pathology services in @AuSenate report [aph.gov.au/Parliamentary\\_...](http://aph.gov.au/Parliamentary_...) @WeSpeechies

Retweet 2 Favorite

- A full stop (period) immediately before a person's handle tells the person you are responding to them. Use this when it might not be obvious (e.g., if you are copying in several other handles or when you are in a Tweet Chat with many participants). Also, if you put someone's twitter handle (e.g., Frank's at the start of a Tweet, the tweet only goes to those following Frank AND you. If you put an initial full stop, or any character or word/words *before* Frank's handle it will go to all your followers and all Frank's followers, expanding the 'reach' of your Tweet.



Caroline Bowen @speech\_woman · Aug 31

. @Lois\_Cameron Very difficult to Tweet in those gloves :-)  
@SusanEbbels @deevybee  
@sreilly\_reilly



**DM**

**Direct Message** A DM is a private message between two individuals. You can only send a DM to someone who follows you. If you DM someone who is not among your followers they will be unable to DM you in response. If you want to correspond with someone on Twitter, but don't want that correspondence to be public, use the DM function. Usually you cannot include links in a DM, but you can attach images.

**HT**

**HT** stands for '**Hat tip**' or '**Heard through**'. Either way, the tag signifies who made you, the poster, aware of the content originally.

### Articles and Blog entries

There are links on the (growing) Rubik Cube page to these articles, blog entries and more:

- 10 things I've learned about sharing evidence through social media
- 38 reasons why you should blog about your research
- Anatomy of a Tweet
- Do you want to discuss science? Use Twitter
- Does Twitter matter?
- Five ways in which Twitter can be useful in academic contexts
- Journal of Computer-Mediated Communication
- Online collaboration: Scientists and the social network
- Social Networking Fact Sheet
- The beginner's guide to Twitter
- The one Twitter mistake that even experienced users make
- WeSpeechies: A meeting point on Twitter

## Tips

**Refinement:** Stay classy! Aim for 90% of your Tweets to be professional and 'on-message', relating to the topics/interests stated in your bio. Have fun with the other 10% so that your followers can see you have a life beyond SLP/SLT and are approachable...but don't bare all!

**Regularity:** Tweet regularly but don't overdo it. Many are 'un-followed' because they Tweet incessantly and prolifically, swamping their followers' timelines.

**Rehab:** OK, that's a joke – but Twitter is addictive.

**Relationships:** Don't let Twitter take over or encroach on the time you might spend talking to all the people mentioned in this section on the phone or face-to-face in the real world.

**Reliability:** Develop a reputation for being consistent and reliable as a source of information. Consider what you Tweet. Read articles fully before tweeting or re-tweeting them, check the authority of the author, and try to determine whether it is their original work or something they might have copied and pasted into their blog or website without permission. Put your evaluation skills to good use.

**Reputation:** By building your reputation in Twitter through community engagement you will open the way to opportunities to share your research, including practice-based evidence, with people who are most likely to benefit directly from it, and least likely to read about it in scholarly journals. Having a positive social media profile also enhances media engagement. If journalists cannot find you in Twitter and you don't have a website, blog or faculty page, they can't find you.

**Research:** Twitter can be valuable at every stage of research endeavour: finding research posts; identifying funding opportunities; generating ideas and research questions; finding others who may be able to help locate articles for a literature review; recruiting participants; distributing questionnaires and surveys; data collection; and disseminating findings.

**Responsiveness:** If you want to attract followers and stimulate conversations around your special interests, reciprocity and responsiveness are strategic. Respond to other people's Tweets, mention them in your Tweets, help promote their events and causes (and they will very likely do the same in return), and start a conversation with them. They will notice you, and know that their work is of interest to you.

**Restraint:** Remain on-message generating 90% professional Tweets and re-tweets, and 10% general interest and fun. Most of your Tweets (90% again) should be in your own words and 10% should be re-tweets. By aiming for 90:10 you will probably achieve 70:30. Your Twitter account is your brand and followers follow you because they are interested in what you have to say. Make sure the image you project through your Tweets reflects the 'real you' and let your enthusiasm shine through. Avoid spin, self-promotion and persistent marketing and promotion of you and your 'brand'; this goes particularly for associations and advocacy groups who can bore their followers by only ever promoting events and posting self-congratulatory content.

**Rotation Curation (RoCur) handles:** The first SLP/SLT #RoCur is @WeSpeechies, founded in March 2014 by Caroline Bowen and Bronwyn Hemsley. It is becoming a useful point of contact for #SLPeeps and #SLP2B's interested in Evidence Based Practice and research.