#RCSLT2014

Information & Communication Technology (ICT)
Social Media
and Speech & Language Therapy

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Web Page

1. www.speech-language-therapy.com

2. Hover your mouse over the CPD tab

3. Select 'CPD Resources'

4. Scroll down and click the Rubik Cube for
   - –abstracts
   - –handout
   - –links
   - –resources

Aims

- To explore existing and potential uses of ICT and social media, particularly Twitter.

- To invite you to consider how SLTs' roles as advocates might be enhanced by embracing Twitter as an ally in achieving professional goals.

- To review Twitter use, by SLTs, for professional purposes.

Worry #1
Will you be bored?

Information and Communication Technology

- **PRODUCTS** and **APPLICATIONS** that will store, retrieve, manipulate, transmit or receive information electronically in a digital form.

  - **PRODUCTS**
    desktop, laptop and tablet computers and smart phones

  - **APPLICATIONS**
    email, messaging systems, and other Apps

ICT affects everything the industrialised world 'does'
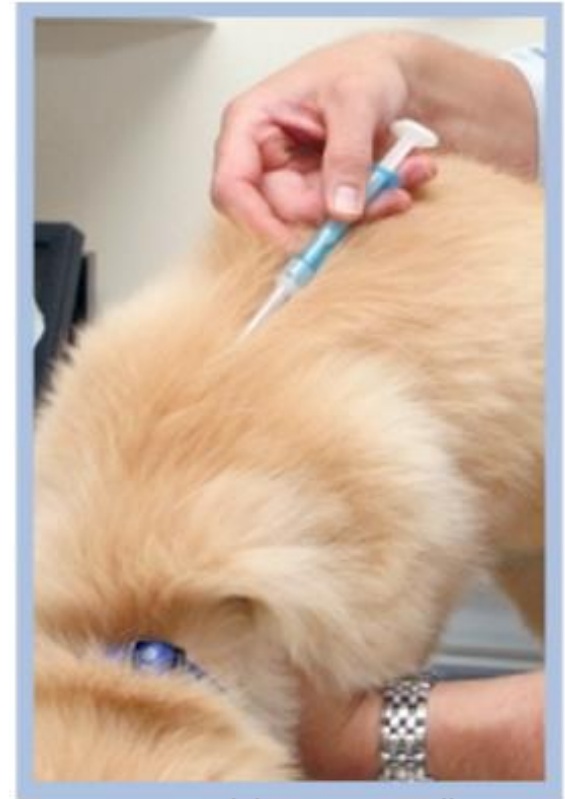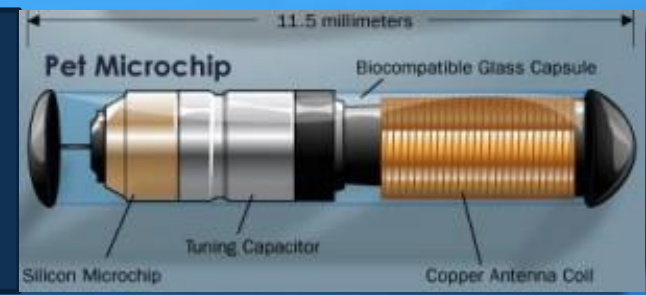
Essential services and infrastructure

- Border control
- Customs
- Education
- Finance
- Government
- Health
- Hospitality

- Law and order
- Leisure
- Retail
- Social services
- Telecommunications
- Transport
- Travel

ICT affects everything the industrialised world 'does'

Few can avoid it.

Pet Microchip — 11.5 millimeters
Silicon Microchip · Tuning Capacitor · Biocompatible Glass Capsule · Copper Antenna Coil

Social media

- Involve connections between people, generating and sharing information and ideas in virtual communities or networks.

- Rely on **web-based** ICT in the creation of highly interactive **online platforms**.

World Wide Web

- A website comprises related web pages served from a domain e.g., www.rcslt.org
- A site is hosted on a server and may be accessed via the Internet.
- Collectively, all publicly accessible websites make up the World Wide Web, and are said to be "**web-based**".
- The www includes **social media platforms**.

Social media platforms

- 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
- Virtual social worlds e.g., Second Life
- Professional networks e.g., Academia.edu, Linked in

'BLOG' is a contraction of weblog

VERB: 'To blog': To edit or make an entry in a weblog.

NOUN: 'A blog': A discussion site or informational site published on the WWW.

Usually a blog comprises discrete entries ('posts') displayed with the newest content first.

Blogs

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

Microblogs

Content is smaller in terms of file size.

Microposts

are small elements of content that users exchange. These can include short sentences, images, video and links to web pages and other documents.

Tweets

A micropost in Twitter has 140 characters, and is called a "Tweet".

Microblogging platforms	Month / Year founded	
Google+	June 2011	
Instagram	Oct 2010	
Tumblr	Feb 2007	
Twitter	March 2006	
Facebook	Feb 2004	

Facebook users

USA 147 million

India 85 million

Brazil 62 million

Indonesia 61 million

Turkey 38 million

UK 24 million

SLP/SLT Professional use

Mutual Recognition Agreement (MRA)
Professional associations
ASHA IASLT NZSTA RCSLT SAC-OAC SPA

SLP/SLT Professional use

Facebook groups

- Adult Rehab Speech Therapy 5K
- 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 (SLT) potential

Twitter's potential as an empowering catalyst for intra and inter-professional discourse and change is largely untapped and un-researched by SLTs.

cf.

#WeNurses | @WeNurses

#physiotalk | @physiotalk

Twitter can be used in order to

- Generate and disseminate news.

- Engage in discussion.

- Ask and answer questions.

- Inspire, encourage and support others.

- Participate in professional learning networks, and communities of practice.

- Connect and collaborate with individuals and groups.

Twitter: Top 10 User Countries

USA

UK

Canada

Australia

Brazil

Germany

Netherlands

France

India

South Africa

Forbes, May 2014: www.forbes.com

Ages of people in Twitter

15-19	31%	55-60	1%
20-24	35%		
25-29	15%		
30-34	7%		
35-39	4%		
40-44	3%		
45-49	2%		
50-54	2%		

Forbes, May 2014: www.forbes.com

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35-39	4%
40-44	3%
45-49	2%
50-54	2%

55-60   1%

then there's me
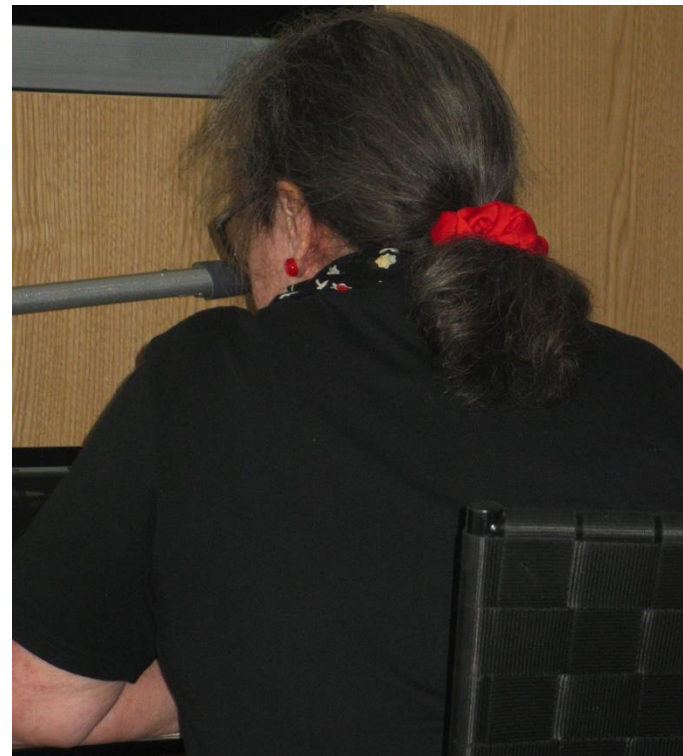
My ICT and social media average use now

TWITTER

- 15 hours per month
- 30 minutes per day
- 13 Tweets per day

WEBSITE

- 2 hours per month writing and updating

FACEBOOK

- 5 minutes per day; 2 posts per week
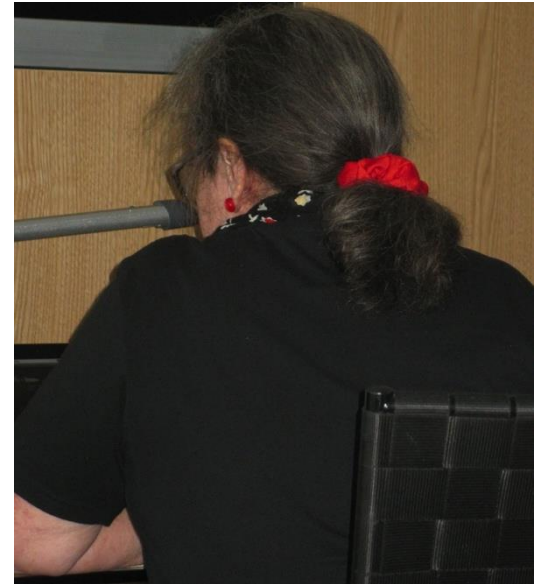
My perspective

1. Speech-Language Pathologist: 44 years
2. Website: 16 years: 2 million unique visitors
60 million hits
3. Webwords: 14 years: 5,000 print subscribers
4. Yahoo: 13 years: 9,000 members (98% lurk)
5. Twitter: 31 months: Reach 15,000 accounts
6. Facebook: 15 months: 14,000 members (98% lurk)

Quality SLP/SLT websites are probably more impactful than other online media now, but Twitter as a professional tool is in its infancy and growing fast. Where it goes is up to us.

Message History

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2014	39	35	133	78	52	39	62	34	5			
2013	121	111	112	69	93	110	26	17	39	96	42	6
2012	143	85	127	209	109	113	86	104	75	111	172	140
2011	209	152	226	90	200	118	101	169	166	173	97	97
2010	305	257	166	122	131	162	116	127	141	222	209	169
2009	116	190	165	183	101	171	109	212	244	183	200	134
2008	136	198	183	218	238	203	173	188	184	240	192	127
2007	233	217	168	235	219	220	119	233	254	259	225	123
2006	215	338	151	168	190	79	56	288	125	212	126	92
2005	145	183	177	146	249	135	241	254	318	410	395	141
2004	190	321	299	269	291	151	105	238	127	191	193	65
2003	143	156	176	173	131	148	59	102	215	191	134	165
2002	67	78	243	164	51	138	132	89	205	253	199	135
2001												6

← 2006

← 2004

Twitter use overall

- 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

Twopcharts, July 2014: http://twopcharts.com

So, if YOU are involved in Twitter

engaging and connecting with others, Tweeting actively on specialised topics such as SLT, or a more specialised *aspect* of SLT ...

… you will be noticed by interested parties, including stakeholders.

Trends in SLT Social Media

- Yahoo group posts are declining
- Advocacy group Listserv posts are declining
- Facebook uptake is increasing
- More blogs – but 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

Social Media: backstage

Yahoo Group

- Most <u>off</u> list posts (side discussions) comprise negative comments about what is <u>on</u> the list.
- SLP students are told by university instructors to sign on and not to post. Missed opportunity.
- Minimal participation by academics/researchers.
- 2.5% members banned for improper posts.

Facebook Group

- 4.5% members banned for improper posts.

Worry #2
Am I burdening you with too many terms?

ICT   App   post

www   Blog   Tweet

DM   Handle   @

\#   hits   #RoCur

"ah"

Torch?

flashlight
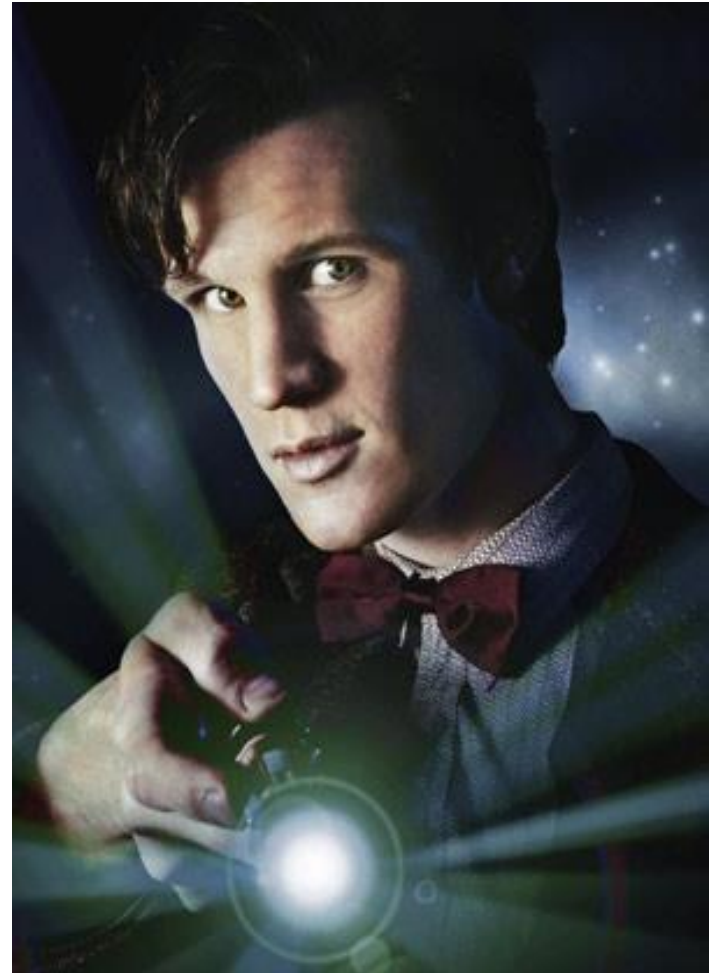
SLTs hone their torch skills
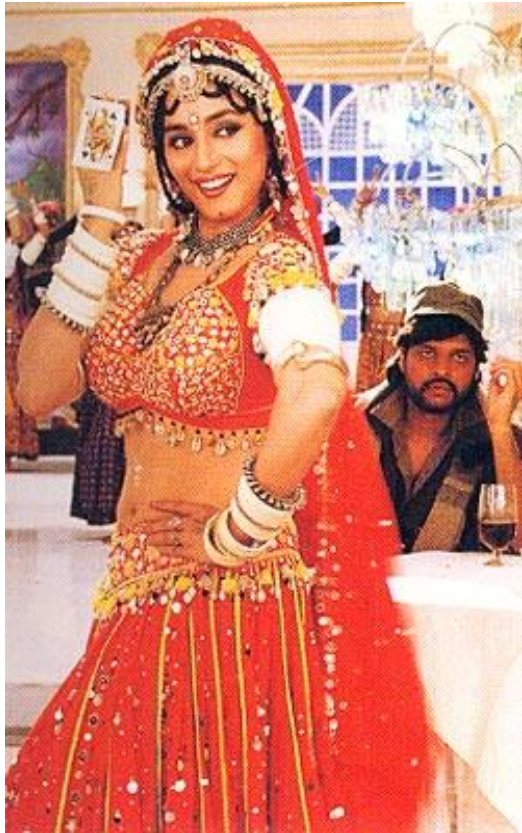
Small boy observes SLTs perform the pre- oral inspection ritual.

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

• PROFESSIONAL GROWTH •
• SUPPORT • SHARING • FUN •

Twitter: the negatives

- Anonymity is easy: Fake identities can be set up in order to troll, stalk, harass, flame, bully, and make spurious 'abuse reports'.

- 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

"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"

Worry #3

Should we worry about third party tracking on the Internet?

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'.
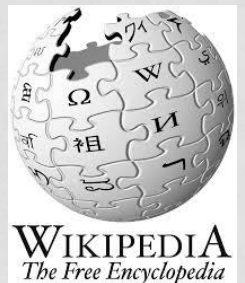
Pinterest, Facebook and Twitter provide marketers with access to their users' data

Your

Pinterest

f

- likes
- dislikes
- purchases
- online activity
- memberships
- preferred causes
- preferred services
- travel destinations

Why worry, when you *can* block third party tracking?

https://eff.org/https-everywhere

You can block third party tracking

| HOME | ABOUT | OUR WORK | DEEPLINKS BLOG | PRESS ROOM |

HTTPS Everywhere

HTTPS Everywhere

FAQ

Report Bugs / Hack On The Code

HTTPS Everywhere is a Firefox, Chrome, and Opera extension that encrypts your communications with many major websites, making your browsing more secure. **Encrypt the web: Install HTTPS Everywhere today.**

https://disconnect.me

You can block third party tracking

D. Products About us

The Internet on your terms
Fast. Private. Secure.

[Get private browsing]
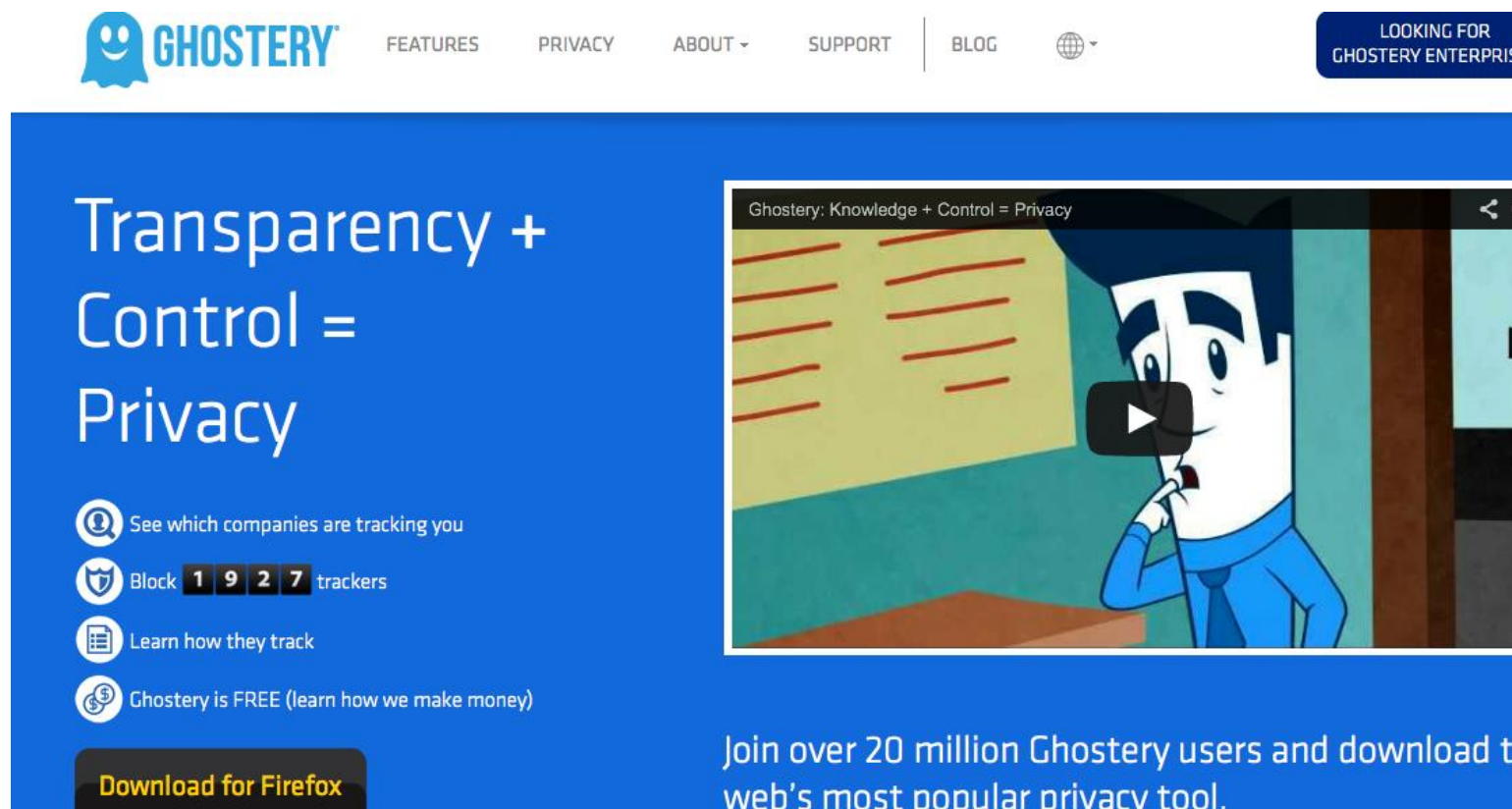
Why
Disconnect?

Our award-winning open-source software is used by over **2 million people** every week

https://www.ghostery.com

You can block third party tracking

Twitter 101

www.twitter.com

Signing up for Twitter

What the labels mean page 4

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 handle*
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 new 140 character Tweet that can include a link or photo, and 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 put me on

Tweeting text, photos and links

Tweet Anatomy 101   page 7

1. Avatar   2. Twitter name   3. Persons name   4. Link to article Shortened by bit.ly

LanceUlanoff Lance Ulanoff
Scientists Develop World's Toughest Material http://bit.ly/fcUMo5
#coolscience
1 hour ago ☆ Favorite ⇄ Retweet ↰ Reply

5. Tweet text

7. When

6. Tweet Hashtag

8. Click to favorite

9. Click to Retweet

10. Click to reply
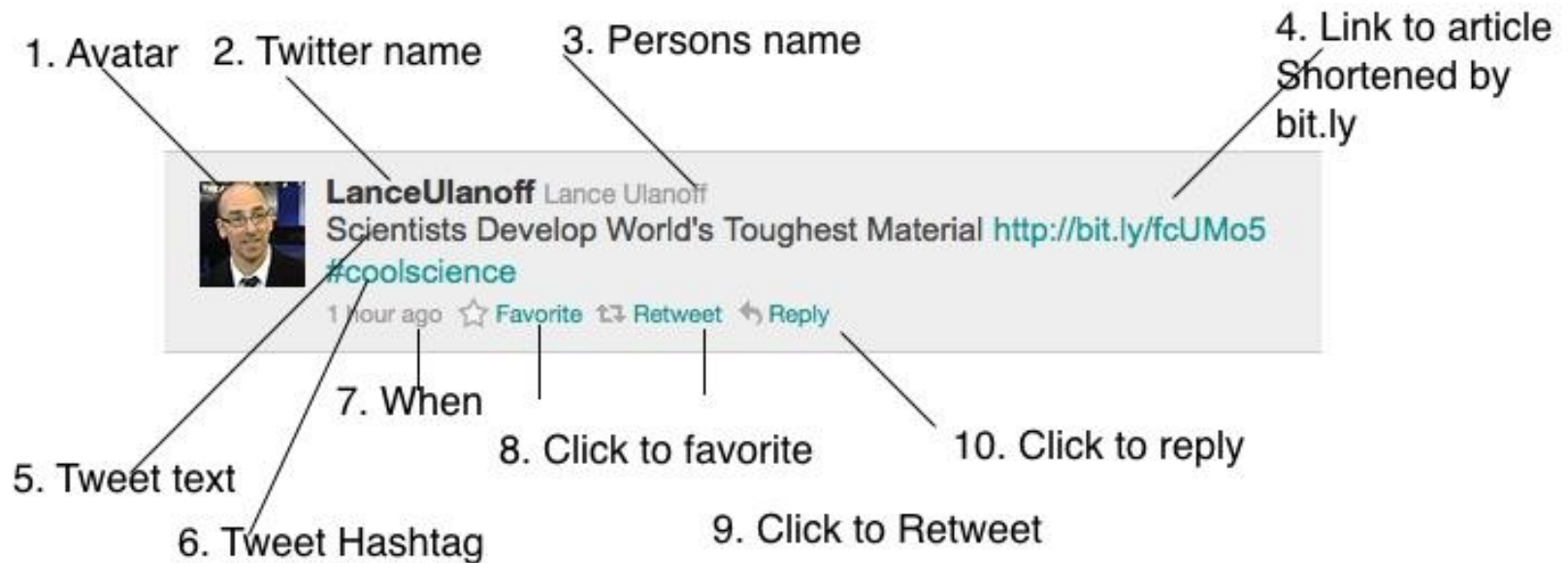
Diagram courtesy Lance Ulanoff @LanceUlanoff

Tips

Refinement	Regularity
Rehab	Relationships
Reliability	Reputation
Research	Responsiveness
Restraint	Rotation Curation

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 followers can see you have a life beyond 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

For some, Twitter is "addictive".

Relationships

Don't let Twitter take over or encroach on time you might spend talking to and being "with" people.

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.

Reliability

- 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 the people who are most likely to benefit directly from it, and least likely to read about it in scholarly journals.

Reputation

- Having a positive social media profile enhances media engagement.

- If journalists cannot find you in Twitter and you don't have a website, blog or easy-to-locate and informative 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;

Research

- finding others who may 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.

Responsiveness

- Respond to other people's Tweets, mention them in your Tweets, help promote their events and causes (they may 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%) should be in your own words and 10% should be re-tweets.

- By aiming for 90:10 you will probably achieve 70:30.

Restraint

- Your Twitter account is your "brand".
- Followers follow you because they are interested in what you have to say.
- Ensure the image you project through your Tweets reflects the "real you" and let your enthusiasm shine through.

Restraint

- 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 promoting events and posting self-congratulatory content.

Rotation Curation

- @WeSpeechies is the first SLT #RoCur

- Founded March 2014

- It is becoming a useful point of contact for #SLPeeps and #SLP2B's

- Focus is EBP and research.

- It is characterised by generous sharing of time, effort and resources.

@WeSpeechies

- A new curator takes the @WeSpeechies handle each week, Sunday to Saturday
- Tuesday chat for one hour
- Blue Sky Wednesday

@WeSpeechies Blue Sky Wednesday

blue sky thinking

Imagine a world where people with intellectual disabilities are full members of society. Where are they seen? On TV? Voting in elections? Taking their kids to school? How can this become a reality, especially for people with communication difficulties?

#WeSpeechies   #SLPeeps   #SLP2B   #ICP2014 #inclusion

29 curators to date, including

Dorothy Bishop

Avril Nicoll

Nancy Owens

Joanie Scott

Nicole Whitworth

29 topics to date, including

AAC

Aphasia

Autism

CAS

Clinical Linguistics

EBP

SLI

TBI

Terminology

Voice

Wait Times

Working abroad

All chat transcripts are available

www.speech-language-therapy.com

What was the original attraction?

"My idea of good company is the company of clever, well-informed people who have a great deal of conversation; that is what I call good company."

Jane Austen

Engaging   Connecting   Sharing

And now?

Those same opportunities to **engage**, **connect** and **share** professionally, within and across disciplines and international borders, endure.

But the possibilities Twitter offers for SLT **collaboration**, **education**, **intervention** and **dissemination** of information are only now beginning to unfold.

- As **information** and **communication** specialists, SLTs are ideally poised to harness and develop Twitter's potential.

- In order to achieve our professional goals, our company of clever, companionable, well-informed people must have a great deal of conversation…

  …its future is in our hands …

Ready?

Thank you all for your interest!

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