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

Caroline Bowen @speech_woman
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.
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.rcsrlt.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”.

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<table>
<thead>
<tr>
<th>Microblogging platforms</th>
<th>Month / Year founded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google+</td>
<td>June 2011</td>
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<tr>
<td>Instagram</td>
<td>Oct 2010</td>
</tr>
<tr>
<td>Tumblr</td>
<td>Feb 2007</td>
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<tr>
<td>Twitter</td>
<td>March 2006</td>
</tr>
<tr>
<td>Facebook</td>
<td>Feb 2004</td>
</tr>
</tbody>
</table>
Facebook users

USA 147 million
India 85 million
Brazil 62 million

Indonesia 61 million
Turkey 38 million
UK 24 million
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

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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.
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<thead>
<tr>
<th>Country</th>
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<td>Australia</td>
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<td>Brazil</td>
<td>South Africa</td>
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Forbes, May 2014: www.forbes.com
Ages of people in Twitter

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>15-19</td>
<td>31%</td>
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<tr>
<td>20-24</td>
<td>35%</td>
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<tr>
<td>25-29</td>
<td>15%</td>
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<tr>
<td>30-34</td>
<td>7%</td>
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<tr>
<td>35-39</td>
<td>4%</td>
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<tr>
<td>40-44</td>
<td>3%</td>
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<td>45-49</td>
<td>2%</td>
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<td>50-54</td>
<td>2%</td>
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<td>55-60</td>
<td>1%</td>
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<td>4%</td>
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<td>40-44</td>
<td>3%</td>
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<tr>
<td>45-49</td>
<td>2%</td>
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<tr>
<td>50-54</td>
<td>2%</td>
</tr>
</tbody>
</table>

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.
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

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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 off list posts (side discussions) comprise negative comments about what is on 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
www
DM
#

App
Blog
Handle
hits

post
Tweet
@

#RoCur

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“ah”
Torch?
flashlight
SLTs hone their torch skills
Small boy observes SLT's 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 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

- likes
- dislikes
- purchases
- online activity
- memberships
- preferred causes
- preferred services
- travel destinations
Why worry, when you *can* block third party tracking?
You can block third party tracking

HTTPS Everywhere

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

The Internet on your terms

Get private browsing

Why
Disconnect?

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

Copyright © 2014 Caroline Bowen
You can block third party tracking

Transparency + Control = Privacy

See which companies are tracking you
Block 1927 trackers
Learn how they track
Ghostery is FREE (learn how we make money)

Join over 20 million Ghostery users and download the web’s most popular privacy tool.

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www.twitter.com
Signing up for Twitter
What the labels mean page 4
<table>
<thead>
<tr>
<th>Label</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home</td>
<td>A list of my Tweets and Tweets of the people that I follow</td>
</tr>
<tr>
<td>Notifications</td>
<td>A link to a list of my interactions with other people in Twitter</td>
</tr>
<tr>
<td>Mentions</td>
<td>A link to a list of other people's tweets that contain my handle*</td>
</tr>
<tr>
<td>Discover</td>
<td>What's happening now, tailored to my previous Twitter activity</td>
</tr>
<tr>
<td>Me</td>
<td>All the Tweets and re-tweets I have Tweeted</td>
</tr>
<tr>
<td>Tweets</td>
<td>The same as “Me” above. All my Tweets and re-tweets</td>
</tr>
<tr>
<td>Photos/Videos</td>
<td>A link to a list of the visual media I have linked to or uploaded</td>
</tr>
<tr>
<td>Search</td>
<td>A search tool that only searches within Twitter</td>
</tr>
<tr>
<td></td>
<td>I click 🔄 to send a direct message to a follower whom I follow</td>
</tr>
<tr>
<td></td>
<td>I click ⏰ to edit my settings, see keyboard shortcuts, request help</td>
</tr>
<tr>
<td></td>
<td>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’</td>
</tr>
<tr>
<td>More 🔄</td>
<td>I can click on the 🔄 to see the lists I have there, if any</td>
</tr>
<tr>
<td>Following</td>
<td>A link to a list of the people in Twitter that I follow</td>
</tr>
<tr>
<td>Followers</td>
<td>A link to a list of the people in Twitter who follow me</td>
</tr>
<tr>
<td>Favorites</td>
<td>A link to reminders of Tweets I want to keep or attend to later</td>
</tr>
<tr>
<td>Lists</td>
<td>A link to Lists I have subscribed to, or that others have put me on</td>
</tr>
</tbody>
</table>
Tweeting text, photos and links
Tweet Anatomy 101

Diagram courtesy Lance Ulanoff @LanceUlanoff
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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!
• Tweet regularly but don’t overdo it.
• Many are ‘un-followed’ because they Tweet incessantly and prolifically, swamping their followers’ timelines.

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For some, Twitter is “addictive”.
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.
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.
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.
• 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
Wednesday is a day to imagine what SLPs/SLTs could do if barriers were removed. What are the most remarkable online activities you can picture #WeSpeechies doing to help the people we serve locally, nationally and across the world?

#WeSpeechies #SLPeeps #SLP2B #ICP2014
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?
29 curators to date, including

Dorothy Bishop
Avril Nicoll
Nancy Owens
Joanie Scott
Nicole Whitworth
<table>
<thead>
<tr>
<th>29 topics to date, including</th>
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<tr>
<td>AAC</td>
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<td>Aphasia</td>
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<td>Autism</td>
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<td>CAS</td>
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<td>Clinical Linguistics</td>
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<td>Voice</td>
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<td>Wait Times</td>
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<td>Working abroad</td>
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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
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!