

Essential Social Media Tools for SLPs - A Guidebook

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ESSENTIAL SOCIAL MEDIA TOOLS FOR SLPs

A GUIDEBOOK

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ESSENTIAL SOCIAL MEDIA TOOLS FOR SLPs

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A LETTER FROM THE PEDIASTAFF TEAM

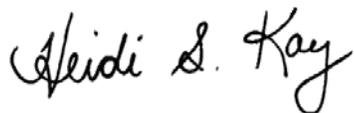
Thank you for visiting the *PediaStaff Social Media Learning Center - Featuring the #SLPeeps* and/or our Learning Lab – *Cutting Through the Hype: Essential Social Media Tools for SLPs*. We hope you found our sessions educational and engaging.

We at PediaStaff love social media and have found that blogs, Pinterest, Twitter and other tools are perfect for reaching our audience of pediatric and school-based therapists. Through these platforms we are able to share articles, current research, countless therapy ideas/ resources and of course job openings with followers. It is evident - based on how many (thousands) of you are following us who are not currently on the job market, - that this type of professional resource sharing is gaining traction as a viable and valuable way to stay current in the speech-language pathology and audiology fields.

This past year, the PediaStaff team has spent increasingly more time within the enthusiastic gathering of “#SLPeeps” on Twitter. Just like the salons held by intellectuals in days of yore, this group of clinicians comes together to share ideas, brainstorm, and problem solve. I have watched relationships between these #SLPeeps transcend from purely professional ones to significant friendships as participants share stories of their small victories, big accomplishments and even the frustrations of day to day SLP life.

The PediaStaff Social Media Learning Center (and the Learning Lab, too) was born out of a desire to introduce this vibrant community to others. Our staff concluded that there could be no better use for our Career Fair booth at ASHA than to teach others how start using social media for professional development. We started to talk about the idea with the #SLPeeps themselves, and the enthusiasm became contagious! Close to 25 members of the SLP community on Twitter have volunteered (several have made significant investments of) their time to make the *Social Media Learning Center* a reality. PediaStaff thanks all of them!

In order that you can make the most of your visit to our booth and/or the Learning Lab upon your return home, PediaStaff and our guest faculty #SLPeeps have authored a printer friendly guidebook to help you get started. Please enjoy *Essential Social Media Tools for SLPs – A Guidebook*, with our compliments.



Heidi Kay
VP of Social Media & Clinical Content – PediaStaff



A LETTER FROM A FOUNDING MEMBER OF THE #SLPEEPS

Social Networking... Blogging... iPads... Facebook... Twitter... LinkedIn... These are all common words in society today. Many companies, such as PediaStaff, have websites with information and links to an amazing amount of material with just a mouse click. Movie stars tweet, the ASHA Leader is online, and there is an ASHA Blog. But, have you ever considered how the internet can help you become a better professional?

Are you familiar with that feeling you have at a conference where you've connected with others and hashed out various situations and you've gained new therapy ideas and connected with individuals who "get it?" That is what is waiting on twitter. The SLPs on twitter often link to great articles and research that has been published world-wide that is just waiting for someone to read it. We discuss whether the answer to an assessment question is correct, different ways to interpret scores, and better ways to write goals. For that matter, we enjoy just being able to chat with someone and have them understand that feeling when a student finally "gets it," or the joy when we dismiss a student. That's what twitter is all about.

I can say unequivocally Twitter has made me a better clinician, helped me widen my professional boundaries, and helped me build a primary learning network that is unrivaled. In 2009, when I started my twitter account, I had no idea it would benefit me the way it has. At first, there was a core group of about 15 people; now there are over 1000 SLPs, Audiologists, and students networking together under the hashtags of #SLPeeps, #AUDPeeps and #SLP2B. As one of the original #SLPeeps, I am amazed at the incredible wealth of knowledge and world-wide support that is available now. It truly is a way to connect with people world-wide.

SLPs are blogging ideas for therapy, creating Pinterest boards with links to craft projects and therapy activities, and talking about their research. It's a wonderful time to create a primary learning network through twitter, Pinterest, and blogs. Truly there is an amazing wealth of information available to everyone. Thank you, PediaStaff for allowing the #SLPeeps and the online community at large to share this experience with everyone. We look forward to seeing everyone online!



Mary Huston, M.S., CCC-SLP



DISCOVERING SOCIAL MEDIA

GROWTH STARTS HERE

By: Katie Millican, B.S. Ed

Katie Millican is a current graduate student in Speech-Language Pathology and writes the SLP Echo Blog (<http://www.slpecho.wordpress.com/>) Her complete bio appears in the 'Bios & Credits' section at the back of this guide.

"Do you search the internet or do you search people?" - @gregkulowiec

Social networks like Twitter, Pinterest, and blogs make it easier to find information written by professionals while encouraging a love to learn. Although research articles have their necessary place in our profession, the distant, formalized writing style often leaves readers with information, but no connection. Building a Professional Learning Network (PLN) provides unlimited opportunities to connect and network globally with professionals sharing similar interests. Simply check in to see the latest conversations and trends of the profession.

Although Twitter, Pinterest, and blogs may be called social networks, being social is only the beginning of what these PLNs have to offer. Twitter is more than following celebrities or telling the world what you had for breakfast. When a tweet includes a link to a research article on the latest aphasia therapy technique or to the best apps for articulation or language therapy, it becomes a gateway to information. Pinterest is more than an organized collection of pictures; it is a visual catalog of potential therapy materials, SLP websites, and connections with professionals holding similar interests. Similarly, blogs are more than simple personal journals for sharing life stories. Blogs are permanent, accessible catalogs of therapy ideas, research, app lists, and other resources. These mediums take being social to a new professional level, perfect for increasing effectiveness and scope of practice as a clinician.

Many professionals have probably heard of these tools – Twitter, Pinterest, Blogs – and cast the thought of joining them aside in lieu of personal or professional time constraints, privacy concerns, or lack of tech knowledge. Many have even used other excuses not to join these social media sites: I have a huge caseload/workload, it's just another 'thing' to keep up with, I don't know how to use that 'stuff', it's information overload, and I read articles, not tweets.



DISCOVERING SOCIAL MEDIA

GROWTH STARTS HERE (CONT'D)

Before agreeing with these excuses, imagine for a moment, how wonderful it would be to not have to wait for the next conference to share the latest news, brainstorm ideas, or get help with a difficult client. For many SLPs or Audiologists in rural areas, the weight of isolation can be unbearable. Why not explore the virtual social media conference that Twitter, Pinterest, and blogs have to offer.

Established SLPs aren't the only ones hesitant to join social networks. Many undergraduate and graduate students are apprehensive to join Twitter as an SLP-to-be (#slp2b) due to privacy concerns, time constraints, or lack of interest in another social outlet. Obviously, applying to graduate schools is competitive and standing out can be difficult. However, tech savvy, innovative students will consider creating their own blogs and become a recognized participant in the SLP blogosphere. Perhaps one of the SLPs on an admissions panel will recognize your name online, giving you a way to stand out. Current graduate students are learning and creating new ideas from class and independent research; sharing these ideas with Twitter or in a blog helps current and other future SLPs see what is new and exciting from a different perspective. What an incredible feeling to share facts, not just with classmates but with hundreds of SLP or Audiology students at large!

Until now, legitimate excuses have kept professionals from engaging in social media. Now, with this guidebook, even the least tech savvy individual will be able to set up the accounts, follow the right people, pin the right pins, and subscribe to the right blogs. There are thousands of therapists ready and willing to share ideas and activities at no cost to anyone in order to help the entire profession grow. Information is available at the click of a button. The time spent setting up and engaging in a PLN will not increase an already busy workload. Instead, these essential social media tools will help gain new insight, streamline workload, and re-vitalize therapy ideas. The amount of professional and personal growth that comes from making new connections, sharing information, and engaging with others will make for a better, more informed therapist.



PART ONE:

USING PINTEREST

By: Tara Roehl, M.S. CCC-SLP

Tara Roehl writes the Speechy Keen SLP Blog (<http://www.speechykeenslp.com/blog/>) Her complete bio appears in the 'Bios & Credits' section at the back of this guide.

What if I told you that I had found a resource with unlimited activities, games and crafts for use in your therapy? What if I said this resource could also connect you to some of the latest research, creative SLPs like yourself and even additional resource libraries? Too good to be true, right? Let me put the cherry on top – it's FREE! Let me introduce you to the wonderful world of Pinterest.

WHAT IS PINTEREST?

Pinterest is a website for sharing visual links to resources. It is like having unlimited access to a library of bulletin boards, where people have “pinned” their favorite crafts, activities, free resources, blogs, research and more. And you are allowed to come and copy anything you like!

BUT I ALREADY HAVE MY “GO-TO” RESOURCES...

Many of our current resources have come from other professionals, trainings, magazines, books and more. All of these are wonderful, but limited. Many of us aren't able to go to trainings or even interact with a variety of professionals on a regular basis. Magazines come out once a month, and don't always have what we're looking for in every issue. Books cost money, take up space, get borrowed and the contents aren't always 100% what we need.

Despite this, many SLPs have created fantastic collections of ideas they have gathered over time. These may be kept in a binder, in a file, on their computer, etc. But how often have you ended up somewhere and not had access to your ideas? Maybe you have 20 minutes to stop at the store NOW, but you left the recipe/materials list back at home. Perhaps you are at a different school today, the resources are in the other car, or they are still sitting on the kitchen table where you set them down last night.



PART ONE:

USING PINTEREST

SO HOW CAN PINTEREST HELP?

- **Cost:** Many of the resources on Pinterest are free. These include demonstrations, directions and printables for you to access as needed.
- **Access:** Pinterest is a web-based service, which mean as long as you have internet you have access to new or saved resource and materials. This means from any computer, your smart phone and even your tablet device!
- **Amount:** New content is added daily, so you never run out of new resources to browse, search for, and add to your growing collections
- **Organization:** Pinterest has a versatile framework that allows users to organize “pins” in ways that make sense for them as an individual – save them by topic, theme, type, etc.

LOGISTICS: HOW DOES IT WORK?

Finding Resources:

- **Custom Searches:** Pinterest provides a search box for searching the millions of pins for what you need/want. This is great when you have something in mind for an upcoming session or a particular handout/item you need. Try varying your search terms to include different combinations of words, abbreviations, etc. For example, try searching for “articulation cards” as well as “artic cards” and “speech sound cards.”
- **Categories:** Pinterest also allows people to add a “category” to their personal boards. This then categorizes their pins that go onto those boards. A drop down menu at the top of the Pinterest screen provides you with a listing of the categories. From there you can “browse.” This is great when you aren’t looking for anything specific, but instead are just looking for fun ideas and inspiration in general. Try looking in the “DIY” and “Kids” sections!



PART ONE:

USING PINTEREST

- **Following:** A great way to find materials is to find others Pinterest users who have created boards with items of interest to you and “follow” them. This will then place their latest pins onto your “home screen.” If you find some great “pinners” you will never run out of new inspiration to browse and “pin” yourself!

Pins vs Boards:

- A “Pin” is a visual image representing a link to an outside website with information of interest. People create “pins” from websites and resources they come upon. You can then “re-pin” these items onto your own “Boards” for later use. Think of it like putting a Polaroid image of an item up onto your custom bulletin board!
- A “Board” is a collection of “pins”, organized at the discretion of the Board’s owner. You can “re-pin” from someone else’s board, “follow” a Board to see what new items have been “pinned” and create your own “Boards” to save your favorite “pins!”

GETTING STARTED

Sign Up: You do not need to create an account to search through the resources available on Pinterest. However, if you want to begin creating your own Boards, Re-pinning materials and following others, it is necessary to create an account. It is a free and easy process, using either your log-ins for Facebook/Twitter or your e-mail address. It takes just a few minutes!

Begin Following Boards: Find some users whose boards have items of interest to you and begin following them. These can then lead you to other users and their boards (think of it as the proverbial “rabbit trail”). Some suggestions:



PART ONE:

USING PINTEREST

Begin Following Boards (cont'd)

- *PediaStaff* – www.pinterest.com/pediastaff
 - Their boards are created for a variety of professionals and topics including: SLPs, OTs, Psychologists, PTs, auditory processing, articulation, language, literacy, pragmatics, neonatal, hearing science. All of their boards are clearly organized for easy browsing, follow one or follow them all! They even have a board dedicated to SLPs, OTs, Psychologists and PTs who have Pinterest accounts! This is a great place to start exploring!

- *ASHA* – www.pinterest.com/ashaweb
 - Their boards are strictly professional development information including: materials from publications, ideas for therapy, job opportunities, and videos

- *Tara Roehl* – www.pinterest.com/taranicole
 - My boards show a variety of interests, both professional and personal. You can use this as an example of how to merge your two areas of life into one large library. If you are interested in my therapy based boards, check out “Kraftivities 4 Kids” and “Speech Science.” But feel free to browse them all!



PART TWO:

EMBRACING BLOGS

By: Kim Lewis, M.Ed., CCC-SLP

Kim blogs at Activity Tailor (<http://www.activitytailor.com/>). Her complete bio appears in the 'Bios & Credits' section at the back of this guide.

When I find a new blog it's like: discovering money in the pocket of last year's jacket, or rounding the corner on my morning walk and seeing a family of deer, or having an adorable new kiddo (and low key) parent walk into therapy. It makes my day.

But many speech-language pathologists haven't embraced the medium, and it's a shame because there is so much to be gained.

WHAT EXACTLY IS A BLOG?

"Blog" is a portmanteau of "web log" and is, at its essence, an online journal.

A (speech) therapy blog is typically written by a certified speech-language pathologist and chronicles their days through the eyes of the profession. This might play out as: a record of materials they use/create, reviews and opinions of the apps they are using, humorous anecdotes from the trenches of work or school, or discussions on SLP related concerns. Truly, there are as many blog styles and viewpoints as there are therapists!

WHY SHOULD I CARE?

Blogs provide:

1. *Specialized/niche posts.* Blogs can be remarkably specific since they don't have the constraints of pleasing a large, general audience. Chances are someone is addressing the questions you have (and if they aren't, start writing yourself!)
2. *Abundance:* Most therapy blogs are putting up new information several times a month. This quantity greatly surpasses other, traditional options like journals, texts, workbooks and magazines.



PART TWO:

EMBRACING BLOGS (CONT'D)

Blogs provide (cont'd)

3. *Immediacy:* Need a new technique suggestion or therapy activity, maybe something seasonal? You can find it on a blog, at any time! All you need is a moment to search.
4. *Accessibility:* Writing tends to be more casual and chatty. Though most will still use jargon typical to our field, many make an effort to use less technical terms making posts easier for parents to follow as well. This is particularly helpful if you need some basic information in a less familiar therapy area.
5. *Permanence:* A blog entry is always out there unless the author specifically removes it. This means, unlike email or a file, you won't misplace it or delete it. You will want to bookmark or otherwise keep track of posts you find useful, but the post itself remains on the web.
6. *Interaction:* Bloggers LOVE to hear from readers and are usually quick to respond to notes and questions. At the end of the post, there is typically a place to post "comments." Type in your query or remark and the author will most likely get back to you with clarification, more specifics or elaboration on the theme. Blogs can be a great way to stay connected to others in the field especially if you work in an environment where you are the only SLP in sight.

And to top it all off, blogs are free!

WHERE CAN I FIND THEM?

Blogs are so popular that the Google sidebar specifically has a blog search, but there are other options that will streamline the process.



PART TWO:

EMBRACING BLOGS (CONT'D)

WHERE CAN I FIND THEM (CONT'D)

1. Check out a compilation blog like ASHASphere (<http://blog.asha.org/>) or PediaStaff (www.pediastaff.com/blog/). Both of these very popular sites regularly post items that they've found particularly interesting, pertinent or entertaining. Scroll through their posts and you're bound to find authors that speak to your needs. Simply click on the link to their specific blog in the author bio and it will take you directly to their site where you can peruse additional posts.
2. Look at "The Best Speech-Language Pathologist Blogs A to Z." This post, authored by Heidi Kay of PediaStaff, appeared on the ASHASphere website in March 2012 and had the lofty goal of compiling a list of noteworthy blogs and brief descriptions of their offerings. Over 35 are listed! (<http://ht.ly/ffrSb>)
3. Get on Twitter! The #SLPeeps recently added a new hashtag, #SLPBloggers. Search #SLPBloggers on Twitter and you will see a running list of new posts as announced by their authors. There will be a link within the tweet that you can click to go directly to their blog and the pertinent post.
4. Try Pinterest, specifically the *Speech Language Therapy Blog Posts Board*. This board, created by ConsonantlySpeaking.com, is a location for bloggers to pin their own posts. Scroll through the ideas and click on the author's website, listed at the bottom of each pin, to see their entire blog. (<http://ht.ly/ffIW8>)

HOW DO I FOLLOW ONES THAT I LIKE?

1. *Subscribe!* The easiest way to keep up with a blog and catch all their posts is to subscribe. In almost all cases, this is free. Usually, you need only provide your email address and it isn't shared with other parties (though you should always read the fine print!) On the blogger's website there is typically a clearly marked "subscribe" button, most often on the top right of your screen. You will receive an email every time a new post is published on that blog.



PART TWO:

EMBRACING BLOGS (CONT'D)

1. *Use Blogtrottr.* This website allows you to receive email notifications from blogs that have an RSS feed (and no specific “subscribe” option). Simply enter the website address and your email address then confirm. It’s easy! <http://blogtrottr.com/>
2. *Try Google Reader.* Google allows you to compile a list of your favorite blogs and continually updates the entries with their newest post. <http://www.google.com/reader>
3. *Subscribe to the SLP blogs bundle.* If you are still looking for new blogs, or don’t have the time to compile a list yourself, try this! It allows you to view updated blog posts on a large number of already “bundled” SLP blogs within your Google reader account. Sean Sweeney (aka SpeechTechie), put together a SLP Blog Bundle that currently contains over 60 blogs. Sean does a masterful job of very simply walking you through the needed steps to subscribe and update. <http://www.speechtechie.com/p/slp-blogs-bundle.html>

HOW DO I MANAGE ALL THIS READING?

1. *Bookmark it!* These apps are great if you find a post you like and want to keep track of, particularly if you’re not sure you’d follow the blog on a regular basis. Both Evernote and Instapaper are great for this. Instapaper on the iPad works by “making a copy” of the article for you to read later, even if you aren’t on the internet. Evernote is a great organizational tool that allows you to group websites, posts, and personal documents.
2. *Create a personalized magazine.* Apps such as Flipboard and Zite can be used as customized magazines filled with news and blogs specific to your interests.

My clinical skills are constantly honed and challenged by the masterful therapists out there sharing their work and passion. Open your eyes to others in our field that have opened the door to their therapy lives.



PART THREE:

#SLPEEPS ON TWITTER

By: Tara Roehl, M.S. CCC-SLP & Megan Panatier, M.S. CCC-SLP

Tara Roehl writes the [Speechy Keen SLP Blog](http://www.speechykeenslp.com/blog/). (<http://www.speechykeenslp.com/blog/>) Megan tweets with others #SLPeeps at [@avocadotech](#). Their complete bios appear in the 'Bios & Credits' section at the back of this guide.

Everyday there are SLPs and AUDs sharing information, resources and supporting one another in their daily professional (and even personal) lives. The participants are located around the world, and are a fount of information that anyone can tap into on a daily basis. Read on to learn more about this group and how you can become a part of this learning community!

WHAT IS TWITTER?

Twitter is a text based, microblogging service of 140 characters (texts, links, pictures, etc.) messages called “tweets.” Twitter a continuous stream of on-going conversations where “jumping in” is actually expected and conversations of SLP topics (and not only SLP or AUD based topics, bacon seems to come up a lot) happen daily! Remember, Twitter is a public, space so everything one tweets is available for the public to read.

WHY SHOULD I CARE?

Twitter is a simple social media tool, a timeline of text messages which allows you to interact 24 hours a day with other people all across the globe. Never feel alone again! Twitter offers moral support, interaction, friendships, research and links! You may be asking “But what do people get out of it?” and the answer is A LOT! SLPeeps (what we call SLPs on Twitter) and AUDpeeps (AUDs on Twitter) are able to interact with colleagues, even if isolated.



PART THREE:

#SLPEEPS ON TWITTER (CONT'D)

OK SO YOU'VE CONVINCED ME WHAT DO I DO?

- Go to www.twitter.com
- Sign up for an account by choosing a handle. Handles are what come after the @ such as @ashaweb or @avocadotech or @pediastaff. It's how others identify you – just like a username!

HOW DO I GET CONNECTED TO OTHERS?

- Begin by following conversations using “hashtags.” A “hashtag” is a way for someone to give a “subject” to their tweet – to say that it applies to a certain topic or grouping of people. If you find common hashtags used by people who share professions and interests with you, you can begin to follow them specifically! Start reading through tweets with the following hashtags by typing them into the “Search” box on twitter – don't leave out the # symbol!
 - #SLPeeps – SLPs on Twitter, discussing SLP related information
 - #SLPChat – A focused topic of discussion for a pre-determined time and date to join in (See section four of this guidebook for details on #SLPChat)
 - #AUDpeeps – AUDs on Twitter, discussing AUD related information
 - #SLPbloggers - SLPs who blog and share blogging resources
 - #ASHA12 – The official hashtag of the ASHA 2012 Convention @ashaconv

HOW DO I JOIN THE CONVERSATION?

Your first step to joining the conversation is to introduce yourself. Feel free to send out a min-introduction and include the #SLPeeps or #AUDpeeps hashtag. People will begin replying and welcoming you to the world of Twitter. Replies help you converse with others and meet them. Use the @ symbol, followed by a username, to reply to one or all of the participants (and optionally use a # to specify topics). If you want to follow someone specifically and see all of their tweets, be sure to “follow” them by clicking on their user name and then clicking the “Follow” button! If you would like to have a private conversation with someone, you can send a Direct Message, or DM. They must be



PART THREE:

#SLPEEPS ON TWITTER (CONT'D)

HOW DO I JOIN THE CONVERSATION (CONT'D)?

following you back in order to have a private message the public cannot read. Did you see a tweet you really liked or one you think more people should read or see? ReTweets (RTs) are a way of passing it along. Each tweet you RT will be shared with everyone who follows you. You also have the option of sharing Modified Tweets (MTs). These are when you modify a RT from someone else. Now that you have some basic Twitter tools, let's tweet, SLPeeps!

SOME HELPFUL RESOURCES:

- *Introducing Social Media for Professional Learning* <http://bit.ly/fSt6a8> @SLPTanya
- *SLPChat is a Twitter Based Study Group* <http://bit.ly/h6n4iI> @SLPChat
- *Connecting with my SLPeeps on Twitter* <http://bit.ly/9m9YM4> @ASHAweb
- *How Twitter, SLPeeps, and Personal Learning Networks Have Helped Make Me a Better Clinician* <http://bit.ly/RND7th> @pediastaff
- *SLPeeps group on Facebook* <http://on.fb.me/RND9kX> @SLPeeps



PART FOUR:

ONLINE DISCUSSION GROUP: #SLPCHAT

By: Tanya Coyle S-LP(C)

Tanya blogs at the Lexical Linguist: (<http://www.lexicallinguist.wordpress.com/>). Her complete bio appears in the 'Bios & Credits' section at the back of this guide.

WHAT IS #SLPCHAT?

Canadian SLP, Tanya Coyle, and Barbadian SLT, Shareka Bentham, wanted to take the increasing professional network of SLP/Ts on Twitter a step further, and created a discussion group called “slpchat” (speech and language professionals chat). While the #SLPeeps have constant discussion and interaction occurring on Twitter, #slpchat allows for a more structured discussion forum on a specific topic, at a previously advertised date and time (usually Sundays at 2 pm Eastern Time), moderated by @SLPChat (<https://twitter.com/SLPChat>) - a profile created on twitter solely for that purpose. As moderator, @SLPChat poses questions to stimulate discussion and may suggest sources/resources, but does not provide definitive answers. The discussions surround a wide variety of topics in the field of communicative disorders.

The #slpchat discussions have been occurring regularly since January 2011, all held on weekends for greater convenience. Topics covered have ranged from Cycles for phonology, dysphagia/feeding, oral motor therapy, autism, first words, evidence based practice, literacy, fluency, AAC and many other topics. They have received great attendance and feedback from professionals in the USA, Canada, Barbados, the UK, Ireland, and Australia/New Zealand. Also, full archives of the previous chats are available on the blog (slpchat.wordpress.com)

The chat has become so popular that, in February 2012, #slpchat began to be hosted a second time, running the same chat topic in the same weekend, from an Australian time zone - primarily moderated by Lauren Osborne (@speechieLO) from Sydney, Australia. Also, Bronwyn Hemsley (@bronwynah) at University of Newcastle, NSW, Australia helps out a great deal behind the scenes to support Lauren as well as the chat topics and blog posts. This expansion has allowed many more twitter users to participate in the chats, as well as more diverse topics with 4 people writing blog posts and taking the lead

Anyone in the speech and language field or anyone related to that field (parents, teachers, therapy assistants, etc) are invited to participate. @SLPChat is also open to suggested topics for future discussions.



PART FOUR:

ONLINE DISCUSSION GROUP: #SLPCHAT (CONT'D)

HOW TO PARTICIPATE

If you would like to participate in #slpchat, you must have a (free) Twitter account. Once you have a Twitter account you must follow @SLPChat's tweets. Be sure to be on Twitter at the designated time (posted on the blog and on Twitter when chats are upcoming) and follow the #slpchat hashtag to participate in the discussion and see what everyone else is sharing.

The only hard and fast rule for participation is that you include the #slpchat hashtag in EVERY tweet during the chat. This way, everyone can follow the chat and not miss anyone's contribution. You do not need to follow everyone in the chat to participate and interact with them, so long as you tag EVERY tweet you make during the chat.

Also, if you are tweeting 'privately' (your tweets are protected) you need to turn your protection setting off during the chat for everyone to see your tweets. Protected tweets don't show up (even tagged) to your non followers and sometimes don't show up to your followers either in a hashtag search.

HOW TO FOLLOW THE #SLPCHAT TAG WHEN PARTICIPATING

There are several ways to do this, depending on how you prefer to use Twitter. Here are the most popular options:

1. Search for #slpchat on Twitter (once you are signed in) and click 'save search'. You can then refer to this search whenever you want.
2. If you use Hootsuite or the old version of Tweetdeck, you can create a column based on a search. In Hootsuite, for instance, you would click 'add column,' ('search' and then type #Slpchat as the search word. You will then have a dedicated column feeding only tweets with the #slpchat tag.
3. You can use Tweetgrid (<http://www.tweetgrid.com/>) to search for #slpchat in a column and even have more than one column (e.g. mentions, direct messages). Here is an overview of how to use Tweetgrid (thanks to @thecleversheep, Rodd Lucier, for posting this for his #educhat discussion group tutorial). <http://blip.tv/file/1911048>



PART FOUR:

ONLINE DISCUSSION GROUP: #SLPCHAT (CONT'D)

HOW TO FOLLOW THE #SLPCHAT TAG WHEN PARTICIPATING (cont'd)

4. Similar to Tweetgrid, you can use tweetchat.com (<http://tweetchat.com/>) to follow tweets with a particular hashtag. It will also remember to keep the hashtag in all your replies automatically so you can't forget.

We strongly recommend Tweetgrid and Tweetchat during the chat itself to make following and replying to others easier.

WHAT TO EXPECT DURING THE CHAT

During the chat, questions will be posed to get discussion going and keep it moving. People respond to the questions and begin discussing their responses. This is not a neat and tidy process. You can expect to see multiple responses at once but not in perfect order, since people take different amounts of time to respond and Twitter sometimes gets bogged down for a moment now and again.

It will usually take a moment for someone to respond to someone else and others will have responded in the meantime. However, if you read the tweets as you go, you can make sense of it without too much trouble. A few times during the chat it may appear that no one is tweeting, but really Twitter is somewhat overwhelmed by the number of responses. Be patient for a minute or two and then the tweets will pop up for you to read.

@SLPChat will continue to put forward discussion questions throughout the chat to keep everyone on topic (more or less) and keep discussion moving.

HOW TO FIND OUT MORE

You can subscribe to the SLPChat blog (slpchat.wordpress.com) to find out by email about upcoming chats so you don't miss any, as well as visit the blog to learn more about how to participate in the chats and read various tips. You can also tweet @SLPChat, @SLPTanya, or @speechreka and ask questions at any time on Twitter.



PART FIVE:

OTHER SOCIAL MEDIA PLATFORMS

BY: HEIDI KAY

Heidi Kay is a co-founder of PediaStaff, Inc, (<http://www.pediastaff.com>) VP of Social Media and Clinical Content, and Editor in Chief of the popular PediaStaff Blog (<http://www.pediastaff.com/blog/>) for pediatric and school based therapist. Her complete bio appears in the 'Bios & Credits' section at the back of this guide.

While Twitter, Blogs and Pinterest are probably the most useful social media tools for SLPs, there are a couple of other platforms worth mentioning that are also easy to use: Facebook and LinkedIn.

FACEBOOK FOR SLPs

Facebook is the “quintessential” *personal*, social media platform, and is probably the site most “responsible” for the common misperception that social media, as a whole, is (for young people) for announcing one’s social calendar and (for the more mature crowd) just for bragging about one’s children’s/grandchildren’s exploits. Indeed, while Facebook is largely for “that sort of thing,” it is definitely still useful for professionals in a limited fashion.

#SLPeeps on Facebook: Many SLP bloggers post links to their newest blog posts in this Facebook group. There are also fine clinical discussions that take place there as well. There is no doubt that the #SLPeeps group on Facebook is a good place for SLPs to connect, however, the changing nature of Facebook as a whole, is beginning to limit the platform’s once excellent potential for professional resource sharing. (<http://ht.ly/ffrye>)

Following Facebook “Fan Pages”: PediaStaff (<http://ht.ly/fftEp>), vendors of other SLP materials and apps, and a good many speech-language pathologist bloggers have “Fan Pages” on Facebook. While once an ideal place to stay up to date with your favorite SLP sites, it is becoming increasingly difficult to ensure that all posts end up in your news feed due to the increasingly commercial nature of the site. If you do choose to follow your favorite organizations on Facebook, make sure you add those sites to your “interest lists.” PediaStaff has written a blog post on how to do this (<http://ht.ly/fftKK>).



PART FIVE:

OTHER SOCIAL MEDIA PLATFORMS (CONT'D)

LINKEDIN FOR SLPs

LinkedIn is the leading online directory of individuals and companies. Most useful for networking and job searching, LinkedIn users build “direct connections” of people they know, which then in turn helps them build “second degree” (and beyond) connections with “like minded professionals.” For speech-language pathologists and audiologists, the directory aspect of the site can be especially useful for clinicians wishing to meet others in their city or state. It is quite easy to get started on LinkedIn. The site’s “Profile Wizard” helps users build a virtual resume and has tools that can check your contact lists to quickly find other LinkedIn users that you are already networking with over email and Facebook.

It is the ‘Groups’ aspect of the platform, however, that is the “gem” within LinkedIn for SLPs and audiologists. There are a variety of groups on LinkedIn that offer ample opportunities for discussion and resource sharing. (ASHA has a group but the discussion feature has been closed and replaced by the ASHA Community.) Here are some ideas:

- *The Pediatric and School Based Therapy Discussion Group* – sponsored by PediaStaff: With over 5500 members, this group allows SLPs, OTs, PTs and School Psychologists to meet and discuss topics within the therapy niche lovingly known as “peds.” (<http://ht.ly/ffqJS>)
- *Geek SLPs: Apps, Technology, iPad & Gadgets Discussions for SLPs*: This is a great group for the “techie’s” amongst us. Excellent discussion surrounding the best apps and AAC solutions. (<http://ht.ly/ffqNT>)
- *Speech Language Pathologists*: Another large group of almost 5000 members. Moderated by one of the #SLPeeps - Timberly Leite, this group has a lot to offer. (<http://ht.ly/ffqXc>)
- Beyond these three groups you will find many groups for specialty areas tangentially related to speech and audiology. Type in a keyword into the “Groups” search bar and you will find a wide variety of groups for autism, early intervention, apraxia, aphasia, and any other major (and some not so major) diagnoses.

For more information on LinkedIn, check out the following blog posts by Mary Huston:

- *Getting Connected with LinkedIn* (<http://ht.ly/ffr4y>)
- *I Have a LinkedIn Account, Now What?* (<http://ht.ly/ffr9S>)
- *I’ve Created a LinkedIn Profile, Now What?* (<http://ht.ly/ffrhc>)



PART SIX:

BIOS AND CREDITS

TANYA COYLE, S-LP (C) is currently a speech-language pathologist for the Lambton-Kent District School Board in Southern Ontario, Canada. She also teaches part time in the Communicative Disorders Assistant program at Lambton College. Before her work in a school board she worked with preschool children at a local Children’s Treatment Centre. Tanya has always had a passion for literacy and wrote both her undergraduate and graduate theses in the area of reading. Tanya is a long-time member of the planning committee of the popular “Sowing the Seeds of Literacy” conference, held annually in Sarnia, ON. This conference supports early childhood educators and primary teachers in learning current research and strategies to improve literacy outcomes in the children they teach. Tanya is also excited to be a member of the new Lambton Literacy Action Committee, which brings together various community members and service providers and strives to take preventative measures throughout the area to improve the literacy skills of everyone in the community.

A life-long learner, Tanya is a technology and social media enthusiast, known on twitter as @SLPTanya. Her blog, The Lexical Linguist (<http://www.lexicallinguist.wordpress.com/>) features an entire series on professional social media use for SLPs and audiologists and has spoken nationally and internationally on the topic of sharing information, resources, and collaboration with other professionals in a multidisciplinary context through social media. Tanya is the author of the *Profile of Phonological Awareness* (Pro-PA) app for iPad and co-author of the *SLP Goal Bank* app for iPad.

MARY HUSTON, MS, CCC-SLP is a school based SLP with James River Multidistrict Special Education Cooperative based in rural North Dakota. Mary authored the iPad application *Categories Learning Center*, co-authored the iPad app *SLP Goal Bank*, and currently has other apps in production.

In addition to her own apps, Mary is on the Smarty-Ears Apps Advisory Board and routinely consults on Smarty-Ears applications with founder and CEO Barbara Fernandes. Mary has been using technology in therapy for years and has presented on the use of iPads in speech-language therapy for multiple organizations. As the only SLP in her community, Mary uses social media to collaborate with other SLPs on a variety of subjects via twitter (@mtmarySLP) and on her website at www.speechadventures.com.



PART SIX

BIOS AND CREDITS (CONT'D)

HEIDI KAY is a co-founder of *PediaStaff, Inc.*, (<http://www.pediastaff.com>) VP of Social Media and Clinical Content, and Editor in Chief of the popular PediaStaff Blog (<http://www.pediastaff.com/blog/>) for pediatric and school based therapist. The company's continuing work to educate, share resources with, and support the special needs community has been featured on Parents.com and Love That Max (an award-winning special needs blog). In addition, PediaStaff has been recently profiled by the well-regarded social media blog, The Realtime Report, for their innovative work on the Pinterest (www.pediastaff.com/pinterest) social media site.

KIM LEWIS, MS, CCC-SLP received her degree from the University of Virginia and worked in both school settings and outpatient rehabilitation clinics. She currently operates a private practice for pediatrics in Greensboro, NC. Kim is the owner of Activity Tailor, creating engaging books and games which are fun for clients, clinicians and parents while maintaining a high number of trials. She is also the author of the popular ActivityTailor blog at www.activitytailor.com.

KATIE MILLICAN, B.S. ED. is a second year graduate student in Speech-Language Pathology at the University of West Georgia (UWG). Katie is the current UWG local NSSLHA chapter President. She plans to complete her CF in Alaska to experience all the beauty and adventure the state has to offer. Katie is also an official 2012 ASHA Convention Blogger.

Katie is an active social media user and engages with the #slpeeps and #slp2b on Twitter ([@SLP_Echo](https://twitter.com/SLP_Echo)), on her blog at <http://slpecho.wordpress.com/>, and on her Pinterest site (<http://pinterest.com/slpecho/>) She has a passion for using technology and sharing evidence based ideas via social media platforms.

MEGAN PANATIER, MS, CCC-SLP is currently a contracting speech language pathologist in elementary schools in Los Angeles, CA. She tweets on a regular basis with other SLPeeps at www.twitter.com/avocadotech @meganpanatier about the latest stories and news about communicative disorders, language, speech therapy, education, science, linguistics, literacy and technology found on the web. Link up with her <http://www.linkedin.com/in/panatiermegan>.



PART SIX:

BIOS AND CREDITS (CONT'D)

TARA ROEHL , MS, CCC-SLP operates a private practice clinic focusing on the social/pragmatic and executive functioning needs of students with ADHD, High Functioning Autism, Aspergers and related disorders. Tara runs a Special Needs Program at her church to improve the inclusion of individuals with special needs and their families into the religious community. She also blogs at the Speechy Keen SLP blog (<http://www.speechykeenslp.com/blog/>)

Previously, Tara worked as a speech therapist in the public school systems in Illinois and California. As the lead speech therapist on the Autism diagnostic team for a California public preschool, she designed and launched the district's "Speech/Social Group" program for children with speech delays and/or High Functioning Autism diagnoses. Recently, Tara has developed long distance remote speech therapy approaches with individuals in Rwanda and the Philippines.

