Getting the Word Out: Raising Awareness of Opportunities for Today’s Children with Hearing Loss

CI2019 Pediatric Symposium

Dr. Teresa H. Caraway, PhD, CCC-SLP, LSLS Cert. AVT

tcaraway@hearingfirst.org
**DISCLOSURES**

**Financial**
Receives salaried compensation as CEO of Hearing First and member of the Oberkotter Foundation Leadership Team

**Non Financial**
Certified member of the American Speech-Language-Hearing Association (CCC-SLP)

Listening and Spoken Language Specialist, Certified Auditory-Verbal Therapist from the AG Bell Academy for Listening and Spoken Language (LSLS Cert. AVT)

Member of the Alexander Graham Bell Association for the Deaf and Hard of Hearing (AG Bell)

Member of the American Cochlear Implant Alliance (ACIA)
Cochlear Implants
Probable LSL Outcomes
GETTING THE WORD OUT.... ITS NOT HOW IT USED TO BE

WHERE AND HOW PARENTS TODAY GET THEIR INFORMATION
Digital Habits of Families

They’re ‘always on.’

Millennial moms spend considerable time on different media but online time exceeds all other channels.

The majority of millennial parents search for parenting advice online, instead of asking friends and family.¹

85% of millennials use social media. And 81% take/share photos and videos daily.²

Searches for parenting/family-related apps have grown 65% year over year.³

Digital Habits of Families

They’re social and turn to video.

They use social media heavily and spend more time getting parenting advice from video content.

86% of millennial dads turn to YouTube for guidance on key parenting topics.⁴

Facebook, YouTube and Instagram are the most popular social media among millennial parents.⁵

Most YouTube and Instagram users are between the ages of 16 and 24.⁵

Can a comprehensive digital ecosystem reach and support parents and the professionals that serve them through Awareness, Education and Communities to improve child outcomes?

WHAT WE DO

Awareness

Education

Communities
A DIGITAL STRATEGY - A COMPREHENSIVE DIGITAL ECOSYSTEM

LANDING PAGES

ENGLISH  SPANISH

PROFESSIONAL LEARNING COMMUNITY

FAMILY SUPPORT COMMUNITY

LEARNING EXPERIENCES

PRIVATE GROUPS

Paid Media

LinkedIn

Facebook

Email

Blog

Newsletter

Twitter

YouTube

Instagram

PROFESSIONAL LEARNING COMMUNITY

FAMILY SUPPORT COMMUNITY

LEARNING EXPERIENCES

PRIVATE GROUPS
STRATEGICALLY IMPLEMENTED IN PHASES: PHASE 1

LANDING PAGES

ENGLISH  SPANISH

Facebook
LinkedIn
Twitter
YouTube
Email
Blog
Newsletter
Paid Media

Social Conversions to Hearing First
STRATEGICALLY IMPLEMENTED IN PHASES: PHASE 2

LANDING PAGES

ENGLISH

SPANISH

PROFESSIONAL LEARNING COMMUNITY

FAMILY SUPPORT COMMUNITY

Twitter

LinkedIn

YouTube

Email

Blog

Newsletter

Paid Media

Social Conversions to Hearing First

10
STRATEGICALLY IMPLEMENTED IN PHASES: PHASE 3

- LinkedIn
- Facebook
- Email
- YouTube
- Twitter
- Blog
- Newsletter
- Paid Media

LANDING PAGES

- ENGLISH
- SPANISH

PROFESSIONAL LEARNING COMMUNITY

FAMILY SUPPORT COMMUNITY

LEARNING EXPERIENCES

PRIVATE GROUPS

Social Conversions to Hearing First
PHASE 1
STRATEGICALLY IMPLEMENTED IN PHASES: PHASE 1

LANDING PAGES

ENGLISH | SPANISH

Twitter
LinkedIn
YouTube
Facebook
Email
Blog
Newsletter
Paid Media

Social Conversions to Hearing First
In 2018 website users: 73% are new visitors
82% are female
53% are between the ages of 25 & 44
<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
<th>Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>41,000</td>
<td>74,976</td>
</tr>
<tr>
<td>Twitter</td>
<td>4,700</td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>1,400</td>
<td></td>
</tr>
</tbody>
</table>

**Social As Of 06/30/2019**

- Facebook: 41,000 Followers, 83% Women
- 10 Facebook Lives, 74,976 Reached
- Twitter: 4,700 Followers
- Instagram: 1,400 Followers
November 2018, launched a design refresh for the HF YouTube channel, including updating the URL Link: www.Youtube.com/HearingFirst
Microsite
Launched www.LSLLife.com

Total Pageviews – 28,132 total pageviews since launch October 18, 2018

Average Time on Page – 4:02

Top Devices for Visits – 65% of site visits are done from a Mobile Device

Family Stories – 6 Launched; 3 pending release end of July 2019
PODCAST

Powering Potential
A podcast from Hearing First

Launched February 15, 2019

3,435 Listens
NEWSLETTER

Subscribers 6,283
Open Rate 35%

WHITE PAPER DOWNLOADS

Connect the Dots 794
Mission Probable 1,203

HANDOUTS / RESOURCES DOWNLOADED

40,000 +
PHASE 2  EDUCATION
S5-3
FRIDAY 10:57-11:06
WENDY DEMOSS

PHASE 3  COMMUNITIES
POSTER HIGHLIGHTS 2: PEDIATRICS
THURSDAY 3:40-3:44
MARGE EDWARDS
CONCLUSION

• A comprehensive digital ecosystem can reach significant numbers parents to provide accurate and complete information and increase awareness of CIs and outcomes possible

• SIMPLE and CLEAR communication specific to parents is critical

• Social platforms have specific audiences

• Critical to deliver the right message to the right person at the right time. Use of analytics and data imperative
FUTURE STRATEGY

• Continue to leverage quality content across the Hearing First digital ecosystem to support parents
• Improve interaction, engagement and analytics
• Expand YouTube Channel Video Offerings
• Provide bite-sized “how to” content and tips
• Refine personalization capabilities to provide the right information to the right person at the right time
• Plan and strategize continued awareness marketing campaigns
• Increase collaborative efforts within the hearing industry and the early learning fields
JOIN US

SHARE POSTS

REFER FAMILIES TO FAMILY COMMUNITY

JOIN AND ENGAGE IN THE PROFESSIONAL LEARNING COMMUNITY

ENGAGE IN HF LEARNING EXPERIENCES

SHARE IDEAS / THOUGHTS
WE BELIEVE

in starting small and thinking big.
in little ones with big plans.
in a future where children who are deaf
and hard of hearing have the potential
to be whatever they want to be.
We exist to power their potential.