



# Communication with Members

## Social Media

ADEA maintained an online presence on social media through a range of activities:

- [ADEA TV on YouTube](#): an archive of all ADEA webinars and a showcase of ADEA multimedia production that highlights key message in an interactive way
- [ADEA Facebook](#): a collection of news and conversations about diabetes education, followed by nearly 1,000 Facebook users
- [ADEA LinkedIn](#): a collection of news and conversations about diabetes education, followed by more than 200 LinkedIn professionals

We encourage you to follow these channels as appropriate.

- ADEA also introduced the [ADEA Channels](#) policy to inform members about using social media and the online communication network so they feel supported to do so while being mindful of their responsibilities and obligations under the ADEA Code of Conduct. This policy applies to all ADEA members.

## E-newsletter

ADEA used e-newsletter to disseminate weekly national updates. Content was various from grants and scholarship, professional development opportunities, latest research and announcement, job advertisement and so on. The ADEA e-newsletter has been very popular among over 3,300 subscribers with a very high reading rate of 24-29%. Archive of previous national e-newsletters is available on the ADEA website at <http://www.adea.com.au/?p=5070>.

ADEA also use this platform to distribute branch updates as needed. Content was drafted specifically for each branch with information about branch conferences, nominations and branch activities.

For this coming financial year, the e-newsletter will be distributed fortnightly due to request from members through the 2015 Membership Survey.

Vy Le  
Business Development Manager

### Useful links

- ADEA TV on YouTube:  
<https://www.youtube.com/channel/UCQ509tC10jSBQvxJoDRluqq>
- ADEA Facebook:  
<https://www.facebook.com/ADEAAUS>
- ADEA LinkedIn:  
<http://www.linkedin.com/company/australian-diabetes-educators-association>
- ADEA Channels policy:  
<http://www.adea.com.au/wp-content/uploads/2014/05/ADEA-Channels-Policy.pdf>
- E-newsletter archive:  
<http://www.adea.com.au/?p=5070>.