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# Communication with Members

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### Social Media

ADEA continuously kept our online presence on social media.

1. In December, ADEA joined [Twitter](#) and since then have had over 2,000 followers.
2. [ADEA TV on YouTube](#): a showcase of ADEA multimedia production that highlights key message in an interactive way. New productions are:
  - » ADEA Diabetes Research Foundation: <https://youtu.be/nXPiSieEVIE>
  - » 2015 CDE of the Year winners: <https://youtu.be/LbC7A2z69Ew?list=PLKvnmK0cS27n-dhpNUnKuGQsgimq4ShwC>
  - » A life journey with diabetes: <https://youtu.be/8YiG805tV44>
  - » A successful mentor and mentee relationship in diabetes education: <https://youtu.be/KWJNFU760o4>
  - » Attribute of a good diabetes educator: <https://youtu.be/OgPHXwHYH14>
  - » Endocrinology and diabetes education: <https://youtu.be/fgEnZnWyV4A>
3. [ADEA Facebook](#): a collection of events, news and conversations about diabetes education, followed by nearly 1,500 Facebook users
4. [ADEA LinkedIn](#): a collection of news and conversations about diabetes education, followed by more than 350 LinkedIn professionals

We encourage you to follow these channels and adhere to the [ADEA Channels policy](#) as appropriate.

### E-newsletter

ADEA used e-newsletter to disseminate fortnightly national update. 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 2,500 subscribers with an average opening rate of 38% and click rate of 30%. Archive of previous national e-newsletters is available on the ADEA website at <https://www.adea.com.au/?p=12350027>.

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

### 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 Twitter: <https://twitter.com/AusDiabetesEd>
- ADEA Channels policy: <http://www.adea.com.au/wp-content/uploads/2014/05/ADEA-Channels-Policy.pdf>
- E-newsletter archive: <https://www.adea.com.au/?p=12350027>