

Special
Social Media Issue!

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

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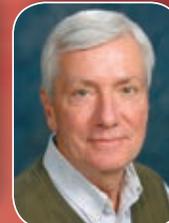
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*Kantar Website Usage Study June 2013, Websites by Publisher Visited Within the Past 6 Months, Table 101. Engaged reach defined as % of total universe among clinical content, ad supported professional websites.

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FRONTLINE MEDICAL NEWS

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Dear Healthcare Marketer,

Welcome to our Social Media issue. We've had a lot of fun learning about your likes and dislikes when it comes to the digital age. It's clearly here to stay...and changes almost daily. Hard to believe not too long ago, the most popular social media platforms didn't even exist.

As for me, I love Facebook! I am addicted. I guess I'm not alone, as there are now over 1.1 BILLION users. Facebook has reconnected me with lots of old friends, but most importantly has kept me connected to my family. Facebook groups are ideal for this. The Leonard clan has its own group, with 21 cousins who have over 50 kids. Through our group we share the highs and lows of life, plan and organize family reunions, stay updated on the health of family members, and celebrate happy occasions. It makes me feel good 99% of the time, because most of the news is good. Even my 86-year-old dad keeps up with our Facebook group.

We also have our own page for Our Lady of The Lake 6th Grade. This has been a great way to keep up with the class goings-on and share pictures from activities, events, and parties. An added bonus is all the yearbook pictures are conveniently located in one place.

Of course, Facebook has been great professionally, too. It's opened doors to getting to know my colleagues on a more personal level, and allows us to inform readers about what's going on at THE EXCHANGE and throughout the industry. I've found LinkedIn helpful too, though I've just really scratched the surface. I love the updates on new hires and career moves, plus I enjoy reading the articles and stories people post. LinkedIn is very useful in updating our mailing list too.

I am still trying to figure out how to keep up with my 16-year-old daughter Katie through social media. I hear Facebook is now for the old folks. So she has moved on, which makes it harder for me to track her conversations, interests, and activities. Combine kids and social media and the learning curve never ends. On an added note, I love having both Facebook and LinkedIn on my iPad. Access and info is always only a click away, virtually no matter where I am!

We heard from a lot of you regarding your social media habits, both personally and professionally. So I think this issue paints a pretty good picture of what we're using, how we're using it...along with the best and worst aspects of this digital age. You'll find snippets from Jessica Weisbrot, Elaine Gaffney, Christine Hearne, Chris Lundgren, Adrienne Palmieri-Johnston, Allison R. Minutello, Angela Chumpitaz, Brian Skvarla, Paul Brady, Maggie Schwarz, Lynn Gale, Daniel J. Adams, Bekah Lockner, and even an anonymous tale of a classmates.com casualty. Plus we've got tips on "disconnecting" from Genevieve Z. White. Terry Nugent provides a Twitter crash course. John Shattuck shares a Facebook faux pas. Eugene Lee gives his take on networking and content. Craig DeLarge digs a little deeper into social media. Stef Stendardo and Rich Snow tell stories of wonderful reunions. And thanks this month to Kristen Vayda for joining us for *Personal Exchange*.

Judging by your stories...and my own personal experience with the digital age, there is mostly good resulting from social media. We just have to remember to digitally disconnect from time to time and make sure we're making in-person connections with friends, family, colleagues too!



Congratulations to our iPad Winner!
Dan Lathitham, AbelsonTaylor

Hope to see you in RL soon,

Nancy

Join in Our Vacation and Travel Issue

Share Your:

- All-time favorite/craziest/worst trip
- Places revisited – Destinations you return to time and again
- Once-in-a-lifetime travel
- Honeymoon, anniversary, special celebration trips
- Staycations – Fun in your own neighborhood
- Travel Tips, Tricks, Bargains, and Best Bets



Participate in our Poll at <http://www.hmexchange.com/contests.html>. For more information, contact our Editor Elise at editorial@HMEExchange.com or 973-509-7141.

Hurry! Submissions are due February 15th.

In Memoriam WALT CHESPAK

A congenital heart condition claimed industry veteran Walt Chespak, age 80, on November 19, 2013. He began his career in pharmaceutical sales then joined the publishing ranks as National Advertising Sales Manager of *RN Magazine for Nurses*, and then Publisher of the *American Journal of Nursing*. Subsequently, he was named Publisher of *Western Landscaping News*, then Director of Communications for the American Association of Critical-care Nurses. He then started Designage, a health-focused advertising/public relations agency.

He will be missed by friends, associates, and family, including Mary, his wife of 57 years and the families of their three children. In lieu of flowers, donations can be made to the American Heart Association.

Announcements

Send press releases to: news@hmexchange.com

Onward & Upward

Promotions • Additions

Communications Media, Inc., has announced the appointment of **Matthew Howell** as Senior Search Analyst. He can be reached at 215-568-5944. **Ami Patel** has been appointed as Media Planner and **Darren Martino** as Senior Media Planner. They can be reached at 646-840-0717.

Compas, Inc., has announced the appointment of **Erica Forsman** as Account Coordinator. She can be reached at 856-667-8577.

DMW Direct has announced the appointment of **Gina Kneib** to Executive Vice President, Chief Operations Officer, and **Leslie Lawrence** as Account Manager. They can be reached at 610-407-0407.

Fingerpaint has announced the appointment of **Dan Broslovsky** to its Editorial Team and **Jamey Hardesty** to its Medical Team. They can be reached at 518-693-6960.

Frontline Medical Communications has announced the appointment of **Greg Byam** as Vice President, New Business Development, on **Liberate Health™**, in support of the unique collaboration between **Frontline Medical Communications** and **Liberate Ideas, Inc.** He can be reached at 973-294-0998 or gbyam@frontlinemedcom.com.

InfoCures has announced the appointment of **Jim Halter** as Developer. He can be reached at 856-667-8577.

Ogilvy CommonHealth Worldwide has announced the appointment of **Andy Willmer** as Executive Vice President, Director of Client Service at **Ogilvy CommonHealth Medical Marketing**. He can be reached at 973-352-1000.

TGaS® Advisors, a division of **KnowledgePoint360 Group**, has announced the appointment of **Sue Lipinski** as Director, Management Advisor, and the promotions of **Rich Dudek, M.M., R.Ph.**, to Senior Vice President, **Don Paras** to Vice President, Marketing Operations, **Joe Falcon** to Senior Vice President, Managed Markets Practice, **Beth Anderson** and **Deb Lee** to Executive Director, Sales Operations Practice. **Gayle Shaw-Hones, R.N., Ph.D.**, and **Rich Waite, M.Ed.**, were appointed to Executive Director, Training and Development. They can all be reached at 610-233-1210.

New & Noteworthy

Awards • Mergers

Fingerpaint has announced the opening of their new Manhattan office. The firm's newest location will be 825 Third Avenue in Midtown. For further information, visit <http://fingerpaintmarketing.com>.

Frontline Medical Communications has announced the launch of the **Frontline Medical News (FMN)**, providing constant news updated for all facets of the healthcare industry, including pharmaceutical, medical device companies, physicians and other healthcare professionals, hospitals, insurers, and patients. For further information, visit www.frontlinemedicalnews.com.

GlaxoSmithKline has received FDA approval for Anoro Ellipta (umeclidinium and vilanterol inhalation powder) for the once-daily, long-term maintenance treatment of airflow obstruction in patients with chronic obstructive pulmonary disease (COPD).

Novo Nordisk has received FDA approval for Tretten, Coagulation Factor XIII A-Subunit (recombinant), the first recombinant product for use in the routine prevention of bleeding in adults and children who have a rare clotting disorder, known as congenital Factor XIII A-subunit deficiency.

Springer Healthcare, LLC, has announced a new partnership with **The Jackson Gaeta Group, Inc.** They will be the official Publisher's Representatives for *Digestive Diseases & Sciences*. For further information, contact **Tina Auletta** at 973-403-7677 or visit www.jacksongaeta.com.

The American Optometric Association has announced a new partnership with **The Jackson Gaeta Group, Inc.**, with JGG now handling print, online billing, and collections. For further information, contact **Tina Auletta** at 973-403-7677 or visit www.jacksongaeta.com.

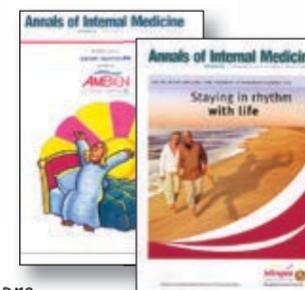
UBM Medica US has announced that *Psychiatric Times*, a leading online community for mental health professionals, features content in which experts weigh in on nicotine cessation and present strategies to manage this undertreated addiction. For further information, visit www.ubm.com.

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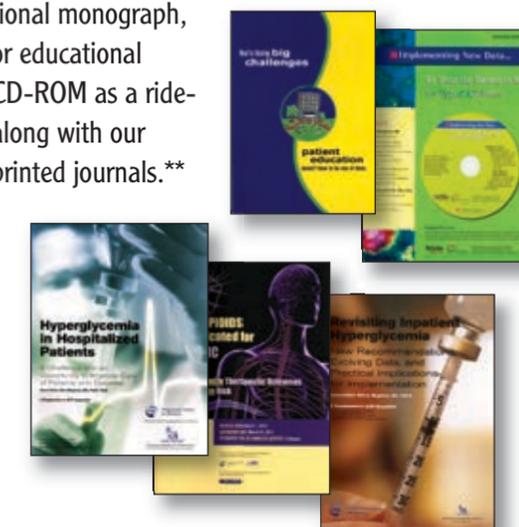
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Must-Know Industry Events

MARCH 2014

2-6 PARK CITY, UT
32nd Annual Emergencies in Medicine Conference, 760-942-7892

3-4 PRINCETON, NJ
ExL Pharma is sponsoring "The Point of Care Marketing Congress," 866-207-6528

6-8 SCOTTSDALE, AZ
10th Annual Mayo Clinic Women's Health Update, 480-301-4580

10-13 PHOENIX, AZ
37th Melvin L. Cohen, MD, Annual Pediatric Update 2014, 602-933-0766

14-17 ORLANDO, FL
Annual American Association for Geriatric Psychiatry Meeting, 301-654-7850, ext. 113

19 CLEVELAND, OH
HBA Ohio Chapter: Impromptu speaking on your feet and your unconscious bias, www.hbanet.org

20 DENVER, CO
24th Annual Association of Psychoneurocutaneous Medicine of North America Meeting (APMNA), 425-802-9759

21-25 DENVER, CO
Annual American Academy of Dermatology Meeting, 847-240-1743

22-25 TAMPA, FL
45th Annual Meeting on Women's Cancer, 312-235-4060

23-26 SCOTTSDALE, AZ
Society of Gynecologic Surgeons Scientific Meeting, 901-682-2079

27 NEW YORK, NY
The Association of Medical Media Nexus Awards, www.ammonline.org

23-28 SAN DIEGO, CA
39th Annual Scientific Meeting, Society of Interventional Radiology, 703-691-1805

26-29 ST. MAARTEN, CARIBBEAN
21st Annual Spring Conference on Women's Health, 800-327-3161

31-4/2 LAS VEGAS, NV
Institute for International Research is sponsoring "23rd Annual Partnerships in Clinical Trials," 888-670-8200

MEETINGS IN APRIL

6-11 LAS VEGAS, NV
Annual American College of Osteopathic Obstetricians and Gynecologists Conference, 817-377-0421

26-5/3 PHILADELPHIA, PA
66th Annual American Academy of Neurology Meeting, 612-928-6117



For more information on ACP publications and advertising programs, contact Kevin A. Bolum, kbolum@acponline.org, 215-351-2440 or Kenneth D. Watkins III, kwatkins@watkinsregroup.com, 973-785-4839

Living in a Digital World

Social Media Poll Results

Are phone calls a thing of the past? Not so much for personal connection, but for work? Well 92% of readers polled are likely to email, rather than call. Most of you check email when you hear the alarm. Texting is saved for personal relationships. Facebook takes the lead for personal favorite social media platforms. And LinkedIn is the connector of choice, professionally speaking. Are your digital habits in line with the rest of our readers? Read on!

1. How are you most likely to connect?

- Personally*
- Pick up the phone 48%
 - Shoot an email 28%
 - Send a text 24%
- Professionally*
- Shoot an email 92%
 - Pick up the phone 8%
 - Send a text 0%

Best and Worst: "Feeling like I'm always accessible and always 'on.' No way to escape and if I do shut all of the technology down, I almost get a panic attack and withdrawal symptoms."

2. On average, how many business emails do you get a day?

Average 78 emails a day (Range 10 to 250)

Best and Worst: "Worst is the mistaken belief that online interaction is a substitute for personal interaction."

3. Do you check your emails at home for work?

- Yes 95%
- No 5%

4. What prompts you to open an email?

- Sender 79%
- Subject line 16%
- High-priority alert 5%

Best and Worst: "Although texting is not 'new' social media, it's a great way to quickly communicate with clients, friends, and family and get a rapid response."

5. How important is the Subject when deciding to open an email?

- Very important 33%
- Somewhat important 29%
- Important 22%
- Not important 16%

6. How many times a day do you check emails?

- As soon as I hear the alert 92%
- All day, every day 8%

Best and Worst: "It is difficult to disconnect, making vacation time almost a thing of the past."

7. Do you give your cell phone number to clients?

- Yes 52%
- No 24%
- Sometimes 24%

Best and Worst: "There is no separation between work and my personal life."

8. Do you regularly text clients?

- Yes 16%
- No 84%
- If no, have you ever? Yes 50%

Best and Worst: "Best is linking with other people I know. Worst are people I don't know trying to link with me."

9. Does your company have filters that cause many emails to go to spam?

- Yes 83%
- No 17%

Best and Worst: "Technology is advancing all the time. We can now be connected 24/7 – that is good and bad. We never shut down, but it does allow for some flexibility with how we work."

10. What device are you most likely to use?

- Desktop Computer 46%
- Laptop 34%
- Tablet 8%
- Smart Phone 8%
- Other 4%

Living in a Digital World

11. What forms of social media do you use? (Check all that apply)

	Personal Use	Professional Use
LinkedIn	29%	96%
Facebook	83%	12%
Twitter	29%	29%
Pinterest	37%	8%
Google+	37%	12%
Instagram	45%	4%
StumbleUpon	12%	4%
Tumblr	12%	4%
MySpace	4%	0%
YouTube	79%	12%
Vimeo	12%	4%
Foursquare	8%	0%

12. Does your company use any of the following to promote your services? (Check all that apply)

- LinkedIn 95%
- Facebook 65%
- Twitter 65%

Best and Worst: "Best aspect of social media is potential for rapid communication. Worst – loss of language, especially for younger users who never had the chance to learn it in the first place. Potential for misinterpretation of tone, expression, etc., that voice would prevent. Tendency to 'share' much more information than anyone needs to know. Amount of time consumed. Enabling tendency to avoid direct communication. Email has ruined everything! It seems like everyone demands instant gratification due to the accessibility offered via email. The best thing about the digital age is the high accessibility of information and people. I know it sounds contradictory – it is!"

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Welcome to Our Social Media Issue

We thought it was a good time to take the pulse of our readers regarding all things digital. So we sent out a poll and asked a few questions. The following pages are your responses to the who/what/where/why/how of your digital habits.

The best thing about the digital age is the ability to connect anywhere, anytime...and that is definitely the worst aspect as well.

While the digital age allows for relationships and reunions with people we may never have been able to connect with in the past, there is a price to pay. Among the top disadvantages of social media are privacy, the inability to "be here now," and the inability to disconnect completely. It's difficult now to go on vacation or even enjoy an evening at home without checking our emails and messages.

Still, the advantages of 24/7 access to information and the useful and often heartwarming connections being made seem to be well worth it!

The Ups and Downs of Ultimate Connectivity

BY GENEVIEVE Z. WHITE

LinkedIn and Facebook are my top picks for social media, with Facebook slightly winning out. Mostly, I use LinkedIn to continue to build professional contacts and gather relevant professional data, and Facebook is for personal friendship and family interaction.

Both deliver ultimate connectivity. And that's a good thing because the digital world allows us to stay connected to anyone, anything, anywhere: friends, family, events, experiences, etc., all over the world at anytime through text, video, and even live chat.

However, ultimate connectivity also has its downside. Now we're connected *all the time*. This can erode previous boundaries between work and home life as well as in-person social interactions and norms.

DRAWING THE LINE BETWEEN WORK AND HOME

As a nine-year-plus remote/offsite employee, I've had to be intentional about drawing the line between work and personal time. The biggest way I do this is by always having separate (cell or land) phone lines. I also never forward work emails or calls to my personal line unless it's truly necessary. It may sound like a hassle to have two phones in the day of "unlimited everything plans," but I have found it's the best way to turn off my "work self."

Since I have a home office, when I'm not in the field visiting clients, it can get very hard to separate work from personal time. I found by keeping my work phone with me after hours, I was very tempted to shoot off emails, create To-Do lists, do research, make client trip plans, etc., on my personal time. Now, when I'm done for the day, I leave my work phone in the office and shut the door. By keeping that phone in the office with no access to seeing or hearing emails or calls come through, I actually feel like I have left

work. I can easily pick things back up when I go back into my office just down the hall.

A CULTURE OF IMPATIENCE

I see signs of a culture of impatience as we become conditioned to ease of access to the world of knowledge, which is now only key-strokes away. In this connected, digital world, answers are only a few seconds away. 0.44 seconds to be exact, at least according to Google during my last search query. When I'm looking for information, going to a search engine/browser is easy. With a couple of clicks on my computer, tablet, or smart phone, using some appropriate keywords, I can very often find what I'm looking for or something pretty close to it. This rapid response, while extremely helpful in most circumstances, conditions us to be more impatient with the things that do not happen so quickly. When dealing with people in real time, whether it's through meetings, video chat, even via phone and email, there is often a much longer lag time between asking the necessary questions and receiving the appropriate response. And that can have us tapping our feet impatiently.

There is a silver lining in this digital world, though: As a marketer, it reminds me to be ever cognizant of managing the consumer's time expectations, whether in the real or digital world.

Genevieve Z. White is Marketing Director, American Shared Hospital Services, GK Financing, LLC, 4 Embarcadero Center, Suite 3700, San Francisco, CA 94111. She can be reached at Genevieve@ashs.com or 415-314-1392.



Genevieve White



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Living in a Digital World

Getting Linked In to New Jobs and More

BY CRAIG DELARGE

When it comes to social media value, LinkedIn is at the top of my list because it is my professional network. It connects me to the people and information that support how I make a living. It is the online social media network I have been a member of the longest (since 2001-ish), and the one where I have the greatest number of connections. I use it to stay in touch, get/give advice/support, share professional articles I've written or contributed to, track industry news, etc.



Craig DeLarge

I have gotten at least two jobs in my career through online contacts by being tipped off to an opportunity and getting advanced information on the company, culture, team, and even the individual interviewers. I was engaging specifically to get a job and it worked out in my favor.

Beyond the professional connections, Facebook has reunited me online to many classmates, teachers, and even the principal of my high school. I regularly make connections through Facebook, LinkedIn, Twitter, Pinterest, and Google+ with old friends, relatives, colleagues, etc., from my past as well as new ones for my future. I also use FB, Twitter, LinkedIn, and YouTube regularly in my work as a board member of the NAMI (National Alliance on Mental Illness) PA Main Line, which educates and reduces stigmas as they relate to mental illness.

I did have one social media incident I wish I could've taken back...I regret posting a private message on Twitter, which could have been easily misinterpreted and caused offense. This went public due to user error on my part. I quickly reached out to the colleague and was glad to find she had not misinterpreted the way others had. Whew!

Overall, the best thing about the digital age is immediacy and having everything at your fingertips. The worst thing is human nature's tendency towards greed for immediacy and convenience, which underpins our over-attachment to digital and mobile media/devices and crowds out other more important life activities.

Craig DeLarge is Global Leader, Multichannel Marketing Strategy and Innovation, Merck, 351 North Summeytown Pike, North Wales, PA 19545. He can be reached at 215-530-1411 or Cadelarge@gmail.com.

Welcome to the Wonderful World of Twitter

BY TERRY NUGENT

Twitter is basically a mini-blogging service. You are limited to 140 characters, so there is a Haiku-like discipline to posting. It's a great way to share little nuggets of information, links to information on the Web that you find interesting, and even photos. However you can be active or passive. Lots of people just follow others. An amazing range of people and organizations tweet – from those with millions of followers (celebrities such as Ashton Kutcher and Lady Gaga, and politicians such as POTUS and FLOTUS, a.k.a., Barack and Michelle Obama), to the likes of me with 470 followers as of this writing. Feel free to follow me @tjpnugent to help me catch up!



Terry Nugent

From a professional perspective, you can follow ad agencies, pharma companies, and other current and potential business partners (including MMS @mmsemial).

START TWEETING

If you're not on Twitter and you're interested, it's easy to start. Just go to Twitter.com and follow the prompts to start an account. If you have a smart phone, you can download a Twitter app. The app is great because you can check your tweets while at the airport, waiting in lines, etc.

I follow almost 2,000 people (the limit) and have come across information, insights, humor, and much more that I never would have found otherwise. In addition, Twitter breaks news stories like the Boston Marathon terror incident faster than conventional news media, particularly if you follow reporters as individuals or news networks such as CNN.

Twitter offers timely information and serendipitous discovery, so it's my #1 favorite social media platform. LinkedIn is #2 because it's excellent for business networking.

My favorite aspect of the digital age is the instant access to virtually unlimited information. And the worst aspect is the same – instant access to virtually unlimited information. This has killed a lot of business models and can be overwhelming and distracting.

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Source: The Essential Journal Study, The Matalia Group, 2013

Facebook Oops!

BY JOHN SHATTUCK

This just happened a couple of days ago...

My wife Kim (a relative newbie to Facebook) realized she'd never acknowledged that she was married in her FB profile. So she clicked on married. Then the "Wedding" announcement went out! Almost 31 years after our wedding day – you can imagine the hilarious blessings, congratulations, and comments she's been receiving from her numerous FB Friends!



A very young Christmas pic of the two of us. We were married December 11, 1982, and I think this pic was from a Christmas party shortly after we returned from our honeymoon. I still had brown hair – ha.

Here is just a sampling...

"Who's the lucky guy?"

"Does John know about this?"

"Where are you registered? I want to make sure I get the right color fondue pot."

"Ha ha...I would have gladly been a bridesmaid again... :))"

"Did you wear white?"

"How's John with this?"

Kim handled all this very well – with great dignity and humility ;-). She apologized profusely, we had a great laugh – but she's still no one's "go to" Facebook source.

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All Access All The Time

BY ADRIENNE PALMIERI-JOHNSTON

The one social media platform I cannot live without is LinkedIn. It's so satisfying to connect people to one another. The best thing about the digital age is 24/7 access... and the worst thing about the digital age is 24/7 access.



Adrienne Palmieri-Johnston

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Fundamental Communication Shift

BY BEKAH LOCKNER

Social Media is not so much a digital age or era, but a fundamental shift in how we communicate, connect with others, and maintain relationships. We enjoy increased speed and volume of information, including news, videos, photos, messages from friends, or content from brands or influencers, which is a great advancement. It's this free flow of communication and ideas that builds authentic connections, helps us maintain relationships, and, ultimately, communicate with the people who matter to us.



Bekah Lockner

Social Media is so much more than a platform. I see my role as helping clients better understand their influencers, competitors, and constituents, and creating a strategy and tactics that enable the sharing of relevant content and messages. While there is some sacrifice of privacy, we gain more access to patients, physicians, influencers. This enables us as marketers to better understand the needs, wants, hardships, and deep personal motivations of our targets, and create campaigns to bridge those needs.

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Social Network Slang

<3: Love

AFAIK: As Far As I Know

BFN: Bye for Now

BTW: By the Way

Dweet: Tweet While Drunk

F2F: Face to Face

FTW: For the Win

GR8: Great

IC: I See

IRL: In Real Life

JK: Just Kidding

JSYK: Just So You Know

KK: Cool Cool

L8: Late

LMAO: Laugh My Ass Off

LMK: Let Me Know

Peeps: People

ROFL: Rolling On The Floor Laughing

TMB: Tweet Me Back

TTYL: Talk to You Later

TYT: Take Your Time

TYVM: Thank You Very Much

YVM: You're Very Welcome

Expect That You Must Connect

BY EUGENE LEE

Social media isn't just cat videos, what I'm eating for lunch, or baby pictures (though there is a lot of that), it's so much more. I use a social platform in nearly all aspects of my life. For business, I use LinkedIn, Twitter, Google+, and Yammer (internally here at CMI). For personal, I use Facebook, Twitter, YouTube, Klout, Four-square, Blogger, Tumblr, Instagram, Pinterest, and Vine. Then I use specific networks like TripIt for travel, Yelp and OpenTable for food choices, and Vivino for wine.



Eugene Lee

Networking is the obvious value of all these social platforms. But beyond that, you should use these networks and who you have in them to be a great source of content and a way to centralize or simplify the acquisition of content you are interested in. Having key influential people/companies/content creators in your networks turns your feed/stream/wall into a great place for you to keep updated on everything. "Like" Mashable on Facebook for the latest in technology or keep tabs on pop culture by following TMZ on Twitter. I think we can all agree that the rate of change in our world is only getting faster, so let your network do that for you by curating and filtering valuable information that you will then consume.

Through social media, abilities like connecting, commenting, and interacting have become the norm. Open yourself up to these connections and you might be surprised at how much value you get from them.

Social platforms also allow you to scale your "personal brand" to a much larger audience than ever before. Use them to get your "voice" out there and be heard.

Finally, just like a Facebook relationship status, embrace the fact that social media is complicated! You won't get it right away, it will feel uncomfortable, and it will always be evolving.

Eugene Lee is Executive Vice President, Managing Director of Communications Media, Inc., 19 West 44th Street, New York, NY 10036. He can be reached at 646-840-0717, elee@cmimedi.com, [@eugene_lee](https://twitter.com/eugene_lee), and for all other network connections go to www.about.me/eugene_lee.

An Anonymous Social Media Casualty

Hahaha! Does "social media" include classmates.com? I am a classmates.com casualty! I went to the site to see what some of my former classmates were up to and reconnected with my first love. We had a whirlwind courtship and got married within eight months. That was followed by a drawn out, miserable divorce. So your question about best and worst parts of the digital world made me laugh...Thank goodness I have a sense of humor about it!!



Facebook Friendships That Keep on Growing

BY STEF STENDARDO

Through Facebook, I've reunited with friends I haven't seen in many years. Also, my high school just had a reunion. And though I didn't go to the actual reunion, throughout the planning, by way of email and Facebook, many old friends reconnected. I've made five to ten possibly permanent connections, especially with one person who was a friend of mine back in high school. Since June, he and his husband have come up to my home on Cape Cod and stayed with me and my husband. We've also gone to dinner at their apartment in New York City (two blocks from the first place I ever lived in my life). Also, I've made a couple of other connections, yet to be developed in person, two of which have resulted in fairly regular phone conversations.



Stef Stendaro

The school has a FB page on which alumni can access a 600-page "memory book" that is a collection of our memories of high school, a catch-up on what we've done since, and an up-to-date account of where we are now. Because it's on the site and not in print, it keeps evolving and we can keep going back to see what's new. I don't know that the FB page changed the actual reunion, but I think that without it – and without the collection of memories, bios, etc., posted – the reunion might just have been a regular old reunion. Instead there are ongoing, sometimes-long-distance, many-voiced conversations that we're still carrying on, both on FB and in email. I also don't think all the regional mini-reunions that have taken place and are still being planned would have happened.

I never really appreciated social media until this reunion!

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Up to Date

BY BRIAN SKVARLA

Facebook is my social media platform of choice. It keeps me up to date with what friends and family are doing. However, with updates, come a lack of privacy.



Brian Skvarla

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Kids and Social Media

BY CHRIS LUNDGREN

LinkedIn is by far the one social media platform I can't live without. It's a great business tool. However, the worst part about social media is my kids spend too much time on it...and their friends have done some stupid stuff through it.



Chris Lundgren

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Fun and Far-Reaching Features

BY CHRISTINE HEARNE

I rely on Facebook to keep in touch with friends across the miles. I would never be able to see the day to day with them and their families without this connection (including pictures!). Using the Events feature, my family organizes events and parties, which works great for everyone except the older generation...they still like paper invites. Twitter is, for me, just for fun and laughs. I enjoy reading and retweeting what others put out there – Wisdom to be had, shared. LinkedIn is a nice professional network of people who can reach out and touch base with others on industry concerns or a job inquiry.

There are a couple of drawbacks to social media. The worst is that strange people try and “LinkIn” or “Friend” me. The good news is I can ignore them! Also, I’ve found virus protection is pretty essential while using Facebook if you are a Windows user. I need to change my password a lot to keep hackers away.

The best aspect of these social media platforms is definitely the ability to stay in touch and share words and photos. Having kids in another state and another time zone, I love sending a message whenever I want, knowing they can get to it whenever they are able between school and work, etc. It's fun to know what is going on in everyone's lives. Facebook is like an online magazine featuring people you know, just like HEALTHCARE MARKETERS EXCHANGE! It's terrific.



Christine Hearne

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LinkedIn – A Priceless Connection

BY LYNN GALE, M.B.A.

LinkedIn is the social media platform I can't live without. As a sales professional, keeping up to date with my clients and their positions is truly priceless. I rely on the weekly updates sent to me via email and I check every few days for client postings, updates, and suggestions/recommendations. I have also worked with individuals where the first point of contact was made via LinkedIn, either directly through a connection on LinkedIn or a search conducted by that individual.



Lynn Gale

When a client endorses me or recommends my company's products and services, I really appreciate it and send a note thanking them for doing so. It's great too when someone simply reaches out to touch base; I like knowing we are connected outside our work networks. We are all in this together and when we make a greater effort for one another, we can create greater results.

The best part of the digital age is being in touch with others in an easy format. The worst is you forget how to talk!

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Reference: 1. Primary Care. Medical/Surgical Study [slide presentation]. New York, NY: Kantar Media; December 2012.

Staying Connected and Disconnecting

BY ALLISON R. MINUTELLO

I can't live without Facebook...and having it on my iPhone helps fuel my obsession, since I can hit one simple button and have instant, up-to-the-minute access. I'm always logged in, so it's easy. I enjoy going on FB to keep connected to family members and friends. It's also a way to be nosy and see everyone's business!



Allison R. Minutello

The thing I love the most about Facebook is being able to talk to people in an instant and see what is happening in their lives. The worst is that you become less present in real life, e.g., texting or looking at FB at the dinner table. So when I'm trying to be more present and limit myself, I purposely leave my cell phone in another room and force myself not to be on it all the time. That seems to work!

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The World at Your Fingertips

BY ANGELA CHUMPITAZ

I can't live without Facebook. I use it to find out about and respond to the invitations to upcoming events on the pages I've "liked." Plus it's a great way to keep up with the things my friends and family are up to. Most of my friends are artists and they have exposed me to some mega-cool stuff I would have never even known about if it wasn't for Facebook.



Angela Chumpitaz

The best thing about the digital age is having knowledge at my fingertips. There are no excuses for not knowing about the world. However, the worst part of the digital age is that there is no patience. We have forgotten how to take a deep breath.

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LinkedIn Success

BY JESSICA WEISBROT

It's a classic LinkedIn success story. I worked at *TV Guide* in New York City and my husband and I were relocating to the Philadelphia area to be closer to family. Networking with a former colleague led to an informational interview with one of his LinkedIn connections at *ADVANCE Healthcare Network*. Turned out, a marketing position opened up that week. Now nearly four years later, the role continues to evolve with the company and the healthcare marketing landscape.



Jessica Weisbrot

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Reconnecting Through LinkedIn

BY RICH SNOW

I find LinkedIn useful for connecting with many former colleagues who I have lost track of...and old friends as well.

Several months ago, I was on LinkedIn and came across the name of an old college friend who I had lost touch with. I sent him a note via LinkedIn and didn't hear back – until just before going on a trip I had planned. I was going down to a mini cousins reunion in Dallas. I was going to see a Yankee game and spend a few days with one cousin who lives there, along with another cousin from New York. Well, I got a note from my friend just before I left. I responded back and asked him to send me his current contact info. It turned out he lives and works almost in walking distance of my cousin's home, which is actually in Ft. Worth!

We made arrangements to meet on the Friday night I got down there – and my very generous cousin invited him over for a barbecue and a few beers. I saw him again for a great Tex/Mex meal and got completely caught up after almost 44 years! We've continued to stay in touch and plan on getting together again in 2014.

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Rich Snow

Tracking Professional Moves with LinkedIn

BY MAGGIE SCHWARZ

LinkedIn is great for seeing the different agencies people have moved to. It gives an opportunity to congratulate people on business moves and anniversaries, and provides good professional connections and contacts. Plus it's just fun to scroll down and see who you know and who you don't! LinkedIn is great but it does have a shortcoming – it doesn't allow you to insert your website. No .coms allowed. You can get around this by spelling out dot com.



Maggie Schwarz

The unfortunate thing about the digital age is that everyone is occupied with their smart phone in public, so there's less common daily parlance among people. Whereas people used to chat in the elevator, now everyone's gazing at their smart phone.

Maggie Schwarz is a Freelance Writer, 31 Union Square West, New York, NY 10003. She can be reached at 212-206-7672 or mschwarzny@aol.com and her website is www.MaggieSchwarz.com.

LinkedIn The Job Finder

BY PAUL BRADY

LinkedIn is how I found my job! A recruiter posted to a LinkedIn group that a Philadelphia area healthcare advertising agency was growing and had a need for a variety of positions. I sent her my resume and ultimately was offered the job here at CMI.

The best thing about the digital age is being able to find information/answers on the Internet within seconds. We even do our grocery shopping online now.

The worst is always being connected. There are solutions to this, however. Sometimes, it's nice to put the phone in another room or leave it at home and enjoy family/friends in person.

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Paul Brady

Excellent Updates

BY DANIEL J. ADAMS

When it comes to social media, the one I can't live without is Facebook. Not only do I use it to keep up with friends and family, but I get updates from my favorite bands, TV shows, sports, and movies.

Best thing about the digital age is having infinite information available on demand. The worst part is trying to detach yourself from all our phones, tablets, and computers. It's becoming increasingly difficult to be "off" for any length of time.

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Daniel J. Adams

Facebook for Family and Friends

BY ELAINE GAFFNEY

Facebook is definitely my social media community of choice. I love how easily

I can follow my family, nephews, and nieces...in real time. I am so much more in touch with them than I would be otherwise. My immediate family is now in Buffalo, hours away from where we live. But I can keep track of two of my nephews there via FB. My niece now lives in Malta with her husband. She too is on FB and so we can all chat easily across the globe. I can also connect with my husband Pat's nieces and nephews on FB. It allows both of us to keep up with new baby arrivals, pics, etc. I really love social media for this reason. Just as I was writing this, we were waiting for our next niece to be born, getting regular updates via FB.

I've also reconnected with friends from grade school. I had no idea where they were. Now we've found each other and keep in touch through Facebook.

What I don't like about this digital age? It's always changing. Just when I think I know something, it changes. Also all the acronyms, I get so totally confused!!!! Of course I'm old...

Elaine Gaffney is a Media Specialist, Havas Health, 200 Madison Avenue, New York, NY 10016. She can be reached at elaine.gaffney@havashealth.com or 212-251-8817.



My niece and nephews.



PERSONAL EXCHANGE

Kristen Vayda

Name: Kristen Vayda
Birthplace: Secaucus, NJ
Marital Status: Married
Children: Furry Children; Nala (American Bulldog) and Hank (Boston Terrier)
Occupation: Associate Director, Digital Media Strategy & Analytics
Years in Industry: 3
College: Montclair State University, M.B.A.; University of Rhode Island, B.A.

Who is your mentor and how did she impact you?

Jackie Singley. She has taught me everything I know about this industry, given me opportunities to expand my skill set, counseled me through countless obstacles, and has challenged me to grow both professionally and personally. I would argue she is one of the most (if not THE most) gifted minds in our line of work.

What is the biggest obstacle you have overcome?

Graduate school while working full-time. Looking back I really have no clue how I handled the long hours and the night classes!

What famous person would you HATE to be stuck in a room with?

Ann Coulter.

If you could work doing anything in the world, regardless of the income, what would you do?

Own a farm – because my husband wants one and I like cowboy boots and animals.

What are two things on your bucket list?

1. To visit every state in America.
2. To attend an Olympic event.

What is your favorite restaurant?

Not sure I have a true favorite – but I love all Cuban, Portuguese, and Spanish cuisine!

What is your favorite vacation spot?

Punta Cana, Dominican Republic. Nothing can beat the people, the sun, the scenery, and the abundance of dancing and cocktails!

What do you think is the most important issue facing us today?

The speed at which technology changes and the implications it will have on the pharmaceutical industry, specifically accountability of marketing performance and brand safety measures.

What do you know for sure?

Do not give up on anything you believe in and always have more than one goal on your plate – because once

one goal is achieved, you'll need another one to keep you occupied.

What three words best describe you?

Moxie, Boisterous, Relentless.

What's the last good book you've read?

Most Talkative by Andy Cohen. His writing is witty and fun and it reminds you that your life – especially your career – does not always need to be serious.

Favorite movie?

Say Anything. Who doesn't love a young John Cusack?

Goals?

To become a brand marketer at a pharmaceutical company; I think I'd make a great client.

What one thing would you have done differently?

I would have taken my college internships more seriously. Internships help you gain valuable job insights while test driving a particular career without the stress of what happens if a mistake is made. You can't beat that opportunity.

What one little thing always makes you happy?

Conflict; and I don't mean this in a vindictive way. When there is conflict and different schools of thought from team members, the group brainstorm that follows typically generates the most unique and innovative ideas for our clients.

If you could see anyone in concert, who would it be?

Toby Keith.

What is your favorite quote?

"Success can be failing." I heard this from a senior brand marketer and will never forget it. The message was empowering and motivating and has really pushed me to break the mold of conservative thinking and to take chances with recommendations.

What was the best present you ever received?

As an engagement present, my husband and I received a black and white sketch of our dogs. The gift was personal and unique and will hang in our house well after they are gone, reminding us of when we began our little family together.

What is your most memorable birthday?

The most memorable ones are the ones we can't remember.

What is one thing you can't live without?

How about two; The New England Patriots and Spanish red wine.

What do you collect?

Wrapping paper. This sounds a little strange, but I love wrapping gifts. At any given time I have a variety of ribbons, bows, décor, and 20+ rolls of wrapping paper.

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