



Social Media Sites Growing in Popularity at the NBCE

Because young adults are re-inventing the ways they want to communicate and to receive information, it's imperative that organizations, like the National Board of Chiropractic Examiners (NBCE), keep up with that change. Statistics now show that almost 50% of social networking site (SNS) users are between the ages of 18-34. This is an important statistic for the NBCE because so many chiropractic students fall into this age range.

Currently the NBCE is using Facebook and Twitter to communicate with students. And, with the numbers of followers growing weekly, we are now enlisting the help of registrars and other college administrators in notifying students of this ongoing initiative.

One distinct advantage is that NBCE's Facebook and Twitter followers can be contacted immediately with news items that are short and to the point. Emergencies such as weather problems that could affect exam administration or exam registration deadlines can be quickly and directly communicated.

The NBCE is committed to exploring the communication world of SNS and to use those sites that will be most direct and effective. To date we have learned that social networking sites like Twitter and Facebook continue to grow in popularity every year. There are about 250,000 new users to SNS each day!

This phenomenon has become more popular than watching the nightly news, reading a book or even e-mailing. Almost 70% of adults read blogs, tweet, watch videos or participate in other SNS, according to socialnetworkingwatch.com. Because of the change in technology for cell phones, SNS are able to be accessed from virtually anywhere. You can update your status on Facebook while waiting to catch a plane in Denver, or even tweet backstage on the set of Saturday Night Live; "1 minute till we go live at snl."

Social networking sites are not only changing the way we interact and follow celebrities, it's changing the way young adults want to get their information. Who has the time to find a newspaper to see what movies are playing at what times, when I can use my Flixster app on my iPhone and find any movie in any state at any theatre in a matter of seconds?

We thought you might enjoy the humor and please feel free to pass it on to your students. Most importantly however, here are the NBCE's "handles:"

To follow us on Twitter, you must first create a username for yourself. You can then search for NBCE and click "follow" to automatically receive our tweets.

You can also follow us on Facebook by signing up and then searching for NBCE. You can become a fan of our page and receive our status updates and other information posted.



communications@nbce.org | 970-356-9100 | www.nbce.org
901 54th Avenue Greeley, CO 80634

This email was sent to [email]. To ensure that you continue receiving our emails, please add us to your address book or safe list

[manage](#) your preferences | [opt out](#) using TrueRemove™

Got this as a forward? [Sign up](#) to receive our future emails.

powered by **emma**