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ASHHRA Enters World of Social Media

CHICAGO – April 30, 2009 – The American Society for Healthcare Human Resources Administration (ASHHRA), a personal membership group of the American Hospital Association (AHA), this month introduced a social networking Web site at www.myashhra.org. The ASHHRA Online Community is a form of social media where ASHHRA members can join together for sharing resources, hot topics, conversations, and networking on various issues in health care HR.

Recent reports from the American Society of Association Executives (ASAE) stated that social networking has become one of the most innovative media forms for professional membership groups. The ability to reach a broader audience, deliver information to members, and provide members with a venue for two-way conversation 24 hours a day are some of the key benefits of social networking.

“We gathered research from ASHHRA members and found that 75 percent are already using Linked In (a social network for business people),” said Cathy Sewell, executive director of ASHHRA. “In the final analysis, the research concluded that 89 percent of members would use an online community developed by ASHHRA.” Dan Zuhlke, chairman of the board of directors of ASHHRA, stated, “We invite all of our members, prospective members, and those simply interested in the health care HR profession to visit myashhra.org and participate in valuable discussions, learn more about the profession, and meet new people. It is definitely worth your time.”

About ASHHRA

Founded in 1964, ASHHRA is the leading voice for HR professionals in health care—linking people and organizations to leadership practices, best practices to patient outcomes, and outcomes to business results. Headquartered in Chicago, Ill., the society has more than 3,400 members and services the needs of over 40 chapters throughout the United States. For more information about ASHHRA and the online community, visit www.ashhra.org.

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