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Corporate and Boards
Finance
Marketing
Professional Services
Proposed Merger
Renewal
Staff
Technology and Innovation

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Archives

July
June
May
April

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Social Media Matters

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[Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), [YouTube](#) and other forms of social media have all become everyday terms – even if some of us rely on the teenagers in our families to keep us informed! Having an online presence now means much more than updating a website, and the Brand & Communications team has ensured MDA National has not fallen behind the times. In fact, we’re trailblazing the industry and need your help to increase our social media influence!

Why social media?

Consumers today expect organisations to have a social media presence. Since MDA National first started on social media in 2010, our rationale for the channel has continually evolved. Social media is one of many communication channels that we use to inform and engage our Members. It’s important because it is an efficient and contemporary mechanism for us to connect with Members socially - over and above medical indemnity

Social media maturity

The matrix below depicts MDA National’s social media maturity and progress over time.