



Michael Webb, M.S., CCC-A, FAAA
 Jorge A. Villalvazo, H.A.D.
 Rachel M. Noble, H.A.D.

www.sierrahearing.com
 520.226.9661

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SOUNDNEWS

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Technology and Social Media want to be your friend

This may surprise you, but the age group in which online social networking is growing fastest is older adults. Among people 55 and over, usage of social media such as Facebook and Twitter has doubled from 22% to 42% over the past year—more than any other age group.

All over the world, older adults are getting online and into social networking in increasing numbers. While email is still the most popular way older users communicate online, many people now use social media sites to send messages, photos, videos, web links and updates with a growing network of contacts.

What's so cool about social networking?

Social network sites allow you to stay connected with friends, colleagues and family—including hard-to-reach grandkids that use social media more than email. And social media sites are useful ways to get information about local and world news, restaurant tips, movie reviews, health information, how-to advice and much more.

Communities at your fingertips

Social media sites connect people who share an interest in a particular subject. It could be a favorite sports team, political group, job network, hobby interest, or health-related issue.

Sierra Hearing Center uses Facebook to let our patients know about special offers, technology updates, special events, and other important hearing health information.

So, go ahead, "like" our practice on Facebook and take advantage of everything better hearing has to offer. Do it today—we're certain you'll feel more connected than ever!



Top online activities enjoyed by older adults



Find Us on Facebook

By "Liking" Sierra Hearing Center on Facebook, you'll always be the first to know about everything our practice has to offer our patients in pursuit of better hearing. We offer special Facebook-only discounts on certain services we provide. Why hesitate? "Like" us today!

