

## SOCIAL MEDIA AND THE TIPPING POINT • BY TONI BRISTOL

You have no doubt heard the term “social media.” For those who are not certain of what it is, try to think of it like this - it is social interaction on the internet on a mass level.

For example, if you read a newspaper online you will notice that there is usually a place for you to comment on what you have read. Recently, this type of social media helped to create a historic moment for optometric vision therapy.

On Sunday, March 14th, the New York Times published an article in their Magazine Section regarding vision therapy. They also posted it on their online edition of the paper.

While the article was not the most favorable piece I have read (and I am being kind), it still generated a lot of interest. Thanks to the internet, there has been a spontaneous outpouring of comments from readers who have achieved success with optometric vision therapy. With over 240 responses, the large majority being positive, it was a real demonstration of what can be accomplished.

If even 10% of the people who have been helped with vision therapy had responded to the *New York Times* article, it would have sent an incredibly strong message that could not be ignored.

The large impact of social media comes from the fact that it allows people to publish their ideas to one another faster and wider than ever before. In marketing there is a term known as the “tipping point.” This is the point where your message becomes unstoppable. Social media can help us achieve the tipping point to make optometric vision therapy a household term.

In order to accomplish this, we need to fuel the social media fire. Encourage your patients to join the Facebook Group “Vision Therapy Changed My Life” so they can be quickly and easily kept up to date on “VT in the News.” If this is Greek to you, please send an email to the COVD office, [info@covd.org](mailto:info@covd.org), so they can get you up to speed.

COVD will once again be celebrating August is National Children’s

Vision and Learning Month with press releases that will be made available for all COVD members in addition to the national press releases.

Last year we saw a record number of members in the media and we also had a record number of proclamations. If you did not participate in the campaign last year, please plan to join us this year. And, if you were part of the campaign, we hope you will join us again!

In my article in the May 2009 issue of VISIONS, I list all the steps to help you prepare for this campaign. It is available in the “Members Only” section of the COVD website. Please download it and assign someone on your staff to get these steps done.

These are very exciting times -- by working together we can reach the tipping point even sooner!

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# 40th Annual Meeting

**October  
12-16, 2010**  
Rio Mar Beach  
Resort & Spa  
A Wyndham  
Grand Resort  
Puerto Rico

## Applied Concepts – Two Day Courses – October 12 & 13, 2010

Dr. Carl Hillier – Visual Information Processing  
Dr. Robert Sanet – Visual Information Acquisition  
Dr. W. C. Maples – COVD Fellowship/COVT Process  
Dr. Nancy Torgerson – Learning Related Vision Problems  
Dr. Jesus Espinosa-Galaviz – Conceptos Aplicados en Terapia de Visión (Spanish Language Course)

## VT101 – Back by Popular Demand – Two Day Course – October 12 & 13, 2010

Linda Sanet, COVT

## COVD General Education Speakers – October 13 thru October 16, 2010

Dr. Sue Barry, Eric Borsting, Michael Earley, Graham Erickson, and Paul Lederer

**In addition ...** COVD/OEP Joint Practice Management Session, Vision Therapist Education Session, Clinical Discussion Forum, and Discussion Panel Session

**For updates on the 40th COVD Annual Meeting see the COVD website at:**

**[www.covd.org](http://www.covd.org)**

PLEASE NOTE: All information listed is deemed reliable but not guaranteed; and is subject to change without prior notice.