

### **Don't Be a Missing Link**

The PR committee is working hard to identify ways to inform others about the dance/movement therapy profession and the wonderful work we all do. One of our goals for this year is to increase our presence on social media sites. One in particular that I am excited to be working on is LinkedIn.

LinkedIn is a unique social media platform that encourages professional business development and networking. In order to increase the ADTA's visibility on LinkedIn, we need our members to sign up, if they haven't already and join the ADTA group. You can join the ADTA group here: <http://www.linkedin.com/groups/American-Dance-Therapy-Association-ADTA-3945307>. Once you have joined the ADTA group, you can participate in ongoing group discussions and can easily share those discussions with other professionals. As dance/movement therapists we are aware that we are pioneers, but we are also business professionals. Whether we are working in a mental health capacity, as a body based practitioner, or in a clinical setting, it is imperative that we tap into our business minds and educate other professions about our unique skills and qualifications. It is then that our profession will grow and continue to be recognized as a legitimate field in the eyes of healthcare professionals around the country. The most efficient way to educate others about our profession is through these social media networks. Let LinkedIn work for YOU.

I encourage you to create a LinkedIn profile and begin connecting to professionals in your towns, fields of practice, and other areas of interest. For new therapists on the verge of joining the work force, LinkedIn is actually another avenue for job searches. With the job market becoming more and more competitive, we need all the help we can get. Please feel free to contact PR Social Media Subcommittee Members ([Erica@hornthal.com](mailto:Erica@hornthal.com) or [brigitta@wholemeprograms.com](mailto:brigitta@wholemeprograms.com)) should you have questions on how to build a LinkedIn profile. It is easy to do and does not require much time at all. My guess is that most of you are on Facebook. Do your careers and yourselves a favor and increase your professional network the way you have your social network. Before you know it, you will have a large professional network that will support your professional aspirations and provide networking opportunities that you never thought possible.