



## AMERICA'S ESSENTIAL HOSPITALS

### Maya Linson

Manager, Communications

*America's Essential Hospitals*

Linson has been spearheading the association's online presence and other communications efforts since November 2009. Linson is the organization's voice on social networks, manages web content and design, investigates and integrates new digital tools, and led new website development. She came to the association with a Master of Science in Journalism from Northwestern University, where she focused on new media storytelling and media business management.

Linson has conducted independent research on the use of social media for nonprofits, underscoring how a variety of online tools and engagement can enable organizations to better meet specific offline goals. Her background also includes user experience strategy, web and graphic design, reporting, photography, and videography. Linson hails from California, but left the sunny suburbs for four seasons and city living back in 2005. She also earned a Bachelor of Arts in writing with a minor in law from the University of California, San Diego.

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