

Tracy Keleher

Long before the term "Social Media" was coined, parents and parenting experts were sharing and collaborating on all things related to the health and well-being of our young at CanadianParents.com. Online since June 1996, www.CanadianParents.com provides a warm and friendly home on the Internet for parents and professionals who share a common goal: a passion for raising their children well. Through vibrant discussion boards, and unique user experiences, Tracy was a pioneer in creating this dynamic grassroots online community which was acquired by the Rogers Publishing group in September 2006. Tracy is now a media consultant and continues to share her knowledge and enthusiasm for Social Media by creating and executing digital strategies for both public and private sector groups and business.