QUICK THINGS YOU CAN DO TO STAY ACTIVE
ON YOUR PERSONAL SOCIAL MEDIA ACCOUNTS

Social media, when used effectively, can help you establish yourself as a thought leader, as well as elevate the Mayo Clinic brand. Getting started and staying active on social media can be daunting, but the Social & Digital Innovation team can help! If you have a question about the use of social media for professional benefit, request a consult by visiting: socialmedia.mayoclinic.org/social-media-consultation-request/.

LOOKING FOR CONTENT TO SHARE?

In The Loop
Use the “Share this” buttons for 2-click sharing. Subscribe for a weekly email.

Sharing Mayo Clinic
use the “Share this” buttons for 2-click sharing. Sign up for email notifications so you get an email when there is a new post to share.

Mayo Clinic News Network

MayoClinic.org

Champion’s Corner on Mayo Clinic Connect
Use the “Share this” buttons for 2-click sharing. Sign up for email notifications so you get an email when there is a new post to share.

Posts from @MayoClinic accounts:
- Facebook
- Twitter
- Instagram
- YouTube
- Pinterest
- LinkedIn
- Google+

WHEN?

Block 5-10 minutes on your calendar 3 days per week for social media.

When you’re in the elevator

When you’re eating lunch

When you need a break from your daily tasks

During commercials while watching TV at home

EXPERT TIP

Use social media management software like Hootsuite, Buffer, TweetDeck, SocialOomph or another service to link multiple personal social media accounts. (We use Sprinklr for all official Mayo Clinic social media accounts.)

- Manage all accounts in one place
- Schedule your posts in advance
- One post for multiple platforms.

Example: In the Hootsuite Publisher, you select LinkedIn and Twitter, then type: “Great advice from Mayo Clinic.” Copy and paste the URL of an article on the Mayo Clinic News Network, http://newsnetwork.mayoclinic.org/discussion/something-to-think-about-a-physical-workout-with-laughter/” and schedule or publish now. The content is published to both your LinkedIn and Twitter accounts without typing it twice!