



# 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/](https://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!