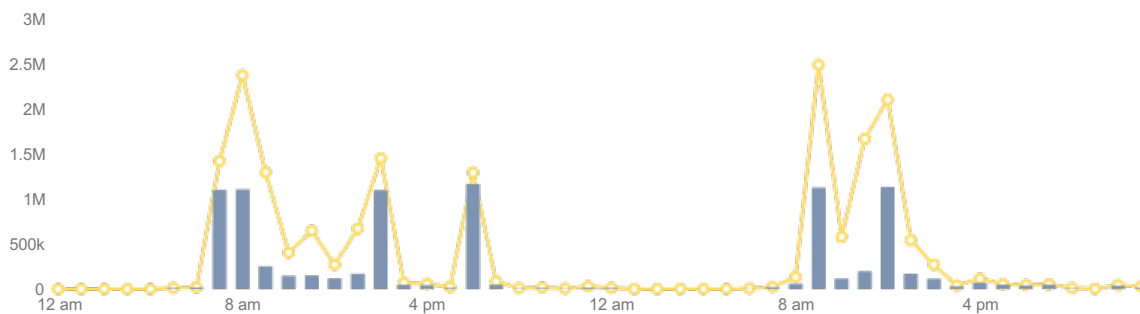


# Tracker for #MCCSM

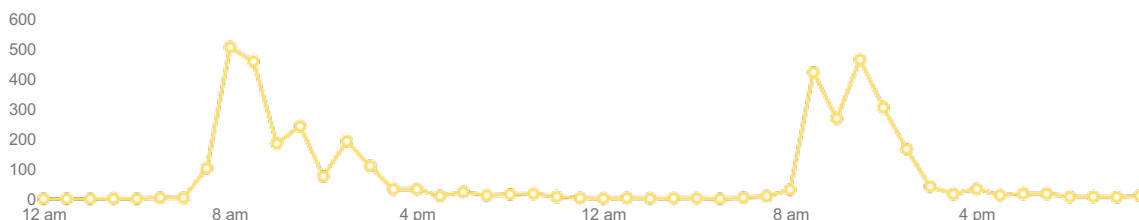
Jun 15, 2015 - Jun 16, 2015

**1.5M**  
REACH

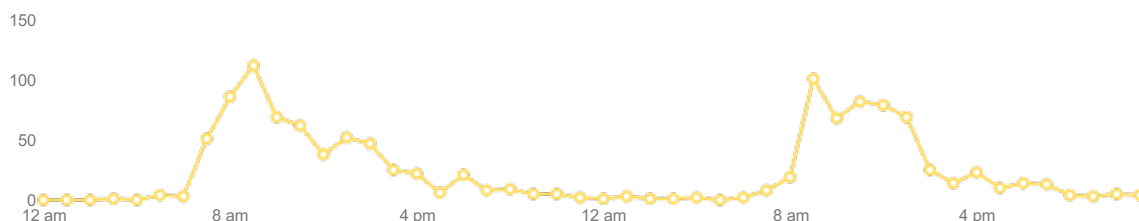
**18.4M**  
EXPOSURE



**3.9k**  
TWEETS



**410**  
CONTRIBUTORS



TWEETS	AVG TWEETS/HOUR	AVG TWEETS/CONTRIBUTOR	AMPLIFICATION
<p>1.4k</p> <p>1.9k</p> <p>587</p>	<b>80</b>	<b>9.4</b>	<b>12.64x</b>

## TOP HASHTAGS

	TWEETS	IMPRESSIONS
#mccsm	3,849 99.9%	18.4M 100.0%
#hcsm	459 11.9%	4M 22.0%
#Periscope	59 1.5%	2.6M 14.2%
#MayoClinic	28 0.7%	1.2M 6.7%
#Canada	15 0.4%	1.2M 6.6%



## TOP URLS

	TWEETS	IMPRESSIONS
mayocl.in/1LbjXwT	48 1.2%	1.4M 7.4%
www.periscope.tv...	14 0.4%	1.3M 7.0%
www.periscope.tv...	22 0.6%	1.2M 6.8%
www.pewinternet....	8 0.2%	117k 0.6%
VirtualHandshake...	26 0.7%	109.1k 0.6%
















## TOP CONTRIBUTORS

	IMPRESSIONS
MayoClinic	7,019,956
pfanderson	1,435,733
westr	1,227,861
reedsmith	906,146
drmikesevilla	754,028
chrisboyer	657,725
chimoose	605,726
colleen_young	410,968
LeeAase	378,294
GerryWieder	299,506
CynthiaManley	269,712
MeredithGould	217,136
FarrisTimimi	208,830
b_sorensen	189,055
MayoSMHN	176,373

## HIGHEST EXPOSURE


IMPRESSIONS	
<b>1.4M</b>	 <p>MayoClinic: What a great first day at 2015 Social Media Summit! Learn more about the program here: <a href="http://mayocl.in/1LbjXwT">mayocl.in/1LbjXwT</a> #MCCSM pic.twitter.com/W6cPy75NLU</p> <p><small>Tw eeted to 1,169,963 people at 2015-06-15 18:02:02 -0500 with 43 retw eets and 2 replies</small></p>
<b>1.3M</b>	 <p>MayoClinic: LIVE on #Periscope: Keynote at #mccsm Summit featuring @SeattleMamaDoc periscope.tv/w/aFBRujQ2OTA3...</p> <p><small>Tw eeted to 1,170,510 people at 2015-06-16 12:17:46 -0500 with 9 retw eets and 2 replies</small></p>

IMPRESSIONS

1.2M		MayoClinic: LIVE on #Periscope: Discussion of Professionalism and Legal Issues in #hcsM at #MCCSM periscope.tv/w/aE7E4TQ2OTA3... <a href="#">Tweeted to 1,169,618 people</a> at 2015-06-15 08:04:34 -0500 with 20 retweets and 1 reply
1.2M		MayoClinic: Mayo's @JohnWaldMD providing the opening keynote for today's first ever Mayo Clinic Social Media Summit. #MCCSM #HCSM pic.twitter.com/VQl8NHe28N <a href="#">Tweeted to 1,170,403 people</a> at 2015-06-16 09:50:02 -0500 with 11 retweets
1.2M		MayoSMHN: international students from #Korea #Australia #Japan #UK and #Canada for our #MayoClinic SoMe Residency #mccsm pic.twitter.com/g0nJLSY8e <a href="#">Tweeted to 1,331 people</a> at 2015-06-15 11:01:56 -0500 with 11 retweets and 2 replies
1.2M		LeeAase: Great group buzzing audibly and creating online buzz at #mccsm pic.twitter.com/f0C7bBFjlq <a href="#">Tweeted to 14,534 people</a> at 2015-06-15 07:54:23 -0500 with 6 retweets
1.2M		MayoClinic: RT @MayoSMHN: international students from #Korea #Australia #Japan #UK and #Canada for our #MayoClinic SoMe Residency #mccsm http://t.co/g0... Retweeted MayoSMHN to 1,169,839 people at 2015-06-15 14:18:01 -0500
1.2M		MayoClinic: RT @LeeAase: Great group buzzing audibly and creating online buzz at #mccsm pic.twitter.com/f0C7bBFjlq Retweeted LeeAase to 1,169,623 people at 2015-06-15 07:58:29 -0500
107.4k		FarrisTimimi: Great #SocialMedia resource on demographic data via @pewinternet #hcsM #mccsm pewinternet.org/2015/01/09/soc... <a href="#">Tweeted to 5,486 people</a> at 2015-06-15 09:30:47 -0500 with 6 retweets
90.8k		LeeAase: Here's the post on 15 Reasons Why Twitter is Worth Physicians' Time network.socialmedia.mayoclinic.org/discussion/15-... #MCCSM <a href="#">Tweeted to 14,541 people</a> at 2015-06-15 09:32:00 -0500 with 20 retweets
71.3k		makalajohnson: Act like a doctor. Share the best info. Sometimes it's from your organization, sometimes not. @SeattleMamaDoc #MCCSM <a href="#">Tweeted to 1,906 people</a> at 2015-06-16 11:22:37 -0500 with 11 retweets
64.9k		chimoose: Who do @MayoClinic "corporate" and physician accounts mention most? Here's a map of the last 30 days' mentions #MCCSM pic.twitter.com/Z9H83euGil <a href="#">Tweeted to 14,416 people</a> at 2015-06-15 09:52:23 -0500 with 10 retweets
63.2k		SeattleMamaDoc: NOW: Starting a panel w Paul Speyser fr @carehubs sharing the journey of how we've built Virtual Handshake virtualhandshake.org #MCCSM <a href="#">Tweeted to 28,064 people</a> at 2015-06-16 11:05:44 -0500 with 8 retweets
60.1k		MayoSMHN: RT @BRCAresponder Bring on the #healthcare #SoMe Smarts! The #mccsm Social Media Summit #hcsM pic.twitter.com/yquSgyGmDD pic.twitter.com/ZeoCfcv0nl <a href="#">Tweeted to 1,322 people</a> at 2015-06-15 09:30:36 -0500 with 3 retweets
58.9k		reedsmith: Great question from a CEO: *What rules are you breaking to help patients and families?* Imagine if every CEO asked that question #MCCSM <a href="#">Tweeted to 10,194 people</a> at 2015-06-16 13:14:06 -0500 with 10 retweets and 1 reply
58.2k		JulieAGuinn: "You cannot mitigate risk by eliminating participation ... Our silence has catastrophic implications" @FarrisTimimi on #hcsM #mccsm <a href="#">Tweeted to 254 people</a> at 2015-06-15 08:53:53 -0500 with 14 retweets
57.6k		SeattleMamaDoc: I'm spending the day @MayoClinic w @FarrisTimimi @LeeAase and so many others invested in transforming how we communicate. Follow #MCCSM <a href="#">Tweeted to 28,064 people</a> at 2015-06-16 09:11:21 -0500 with 8 retweets








Lisa_Ramshaw	163,084
JasonPratt	159,774
GetSocialHealth	150,705
ksaust	146,814
nxtstop1	140,929
SeattleMamaDoc	140,375
AmandaChanguris	132,941
NeilFlochMD	112,010
makalajohnson	98,665
TheScientifiK	91,160
ElinSilveous	87,558
susanwoolner	87,282
MEHarty	85,723
uppervalleymom	84,866
TheresaLewis623	83,977
Colin_Hung	69,849
Cascadia	69,275
solete	62,695
doctrinthehouse	54,633
TonyHart87	48,471
Doctor_V	48,322
cmaer	47,840
LoveShelbyLa	45,686
DrJaimeFriedman	43,966
OlivierBranford	39,054
WeightLossBio	34,006
rightrelevance	33,235
AhmanielleHall	31,111
Bill_McCann	30,560
BRCAresponder	30,466
btrfly12	27,533
HilaryKilgour	27,400
giasison	26,917
endocrine_witch	26,879
jill_rowley	25,549
DartmouthHitch	25,088
carehubs	24,646
RonaldPetrovich	24,053
AmyOlsonPR	23,825
lorentzn	23,234
Nogaldez	22,906
cathcoste	22,740
BartAndrews	21,760
CalliopeCo	21,332
anetto	20,699
W2OGroup	19,169
mindofandre	18,373

IMPRESSIONS

56.9k		reedsmith: Start running toward your goal... next look around and see who is running along side. Then partner up. @SeattleMamaDoc @carehubs #MCCSM <a href="#">Tw eeted to 10,190 people</a> at 2015-06-16 11:26:55 -0500 w ith 10 retw eets
56.4k		reedsmith: New tech has to be focused on MDs workflow if we want them involved. The flip side is putting the content in front of families. #MCCSM <a href="#">Tw eeted to 10,187 people</a> at 2015-06-16 11:11:11 -0500 w ith 7 retw eets
56k		NeilFlochMD: RT @FarrisTimimi: Great #SocialMedia resource on demographic data via @pewinternet #hcs m #mccsm <a href="http://pewinternet.org/2015/01/09/soc...">pewinternet.org/2015/01/09/soc...</a> Retw eeted <a href="#">FarrisTimimi</a> to 56,005 people at 2015-06-15 09:32:27 -0500
56k		NeilFlochMD: RT @MayoSMHN: RT @BRCAresponder Bring on the #healthcare #SoMe Smarts! The #mccsm Social Media Summit #hcs m <a href="http://pic.twitter.com/yquSgyGmDD">pic.twitter.com/yquSgyGmDD</a> <a href="http://t...">http://t...</a> Retw eeted <a href="#">MayoSMHN</a> to 56,005 people at 2015-06-15 09:32:51 -0500
54.1k		FarrisTimimi: Imagine a medical world that is fluid & extends beyond confines of exam room; @SeattleMamaDoc can see it #mccsm #hcs m <a href="#">Tw eeted to 5,503 people</a> at 2015-06-16 13:21:29 -0500 w ith 7 retw eets and 1 reply
52.2k		chimoose: The "Virtual Handshake" pilot that @seattlemamadoc started is truly remarkable; #infographic-style web intro: <a href="http://virtualhandshake.org">virtualhandshake.org</a> #MCCSM <a href="#">Tw eeted to 14,430 people</a> at 2015-06-16 11:32:21 -0500 w ith 13 retw eets
50.5k		reedsmith: How fast is @google impacting health? #MCCSM <a href="http://pic.twitter.com/A9yp1pU47y">pic.twitter.com/A9yp1pU47y</a> <a href="#">Tw eeted to 10,192 people</a> at 2015-06-16 12:33:14 -0500 w ith 11 retw eets
48.8k		chimoose: 1 of our #MCCSM friends, @DrJaimeFriedman has a unique claim to fame: she broke the Disneyland measles outbreak story <a href="http://bit.ly/19Mc2WU">bit.ly/19Mc2WU</a> <a href="#">Replied to DrJaimeFriedman</a> at 2015-06-15 09:37:58 -0500 w ith 4 retw eets

MOST RETWEETED






















RETWEETS

43		MayoClinic: What a great first day at 2015 Social Media Summit! Learn more about the program here: <a href="http://mayocl.in/1LbjXwT">mayocl.in/1LbjXwT</a> #MCCSM <a href="http://pic.twitter.com/W6cPy75NLU">pic.twitter.com/W6cPy75NLU</a> <a href="#">Tw eeted to 1,169,963 people</a> at 2015-06-15 18:02:02 -0500 w ith 43 retw eets and 2 replies
20		LeeAase: Here's the post on 15 Reasons Why Twitter is Worth Physicians' Time <a href="http://network.socialmedia.mayoclinic.org/discussion/15-...">network.socialmedia.mayoclinic.org/discussion/15-...</a> #MCCSM <a href="#">Tw eeted to 14,541 people</a> at 2015-06-15 09:32:00 -0500 w ith 20 retw eets
20		MayoClinic: LIVE on #Periscope: Discussion of Professionalism and Legal Issues in #hcs m at #MCCSM <a href="http://periscope.tv/w/aE7E4TQ2OTA3...">periscope.tv/w/aE7E4TQ2OTA3...</a> <a href="#">Tw eeted to 1,169,618 people</a> at 2015-06-15 08:04:34 -0500 w ith 20 retw eets and 1 reply
14		JulieAGuinn: "You cannot mitigate risk by eliminating participation ... Our silence has catastrophic implications" @FarrisTimimi on #hcs m #mccsm <a href="#">Tw eeted to 254 people</a> at 2015-06-15 08:53:53 -0500 w ith 14 retw eets
13		chimoose: The "Virtual Handshake" pilot that @seattlemamadoc started is truly remarkable; #infographic-style web intro: <a href="http://virtualhandshake.org">virtualhandshake.org</a> #MCCSM <a href="#">Tw eeted to 14,430 people</a> at 2015-06-16 11:32:21 -0500 w ith 13 retw eets
12		FarrisTimimi: Silent docs in #socialmedia allow knowledge void to be filled by innuendo #DedicateToEducate via @SeattleMamaDoc #mccsm <a href="#">Tw eeted to 5,502 people</a> at 2015-06-16 12:47:19 -0500 w ith 12 retw eets and 1 reply
12		MayoSMHN: Here's @LeeAase 's Social Media Pyramid – with blogging at the top #mccsm #hcs m <a href="http://pic.twitter.com/gM2zcWIEKP">pic.twitter.com/gM2zcWIEKP</a> <a href="#">Tw eeted to 1,341 people</a> at 2015-06-15 14:37:01 -0500 w ith 12 retw eets and 1 reply

IMPRESSIONS

TomVargheseJr	17,247
ctsinclair	17,080
HealthUKTD	16,723
DocEMurray	16,695
HiveDan	16,386
ARCROFTON	16,233
dineshrs	15,127
danielg280	14,836
NatriceR	14,723
whey2muscle	13,729
WhoseShoes	13,724
s_uehara	13,561
EdBennett	13,550
munevarjuan	13,472
ROCify	13,146
priv8hospitals	12,958
fischmd	12,362
pamressler	11,726
IdeaGov	11,346
CurationSuite	10,993
subatomicdoc	10,861
ToyaWeishar	10,319
PopHealthChick	10,173
drnic1	10,050
socialmediamond	9,613
Dx_imaging	9,573
Margaret_Marie	9,478
TiffanyAndLupus	9,157
StartupTweetSF	8,724
mtmdphd	8,713
KathyKastner	8,311
LisaCostelloWV	7,627
IvanEspinelM	7,603
healthfoodpage1	7,301
MatthewManor	6,927
ktanimara	6,434
Comprendia	6,064
jsolly	5,826

## RETWEETS

- 
- 11  MayoClinic: Mayo's @JohnWaldMD providing the opening keynote for today's first ever Mayo Clinic Social Media Summit. #MCCSM #HCSM [pic.twitter.com/vQl8NHe28N](http://pic.twitter.com/vQl8NHe28N)   
 Tw eeted to 1,170,403 people at 2015-06-16 09:50:02 -0500 with 11 retw eets
- 
- 11  makalajohnson: Act like a doctor. Share the best info. Sometimes it's from your organization, sometimes not. @SeattleMamaDoc #MCCSM  
 Tw eeted to 1,906 people at 2015-06-16 11:22:37 -0500 with 11 retw eets
- 
- 11  reedsmith: How fast is @google impacting health? #MCCSM [pic.twitter.com/A9yp1pU47y](http://pic.twitter.com/A9yp1pU47y)   
 Tw eeted to 10,192 people at 2015-06-16 12:33:14 -0500 w ith 11 retw eets
- 
- 11  MayoSMHN: international students from #Korea #Australia #Japan #UK and #Canada for our #MayoClinic SoMe Residency #mccsm [pic.twitter.com/g0nJLSY8e](http://pic.twitter.com/g0nJLSY8e)   
 Tw eeted to 1,331 people at 2015-06-15 11:01:56 -0500 with 11 retw eets and 2 replies
- 
- 10  reedsmith: Tip: when you get a negative comment your first step should be to walk down the hall and back. Don't respond too soon. #mccsm  
 Tw eeted to 10,187 people at 2015-06-16 10:42:55 -0500 w ith 10 retw eets
- 
- 10  reedsmith: Start running toward your goal... next look around and see who is running along side. Then partner up. @SeattleMamaDoc @carehubs #MCCSM  
 Tw eeted to 10,190 people at 2015-06-16 11:26:55 -0500 w ith 10 retw eets
- 
- 10  chimoose: Fascinating to hear @seattlemamadoc unpack the philosophy of vaccine phobia. WIRED article here: [wired.com/2015/06/antiva...](http://wired.com/2015/06/antiva...)  #MCCSM  
 Tw eeted to 14,436 people at 2015-06-16 12:43:59 -0500 w ith 10 retw eets
- 
- 10  reedsmith: Great question from a CEO: \*What rules are you breaking to help patients and families?\* Imagine if every CEO asked that question #MCCSM  
 Tw eeted to 10,194 people at 2015-06-16 13:14:06 -0500 w ith 10 retw eets and 1 reply
- 
- 10  chimoose: Who do @MayoClinic "corporate" and physician accounts mention most? Here's a map of the last 30 days' mentions #MCCSM [pic.twitter.com/Z9H83euGil](http://pic.twitter.com/Z9H83euGil)   
 Tw eeted to 14,416 people at 2015-06-15 09:52:23 -0500 w ith 10 retw eets
- 
- 10  TonyHart87: If you're in healthcare you should be aware of #Symplur for healthcare hashtags [symplur.com/healthcare-has...](http://symplur.com/healthcare-has...)  #MCCSM via @b\_sorensen  
 Tw eeted to 812 people at 2015-06-15 09:36:51 -0500 with 10 retw eets
- 
- 9  MayoClinic: LIVE on #Periscope: Keynote at #mccsm Summit featuring @SeattleMamaDoc [periscope.tv/w/aFBRujQ2OTA3...](http://periscope.tv/w/aFBRujQ2OTA3...)   
 Tw eeted to 1,170,510 people at 2015-06-16 12:17:46 -0500 with 9 retw eets and 2 replies
- 
- 9  JasonPratt: And this is @MayoClinic's FIRST @periscopeco broadcast!—> [twitter.com/mayoclinic/sta...](http://twitter.com/mayoclinic/sta...)  #LiveVideo #MCCSM  
 Tw eeted to 4,545 people at 2015-06-15 08:06:13 -0500 with 9 retw eets
- 
- 9  MayoSMHN: Your personal tweets reflect on your employer's brand. Be smart, says @danielg280 #mccsm #hcsm  
 Tw eeted to 1,316 people at 2015-06-15 08:31:34 -0500 w ith 9 retw eets
- 
- 8  SeattleMamaDoc: NOW: Starting a panel w Paul Speyser fr @carehubs sharing the journey of how we've built Virtual Handshake [virtualhandshake.org](http://virtualhandshake.org)  #MCCSM  
 Tw eeted to 28,064 people at 2015-06-16 11:05:44 -0500 w ith 8 retw eets
- 
- 8  chimoose: "People respond much more to a doctor who's 3-dimensional" - @farristimimi on Professionalism #MCCSM (w @danielg280) [pic.twitter.com/X71hq1Dxl](http://pic.twitter.com/X71hq1Dxl)   
 Tw eeted to 14,407 people at 2015-06-15 08:29:45 -0500 w ith 8 retw eets
-

RETWEETS

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8



**LeeAase:** Mayo Clinic Social Media Summit about to kick off #MCCSM  
[pic.twitter.com/gBY9PMUQoV](https://pic.twitter.com/gBY9PMUQoV)

Tw eeted to 14,553 people at 2015-06-16 09:03:00 -0500 w ith 8 retw eets and 1 reply

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8



**SeattleMamaDoc:** I'm spending the day @MayoClinic w @FarrisTimimi @LeeAase and so many others invested in transforming how we communicate. Follow #MCCSM

Tw eeted to 28,064 people at 2015-06-16 09:11:21 -0500 w ith 8 retw eets

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7



**SunniHemingsen:** [VirtualHandshake.org](http://VirtualHandshake.org): The time together isn't the only time that's valuable @SeattleMamaDoc #MCCSM

Tw eeted to 43 people at 2015-06-16 11:10:10 -0500 w ith 7 retw eets

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