

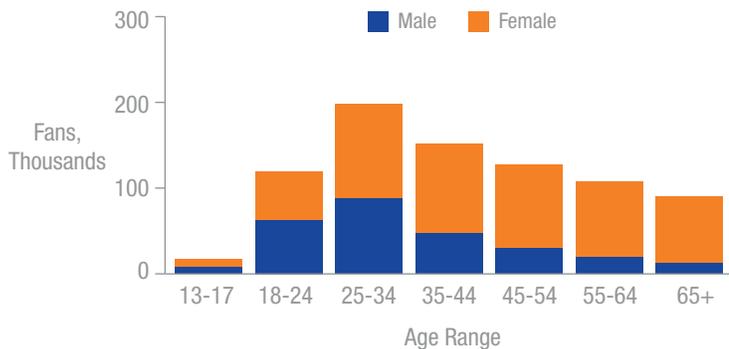


# MAYO CLINIC SOCIAL MEDIA ASSETS

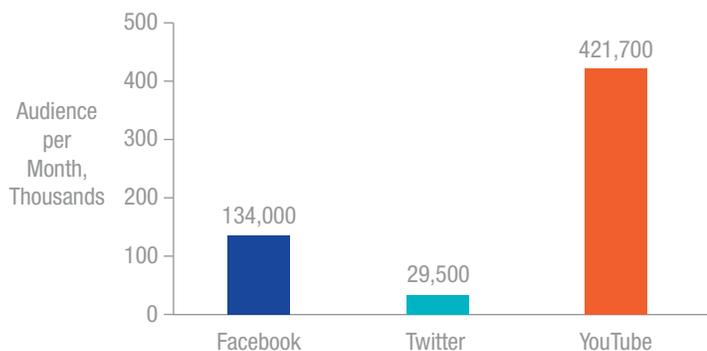
## FOLLOWERS



## FACEBOOK AUDIENCE



## AUDIENCE ENGAGEMENT



## CHANNELS

 **Facebook** users share stories and interests through links to content, photos, videos, and by joining special interest groups.

 **Twitter** is a micro-blogging platform that limits posts to 140 characters. It is a source for news and active conversations. Use @mentions to connect to other users and #hashtags to join conversations.

 **Instagram** is a social sharing site for pictures and short videos. It allows organizations to visually communicate personality of a brand. Use @ mentions to connect to other users and #hashtags to join conversations.

 **Pinterest** is an online bulletin board for users to share and save images to inspire ideas, discovery, and creativity.

 **LinkedIn** is a business-oriented networking site for organizations and professionals to share content, find answers, post and view jobs, make business contacts, and establish industry expertise.

 **YouTube** is the most popular video sharing site and is the second largest search engine after Google.

## WEBSITES

### Mayo Clinic Connect

An online community for users to share their experience, ask questions and find support from people with similar health concerns. [connect.mayoclinic.org](https://connect.mayoclinic.org)

### Sharing Mayo Clinic

Sharing Mayo Clinic is a place for patients, friends, families and staff to share their Mayo Clinic experiences. [sharing.mayoclinic.org](https://sharing.mayoclinic.org)

### Mayo Clinic Social Media Network (MCSMN)

A social network for professionals using online communication tools to enhance health care delivery. When you join the MCSMN, your Mayo Clinic Social Media Account is created, giving you access to online discussions, advanced residency courses, webinars, daily curated news, newsletters, and more. As premium members, Mayo Clinic employees can enroll in a free training program for certification in the basics of social media for healthcare professionals.

*Annual membership: \$495 | Mayo Clinic employees: FREE (using a Mayo.edu e-mail address)*

Register at [socialmedia.mayoclinic.org/register](https://socialmedia.mayoclinic.org/register)

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## RESOURCES

### Mayo Clinic Social Media Champions

Champions have access to exclusive articles, blog posts, videos and more. Champions can link their Facebook, Twitter, and LinkedIn accounts to their Connect account, for quick and easy social sharing of prepared and approved Mayo Clinic news. [connect.mayoclinic.org/champions](https://connect.mayoclinic.org/champions)

### Social Media Guidelines

For more information about appropriate, professional behavior on social media, please refer to the guidelines available at [socialmedia.mayoclinic.org/mayo-clinic-employee-social-media-guidelines](https://socialmedia.mayoclinic.org/mayo-clinic-employee-social-media-guidelines)

### Mayo Clinic Social Media Resources and Training

Visit [socialmedia.mayoclinic.org/employees](https://socialmedia.mayoclinic.org/employees)