3 S’s of Social Media for Nurse Leaders

This resource and other social media resources for nursing can be found at https://socialmedia.mayoclinic.org/nursing/.

1. Support social media activities:
   a. Explore unit staff knowledge of social media. Commit to a discussion with your staff in the next two months to better understand their familiarity with and use of social media.
   b. Review social media guidelines with staff (found using the link below). Mayo’s mission and history includes sharing its knowledge; social media is a venue for doing that.

2. Identify a social media super-user from your unit who can:
   a. Assist staff members who wish to set up social media accounts and ensure all users have appropriate settings, including privacy, tagging, etc.
   b. Support the use of Mayo’s social media guidelines for unit employees.
   c. Encourage the professional use of social media by serving as an expert user and role model.

3. Share social media resources:
   a. Nursing page on the Mayo Clinic Social Media Network
      https://socialmedia.mayoclinic.org/nursing/ Includes social media guidelines for employees, frequently asked questions, links to official Mayo social media sites and more.
   c. Start sharing good news about Mayo Nursing using social media!
      Get started by sharing stories posted to official Mayo Clinic social media channels.