

## 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.
- b. **Mayo Clinic Social Media Champion Program**, <https://connect.mayoclinic.org/champions/>
- c. **Start sharing good news about Mayo Nursing using social media!**  
Get started by sharing stories posted to official Mayo Clinic social media channels.