

5 Ways Nursing Staff Can Use Social Media

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

1. Follow Mayo Clinic on Facebook and Twitter.

By following Mayo Clinic on Facebook and Twitter, you will see curated news that is approved for sharing with the public.

2. Share Mayo Clinic news from Mayo Clinic accounts on Facebook, Twitter and LinkedIn.

Be proud of where you work! Share the news and support the “word of mouth” tradition of Mayo Clinic.

3. Have a patient story idea to share? Reach out to the [Social and Digital team](#) in Public Affairs.

Help us share the great stories you see happening every day.

4. Post additional questions you have about social media on the Nursing page of the Mayo Clinic Social Media Network.

This page, <https://socialmedia.mayoclinic.org/nursing/>, provides further resources for you, including Nursing-specific FAQs on social media and a discussion group to post any questions you may have about using social media.

5. If you are unfamiliar with the basics of social media, sign up and take the [Social Media Basics for Healthcare certification](#).

Social media is an approved tool for staff to use. If you are unfamiliar with how to use these tools, your colleagues in Public Affairs have created a training course to help you. This Social Media Basics certification is a self-paced course that explains the basics of Facebook, Twitter, LinkedIn and visual social media. There are also modules on professionalism and social media metrics to further your knowledge.

You'll need to [set up an account](#) using your Mayo work email.