Social Media Quick Start Guide for Researchers
A quick how-to for Mayo Clinic researchers who want to promote their work on social media.

Revised November 28, 2018

Step 1: Contact Public Affairs

Contact Mayo Clinic Public Affairs at least four weeks prior to the date your manuscript will be published so they can assist in promoting your research.

If you don’t know the Public Affairs contact for your area, call the main Communications Division line at (77) 2-5410, or call the main line for Media Relations at your site:

- Arizona: (79) 1-4222
- Florida: (78) 3-2299
- Rochester: (77) 4-5005

You can find a complete list of Public Affairs contacts here.

Step 2: Promote your research on social media. Here are some tips and best practices:

- Share a link to your published manuscript on Twitter. Consider including hashtags relevant to your research and trending topics. Also consider mentioning the Twitter handles (user names), of your institution and the journal in which your publication appears. This will help increase visibility.
- If you are involved in professional online communities, such as Google Scholar and LinkedIn, update your profiles in these communities to include links to your new publication.

IMPORTANT - A NOTE ABOUT SOCIAL MEDIA AND CLINICAL STUDIES/TRIALS:

- Do not share posts on social media that promote or recruit for clinical studies/trials without IRB approval. If a research study or trial is active, then IRB approval is required for social media posts that promote the study or recruit for volunteers to enroll in clinical trials. This includes posts that raise awareness for a specific clinical study/trial without asking for volunteers. Because such posts could be viewed by potential research participants, the Mayo Clinic IRB considers them to be recruitment, and they require review and approval like any other recruitment method.
- It is not appropriate to modify posts shared by IRB-approved methods of recruitment. For example, you can retweet a post shared by a Mayo Clinic social media account aimed at recruiting volunteers, but you should not modify the post—either by editing text or altering images—when you retweet it.
- It is appropriate to promote research or clinical studies/trials in a general way.
- It is appropriate to promote the publication of clinical study/trial results.
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Want to use social media for clinical study/trial recruitment?

Read the Subject Recruitment Planning Guideline. If you have follow-up questions, contact Leslie Jordan, research communications coordinator in the Center for Clinical and Translational Science. Please be aware that social media isn’t always an appropriate tactic for recruiting clinical study/trial participants.

Need social media training?

- If you have 10 minutes, review Mayo Clinic’s social media guidelines. (This one’s important! If you don’t do anything else, do this.)
- If you have one hour, review Mayo Clinic’s Social Media Toolkit for Researchers
- If you have four hours, complete the Social for Healthcare Certificate, an online training program for certification in the basics of social media for healthcare professionals. If you don’t have four hours, we recommend you complete the modules for Twitter, LinkedIn and Professionalism. CME credits available!
- If you have one day, attend the Social Media Residency to learn more about best practices, discover what’s new, gain hands-on experience, and discuss strategy and tactics with experts.

Don’t have time for training? Ask the Mayo Clinic Social and Digital Innovation team for help

The Social and Digital Innovation team, part of the Communications Division in Public Affairs, oversees and manages social media at Mayo Clinic. They can assist with:

- Answering questions about social media. Email them at socialmediacenter@mayo.edu
- Posts to Mayo Clinic’s social media accounts, including Twitter, Facebook and LinkedIn. Request a post by filling out this form.
- Social media consultation. Request a consult by filling out this form.

Social media how-to guides

- Twitter Best Practices (NOTE: Tweets can now be 280 characters, up from 140.)
- LinkedIn – Top 11 Tips
- Maintaining Social Media in 10 Minutes a Week
- 15 Reasons Twitter is Worth Physicians’ Time