Strategic Planning for Social Media Template

**Name:** Angela Fritsche  
**Organization:** Mayo Clinic Nursing Research Division  
**Name of Project/Initiative:** Social Media for Nursing Research

**Executive Summary:**

Mayo Clinic has had a nursing research division for decades with a desire to grow this area into national prominence and recognition. In 2015, the Mayo Clinic Board of Governors approved the position of Associate Dean for Nursing Research to lead nursing research across the Mayo Clinic enterprise. Dr. Linda Chlan was hired as the first Associate Dean for Nursing Research and has worked to build nursing research across the enterprise by expanding extramurally funded programs of research and recruitment of extramurally funded nurse scientists to Mayo Clinic. The nurse scientists at Mayo Clinic are gaining traction through appointments on national committees, extramural grant funding, and national/international research presentations. However, Nursing Research Division lacks an online presence similar to schools/colleges of nursing at large universities.

In 2016, the Mayo Clinic Nursing Research Committee was reorganized to build the vision, mission and strategic priorities for nursing research across the enterprise. Strategic priorities include communication and building awareness of nursing research both within and outside of Mayo Clinic. Through networking, affiliations with departments and transformational centers, a quarterly newsletter and an externally facing website, initial mechanisms have been put in place. However, communication and visibility outside of the institution was still minimal.

In August 2018, the Mayo Clinic Nursing Research Committee set a goal to begin leveraging social media as a communication tool for building national awareness of nursing research at Mayo Clinic externally. Leveraging social media is a low-cost method with the potential to reach nurse scientists, other researchers, nurses interested in research and national organizations. Social media would provide a mechanism for distributing the research productivity underway, building collaborations with colleagues across the world, recruitment of nurse scientists, and a pipeline of future nurse scientists.

In the fall of 2018, I completed the Mayo Clinic-Hootsuite Social Media Basics for Healthcare Certification, Social Media Residency and attended the 2018 Mayo Clinic Social Media Network Annual Conference. While attending the residency and conference, I received consultations on which social media platforms would be best to meet our needs. Given we wanted to recruit and build relationships, we were advised to start with Twitter and LinkedIn. During the residency course, I was able to learn more about taking videos for social media purposes and learned about equipment that was available for minimal cost (~$250) that allows for stabilization and improved sound quality. Our hope is to purchase this equipment in 2019 and be able to create videos that highlight our research, scientists and staff for posting on Twitter, LinkedIn and YouTube. Given the minimal internal resources available for social media, our initial steps are to begin with individual Twitter and LinkedIn accounts until we gain enough visibility and newsworthy items to qualify for our own designated Mayo Clinic social media accounts on Facebook and Twitter. Once we purchase the equipment, we will be able to enhance these posts with videos for sharing on Twitter, LinkedIn and YouTube.

*Find guidance for completing this template by downloading the Strategic Social Media Planning Worksheet.*
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All members of the Nursing Research Division from our Associate Dean to our nurse scientists, administrative staff and study coordination staff will have Twitter accounts by the end of January 2019 and LinkedIn accounts by the end of February 2019, in addition to completing the relevant modules that are part of the Mayo Clinic-Hootsuite Social Media Basics for Healthcare Certification, which will also serve as our annual nursing competency for 2019, we will set-up a Hootsuite account for all staff that our administrative support can schedule posts on behalf of individuals in nursing research.

Our measurements of success will be our success of building our external presence across the country which includes expanding connections by Division members on LinkedIn and followers on Twitter, tracking views, impressions and engagements, and an increased number of applicants and collaborators.

**Background/Situation Analysis:**

Mayo Clinic is an internationally recognized global leader in healthcare with a robust research portfolio. To this end, Mayo Clinic is fortunate to have life-changing successes in research across the healthcare spectrum on a regular basis. With all that goes on with Mayo Clinic across the enterprise, resources are limited as to what is picked up by the media and shared on Mayo Clinic social media platforms and with public relations. The Mayo Clinic Nursing Research Committee set social media as a strategic priority to begin to leverage resources at our fingertips to help gain external visibility.

The Mayo Clinic Nursing Research Committee decided that leveraging social media as a communication tool could help share the novel research being conducted by our nurse scientists and to create a rich applicant pool for vacant nurse scientist positions.

While we are unsure of the social media metrics and outcomes to help build collaborations and a pipeline of nurse scientists as there is no data available, it is a tactic that is available and worth developing. With this opportunity, we developed a social media strategy that has been launched. We are tracking the success and hope to potentially publish it in a future manuscript that can be used by other healthcare organizations who employ nurse scientists in a healthcare setting.

**Strategic Issues: Defining Audience(s), Identifying Goal(s), Crafting Message(s)**

**Primary Business Goal for this project/initiative:**

Our primary goal is to develop a social media presence for Nursing Research that will lead to collaborations and a pipeline of nurse scientists through the social media platforms of Twitter and LinkedIn.
Definition of Success for this project/initiative:

<table>
<thead>
<tr>
<th>Audience(s):</th>
<th>Primary</th>
<th>Secondary</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurse Scientists, PhD Students</td>
<td>Funding organizations, nurses, other scientists</td>
<td>National organizations, media</td>
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</table>

**Social Media Goal(s):**
What do you want audiences to understand about this project/initiative and then do as a result of your social media efforts?

- Nursing Research at Mayo Clinic allows nurse scientists to develop a robust program of extramurally funded research within a healthcare setting that has direct access to patients and not constrained by teaching as is the case in the university setting. Once nurse scientists or PhD nursing students realize that this is an alternate pathway to a traditional faculty position, they will seek out opportunities to become a nurse scientist across the Mayo Clinic enterprise.

- Everyone around the world recognizes Mayo Clinic as the global leader in healthcare which often over shadows the large research portfolio at Mayo Clinic. We want funding organizations, nurses and other scientists to understand the work we are doing and to reach out for future collaborations and partnerships.

- We want to be recognized nationally and internationally for the work we are doing and to be at the table in key organizations that align with our programs of research and have a voice in these areas. We want to make an impact and be a part of the future of research.

**Message(s):**
What are your key messages for each audience?

- There is a shortage of PhD prepared nurses who may not have an interest in teaching in an academic setting but have questions and wish to seek solutions to improving the health

- Our nurse scientists are recognized through their affiliate organizations for the research they are doing, publications and collaborations. We want to link these individual achievements to Nursing

- National organizations routinely put out white pages and set strategic priorities that will change the foci of healthcare. We want these organizations and the media to see
and well-being of complex patients thorough symptom science, self-management science and/or caregiving science.

Research at Mayo Clinic and build relationships with funding organizations, nurses and other multidisciplinary colleagues who should incorporate the nursing lens into their programs of research.

nurse scientists at Mayo Clinic as experts and see our input in these initiatives.

**Defining Success:**
How will you know your goals have been achieved?

- Increased contact from nurse scientists across the country interested in a career or collaboration.
- Nurses’ awareness of the nurse scientist career path as an alternate career pathway to the traditional faculty role at a university.
- Increased contact with funding organizations, nurses and multidisciplinary colleagues.
- New opportunities to be at the table with national organizations and be a part of contributing to white papers and media/press releases with comments from our nurse scientists.

**Tactical Issues: Choosing Social Media Tools**

<table>
<thead>
<tr>
<th>Tool (Mark “NA” if not applicable)</th>
<th>Resources Needed (Human/Financial)</th>
<th>Timeline for Launch</th>
<th>Monitored (How and By Who)</th>
<th>Measured (How and By Who)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook (Page)</td>
<td>Administrative staff support to submit news to the Mayo Clinic Social Media Network for consideration on the main Mayo Clinic Facebook page.</td>
<td>Have begun submitting items and will continue to identify items for submission.</td>
<td>The administrative staff will monitor the Mayo Clinic Facebook page to see if any items were posted.</td>
<td>Measured by administrative staff that will track metrics of comments, likes and shares.</td>
</tr>
<tr>
<td>Platform</td>
<td>Description</td>
<td>Action Items</td>
<td>Monitoring</td>
<td>Analytics</td>
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<td>Twitter</td>
<td>Administrative staff and minimal FTE from nursing research division members to identify items to post.</td>
<td>All division members will have Twitter accounts by 1/31/19. Active presence will be established by 2/28/19.</td>
<td>The administrative staff and individuals will monitor posts and respond as needed.</td>
<td>The administrative staff and individuals will use Twitter analytics monthly.</td>
</tr>
<tr>
<td>YouTube</td>
<td>Administrative staff, minimal time FTE from nurse scientists and about $250 for video equipment</td>
<td>Secure funding in Q1 of 2019 and begin video highlight in Q2</td>
<td>The administrative staff and individuals will monitor posts and respond as needed.</td>
<td>The administrative staff and individuals will track views, likes and comments to determine topics for future video highlights.</td>
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<tr>
<td>LinkedIn</td>
<td>Administrative staff and minimal FTE from nursing research division members to identify items to post.</td>
<td>All division members will have LinkedIn accounts by 2/28/19. Active presence will be established by 3/31/19.</td>
<td>The administrative staff and individuals will monitor posts and respond as needed.</td>
<td>The administrative staff and individuals will use social media analytics and metrics monthly.</td>
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<tr>
<td>Hootsuite</td>
<td>All individuals in Nursing Research will set-up Hootsuite accounts for the administrative staff to coordinate and schedule future posting.</td>
<td>Hootsuite accounts will be set up in Q1 of 2019</td>
<td>The administrative staff and individuals will monitor posts and respond as needed.</td>
<td>The administrative staff and individuals will review Hootsuite analytics for engagements and tracking of items that are of the most interest.</td>
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**Budget:**
Administrative FTE, approximately 0.1 FTE and approximately $250 for video equipment.
Measuring Overall Success:

Any new connections and awareness of nursing research at Mayo Clinic will be a success compared to where we were in 2018. We hope to have external and internal social engagement from nurse scientists, collaborators, future PhD prepared nurses, funding organizations, research journals, and more. Since launching our strategy in January 2019, through Twitter we have had engagement with research journals, journal editors, and the National Institute of Nursing Research. We had one potential nurse scientist candidate connect with us from a LinkedIn profile update by one of our nurse scientists.

Conclusion:

Social media is a cost-effective way to communicate internally and externally what we are doing in nursing research at Mayo Clinic. This minimal investment could lead to finding our future nurse scientists, building collaborations that lead to extramural funding opportunities and national prominence and recognition of nursing research. We will be successful because of the leadership support and enthusiasm of division members as long as we maintain relevancy and a consistent presence.