

The Social Media Revolution: Implications for Associations

Lee Aase (@LeeAase)

**Director, Mayo Clinic Center for Social Media
#MCCSM**

June 3, 2011

Disclaimers

- These results not typical
- Use as directed
- Read and follow label directions
- Side effects may include vertigo, watery eyes, crackberry thumb and iPhone application addiction
- Social media tools are an essential part of a balanced communications diet
- If insufficient media coverage persists, consult your communications doctor
- Batteries not included
- Some assembly required
- Your mileage may vary

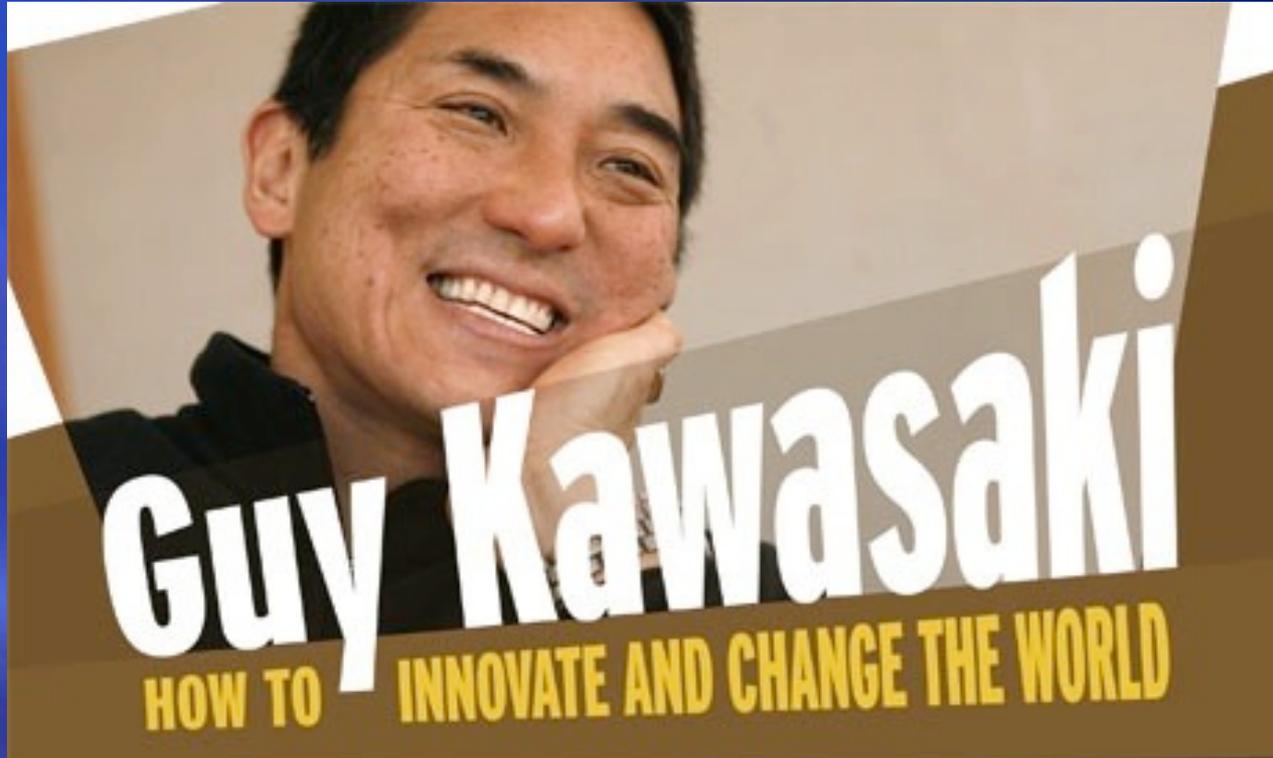
Mayo Clinic Center for Social Media

- **Our *Raison d'être*:** The Mayo Clinic Center for Social Media exists to improve health globally by accelerating effective application of social media tools throughout Mayo Clinic and spurring broader and deeper engagement in social media by hospitals, medical professionals and patients.
- **Our Mission:** Lead the social media revolution in health care, contributing to health and well being for people everywhere.

Social Media Health Network

- **Membership group associated with Mayo Clinic Center for Social Media**
- **For organizations wanting to use social media to promote health, fight disease and improve health care**
- **Dues based on organization revenues**
- **Industry members, but no industry grant funding**
- **71 member organizations as of 6/2/11**

One of my heroes...





How to Change the World

A practical blog for impractical people.

[« A Brief History of Mine](#) | [Main](#) | [Resolution Assistance](#) »

December 30, 2005

The 10/20/30 Rule of PowerPoint

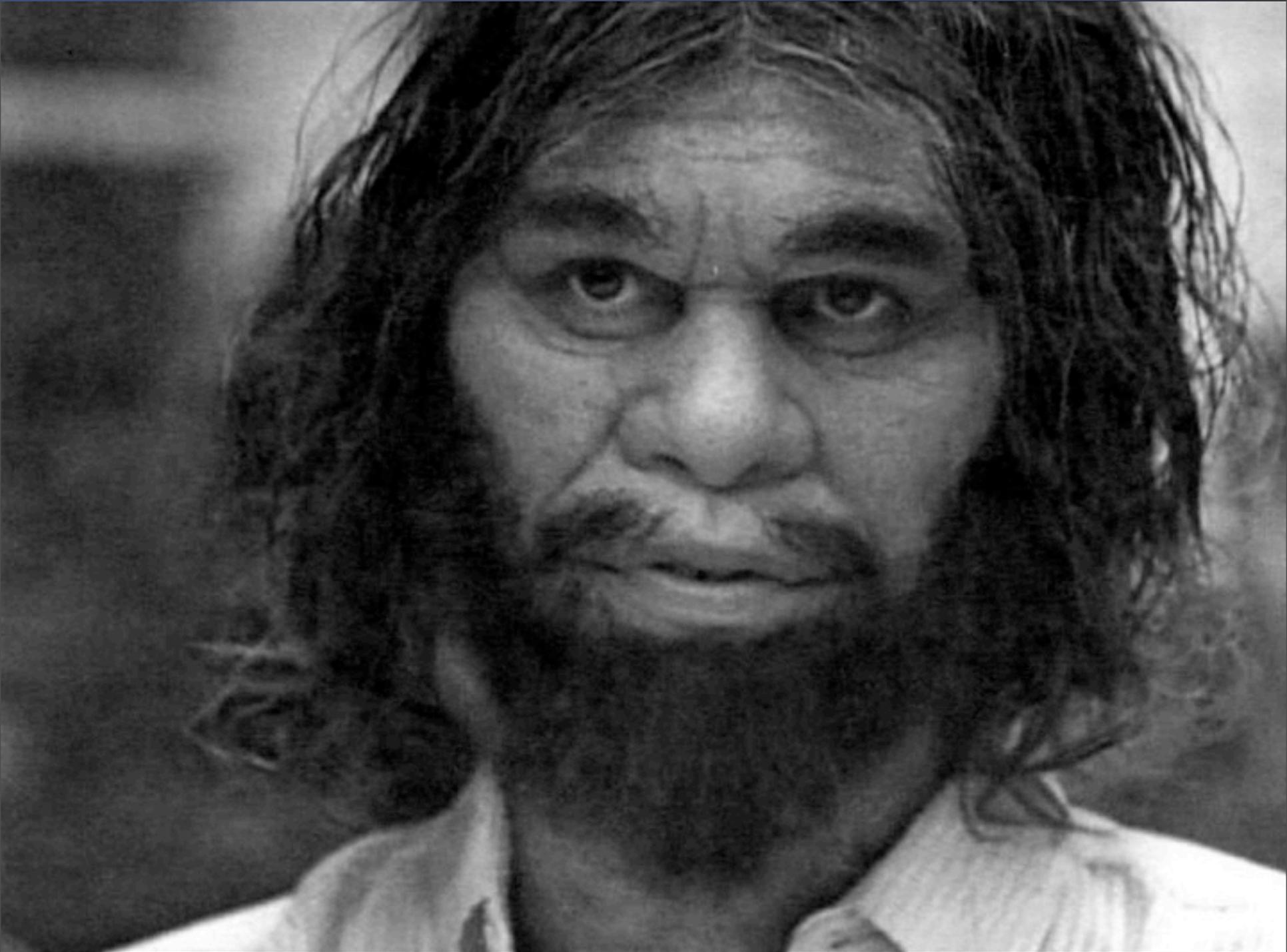
I suffer from something called Ménière's disease—don't worry, you cannot get it from reading my blog. The symptoms of Ménière's include hearing loss, tinnitus (a constant ringing sound), and vertigo. There are many medical theories about its cause: too much salt, caffeine, or alcohol in one's diet, too much stress, and allergies. Thus, I've worked to limit control all these factors.

However, I have another theory. As a venture capitalist, I have to listen to hundreds of entrepreneurs pitch their companies. Most of these pitches are crap: sixty slides about a “patent pending,” “first mover advantage,” “all we have to do is get 1% of the people in China to buy our product” startup. These pitches are so lousy that I'm losing my hearing, there's a constant ringing in my ear, and every once in while the world starts spinning.

To prevent an epidemic of Ménière's in the venture capital community, I am

Agenda: A 30-Minute Taste of Why Social Media Tools are:

- Immensely powerful
- Consistent with your organization's values (or should be)
- Practical and useful
- Free (or ridiculously inexpensive)
- and...



Monday, June 6, 2011

Three More Heroes

Six Magic Words

**Four Reasons Why
They're True for You**



Monday, June 6, 2011

**“I’ll bet /
could do
that!”**

MID-YEAR REPORT
AUSTIN PUBLIC SCHOOLS

Report form for AASE, Lee A.

Grade 1972 1973 School Southgate

Teacher Mrs. Jones Principal John W. Pare

ACADEMIC Lee's work has been average this period in all areas. He is working well when you consider his interests in reading. At this time he is capable of good work, but he does just what is assigned. We will attempt to develop other interests.

WORK HABITS Lee has difficulty keeping track of his papers. Occasionally he is late handing in assigned work. When we clean his desk, it is amazing what we find.



Monday, June 6, 2011

About Lee Aase (@LeeAase)

- **B.S. Political Science**
- **14 years in politics and government at local, state, national levels**
- **Mayo Clinic since April 2000**
 - Media relations consultant
 - Manager since 2004
 - Media Relations/Research Comm
 - Syndication and Social Media



Monday, June 6, 2011





2009 Brand Preference Summary

Healthcare Decision-Makers Aged 25+



■ 1st Mention
■ Add'l Mention

A Brief History of Social Media at Mayo Clinic

Mayo Clinic Medical Edge Syndicated News Media Resources

Appointments | Jobs | About

Medical Services | Health Information | Education & Research

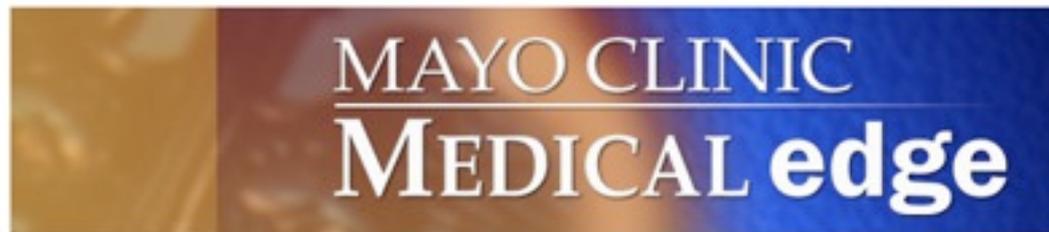
MAYO CLINIC

SEARCH

Diseases & Treatments | Doctors & Departments | Patient & Visitor Guide | Online Services | For Medical Professionals

About

- Message from Dr. Cortese
- Mission & Values
- Locations & Phone Numbers
- Facts & Statistics
- Annual Report
- Governance
- News
 - News Releases
 - Feature Stories
 - Medical Edge**
 - Television
 - Newspaper Column
 - Radio
 - NWA Traveler Column
 - Syndication
 - About Medical Edge
 - RSS Web Feeds



Print E-mail Page

Television



Television

[see more TV stories](#)

Mayo Clinic produces and distributes Medical Edge from Mayo Clinic — a weekly medical news package for television newscasts.

June 2008

Circulator Boot

Many people with diabetes

Newspaper Column



Newspaper Column

[see more newspaper columns](#)

If Uterus, Cervix Are Removed, Are Screening Tests Necessary?

DEAR MAYO CLINIC: I am 52. I had a total hysterectomy and cervix removal at age 38. Do I still need to get a pelvic exam and Pap smear? I get a

Radio News



Radio News

[see more radio stories](#)

Medical Edge Radio from Mayo Clinic, a daily 60-second health segment, features general health and people-focused stories.

June 2008 Radio Stories

June 2

Treating Poison Ivy

First Foray in “New” Media



- Existing *Medical Edge* radio mp3s
- Launched Sept. '05; Downloads up 8,217 percent Oct. vs. Aug.

Regrouping to Plan

Just as genomics is the future of personalized medicine, personalized media are changing the way people get the news and information they want and need. But as genomics increasingly supplements and improves traditional medicine without replacing it, new media are helpful additions to mainstream, mass media. We strongly recommend reforming our processes to efficiently produce content that can be used for both mass media and personalized media.

Content Creation Task Force, 7/26/2006

We recommend a three-phase approach. First, take our existing products and, with minimum incremental effort, place them in new media formats. Second... work across teams ... to make best use of the audio and video production resources we have. Third, get more resources... to produce timely or even daily content...

We have not recommended a blog strategy at this time, primarily because we have emphasized developing audio and video content that could have multiple uses in both mass media and personalized media, with relatively limited physician involvement.

My First Blog Post - 7/30/06

Lines from Lee

One of 50 Million

By LEE AASE | Published: JULY 30, 2006 | Edit

...but likely one of a handful in my department at work. I think blogging could be a good way of sharing information with my team and with department leadership, and helping to call attention to interesting trends in news media and new media. My intent is for this to be a gathering place for information that will be useful to my colleagues.

Executing Phase One Strategy

Mayo Clinic

PODCASTS

1-9 of 9

Sort by: **Most Popular** ↓



Mayo Clinic - Medical Edge Radio
Mayo Clinic
Category: Science & Medicine
Free [SUBSCRIBE](#)



Mayo Clinic - Medical Edge Video
Mayo Clinic
Category: Science & Medicine
Free [SUBSCRIBE](#)



Mayo Clinic - Bones and Muscl...
Mayo Clinic
Category: Science & Medicine
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Mayo Clinic - Children's Health ...
Mayo Clinic
Category: Science & Medicine
Free [SUBSCRIBE](#)



Mayo Clinic - Women's Health ...
Mayo Clinic
Category: Medicine
Free [SUBSCRIBE](#)



Mayo Clinic - All Audio Podcast
Mayo Clinic
Category: Medicine
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Mayo Clinic - Men's Health Pod...
Mayo Clinic
Category: Medicine
Free [SUBSCRIBE](#)



Mayo Clinic - Cancer Podcast
Mayo Clinic
Category: Science & Medicine
Free [SUBSCRIBE](#)



Mayo Clinic - Heart Podcast
Mayo Clinic
Category: Medicine
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Mayo Clinic - Heart Podcast

MAYO
CLINIC



Mayo Clinic

Category: Medicine

Language: English

Free

SUBSCRIBE

SEE ALL PODCASTS

WEBSITE

REPORT A CONCERN

TELL A FRIEND

PODCAST DESCRIPTION

The Mayo Clinic Heart Podcast offers extended conversations about conditions affecting the heart and blood vessels with leading Mayo Clinic cardiologists, cardiovascular surgeons and vascular medicine specialists. Heart disease is the leading cause of death for both men and women. Learn about the latest research and treatment advances, and why they are important.

	Name	Time	Artist		Release Date ▼	Description
1	Heart Numbers	26:11	Mayo Clinic	→	8/13/07	What are the important number
2	Postural Orthostatic Tachycardia ...	22:44	Mayo Clinic	→	7/11/07	I'm too tired to go to school." S
3	Off-Pump Bypass	18:30	Mayo Clinic	→	7/11/07	Every year thousands of people

Personally Exploring Business Uses of Facebook - Aug. '07

Facebook Business

I believe [Facebook](#) will transform networking on the web from a largely social, recreational activity to one that has serious implications for business. With well over 100 million users, obviously [MySpace](#) also will be consequential, especially in the consumer-to-consumer and B2C worlds, and with a younger demographic. But its incessant singles ads and the gaudy interface limit its potential appeal for business networking. And then of course there is [the spam issue in MySpace](#).

Facebook, by contrast, has what *TIME* magazine calls "a classy, upmarket feel to it—a whiff of the Ivy League still clings." It is considerably smaller than MySpace today, but has the momentum of gaining a million members a week.

Here's my first post about [Facebook and its business uses](#), which I wrote after one day of direct Facebook experience (although I had been following it from a distance for some time...since it led my daughter to meet her husband.) I had no idea at the time that this would set me off on a major Facebook meme.

About a month after that first post about Facebook I wrote this one: [Top 10 Facebook Business Uses](#) to compile my thoughts up to that point.

Now I've decided to create this separate page on my blog, which is accessible from the top navigation. As I do new posts about Facebook they will still show up in the regular reverse chronological order, but I also will plan to link to them from this page, so that over time this will become a fairly comprehensive resource.

Bloggging an Event: Nov. 2007



 MAYO CLINIC

Transformation

A Symposium on
Innovative Health Care Delivery

November 12-13, 2007
Hosted by Mayo Clinic,
Department of Medicine

› Connecting Strategy & Design - McCracken + Buchalter

November 14, 2007

One of the intriguing conversations during the symposium has been the discussion of systemic innovation involving a number of institutions and then within an organization multiple types of coordinated innovation. These sorts of distributed big ideas have the best chance of being truly disruptive and creating meaningful change and new value. For me the work of Texas Children's & IDEO highlighted this type of innovation within an organization. The team not only addressed the visual & environmental design of new pediatric centers across the organization, but looked closely at the business model, culture, and brand. The work considered not only the patients but included a significant focus on the needs of the physicians and the staff who would be providing care. This connection between strategy, brand, and design is something that is too often overlooked or perhaps mismanaged with innovation happening in each but poorly coordinated across an organization. Texas Children's vision to address the whole is leading to some exciting and innovative outcomes.

J. Paul Neeley

Posted in [Health Care Theme](#) | [Edit](#) | [Leave a Comment](#) »

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- › About
- › Host Message

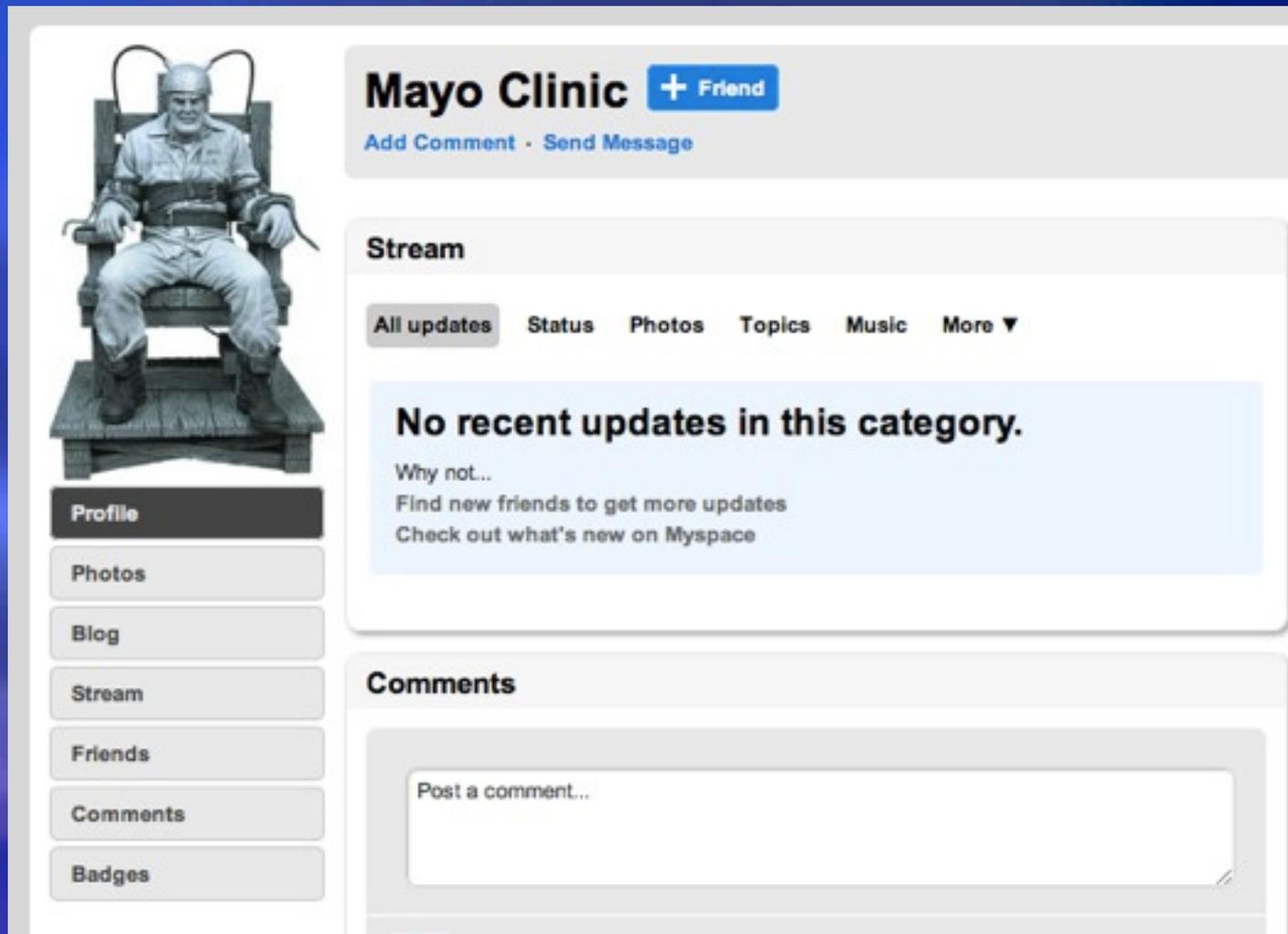
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- › Health Care Theme (9)
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- › Speaker Interviews (1)
- › Symposium Host Message (1)

Archives

- › November 2007
- › October 2007

Involuntary Social Network Presence: MySpace.com/MayoClinic



Mayo Clinic + Friend

[Add Comment](#) · [Send Message](#)

Stream

All updates Status Photos Topics Music More ▼

No recent updates in this category.

Why not...
Find new friends to get more updates
Check out what's new on Myspace

Comments

Post a comment...

Profile

Photos

Blog

Stream

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Comments

Badges

Facebook: 11/7/07

facebook Home Profile Friends Inbox 38 Lee Aase Settings Logout

Mayo Clinic

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What's on your mind?

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Options

Mayo Clinic

Athletes and Heat
In 2008, six student athletes died on the field because of the heat. Four were in high school and two were in college. Mayo Clinic sports medicine spe...[Read More](#)
Length: 1:54

10 hours ago · Comment · Like · Share

4 people like this.

Write a comment...

Shannon Swing July 24th 2008 Leiomyosarcoma tumor removal.
Thank you for saving my life! Mom of four in Wisconsin.
Yesterday at 8:07am · Comment · Like · Report

Mayo Clinic

Working in the History of Medicine Library
I've always enjoyed reading. Browsing through bookstores and antique shops looking at books both old and new fascinates me...

Insights See All

4.0 ★★★★★
Post Quality

67 Interactions
This Week

Most Active Cities

Rochester	14
-----------	----

Most Active Countries

United States	46
---------------	----

View All

Insights are visible to page admins only.

A Pivotal Presentation

Facebook and Associations

By LEE AASE | Published: DECEMBER 10, 2007 | [Edit](#)

I'm at the gate at the Rochester airport waiting for my flight to Chicago for [Holiday Showcase 2007](#), sponsored by the [Association Forum of Chicagoland](#). Apparently Chicago is home to the national headquarters for many national organizations.

I guess it makes sense for organizations like the American Medical Association to locate in Chicago, since you can probably fly nearly anywhere in the lower 48 from there in less than three hours, with no connecting flights. Assuming my flight works out today, I'll probably get a first-hand experience with the reasons for this. My 5:25 flight to Chicago was canceled and I was rebooked on the 6:55. Now we're told it will be 7:30 before we leave. Still, I should be in my hotel room by 10 if all goes well.

(My seatmate here at the airport isn't so lucky; he was going to Buffalo, but has already missed his connecting flight. We'll both be staying in Chicago tonight.)

Rebranding This Blog

When I started this blog, I labeled it *Lines from Lee*. That was all about alliteration. In beginning to blog, I was looking to learn about neat, new tools of the trade.

But as a brand that tells readers what to expect, *Lines from Lee* is lame (*one more alliteration for old times' sake.*)

So from this moment, the diffuse blog title:

PR, New Media and GTD – Lines from Lee

Thoughts on New Media, News Media and Productivity

has become

Social Media University, Global

Hands-on social media training and practical applications for lifelong learners

SMUG – Social Media University, Global

Suus Non Ut Difficile • Home of the SMUGgles

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Contact the Chancellor



Social Media University, Global (SMUG) is a post-secondary educational institution dedicated to providing practical, hands-on training in social media to lifelong learners.



Monday, June 6, 2011

SMUG Campus in Summer

By Lee Aase | June 29, 2008

When [SMUG](#) was officially established (last January) as an on-line university providing hands-on help in learning about social media and how to practically apply these tools in businesses and other large organizations, I included some campus photos in [our SMUG Facebook group](#).

The photos included interior shots of our turn-of-the-20th-century architecture as well as some exteriors. But let's face it, for most people Minnesota in January seems less appealing than it does with our lush spring and summer foliage, so here are a couple of videos that show our Ivy covered walls:



And our Oak-shrouded "Old Main" campus, including a preview of SMUG's North Annex (a.k.a. Aase

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You can reach me by using [About Me](#) page.

Core Courses

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Social Media General Education Requirements: The following are considered foundational courses for all SMUG majors:

- [Social Media 101: Intro to Social Media](#)
- [Social Media 102: Intro to RSS](#)
- [Social Media 103: Intro to Wikis](#)
- [Social Media 104: Intro to Social Networking](#)
- [Social Media 105/Blogging 101: Intro to Blogs](#)
- [Social Media 106: Intro to Podcasting](#)
- [Social Media 107: Intro to Flickr](#)
- [Social Media 108/YouTube 101: Intro to YouTube](#)
- [Social Media 109: Intro to Tagging](#)
- [Social Media 110: 7 Ways to Shrink URLs](#)

200 Level Courses

- [Social Media 201: 10 Tips for Promoting Your Business Through Social Networks](#)
- [Social Media 202: Screencasting](#)
- [Social Media 210: Growing an Organ Donation Community](#)

300 Level Courses

- [Social Media 301: GOP and McCain Use of Web](#)
- [Social Media 302: Barack Obama's Social Media Strategy](#)

400 Level Courses

- [Social Media 401: Vince Muzik Case Study](#)

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 - [When You Start](#)
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Contact the Chair



Podcasting

Podcasting enables consumers to subscribe to the audio and video updates that interest them, and enables producers to efficiently reach a niche audience, no matter how widely its members are dispersed.

The courses will be written through the process of creating the SMUG podcast, and the curriculum will be fleshed out over time.

In other words, we're making it up as we go along. But here's our current roadmap:

100 Level

- [Podcasting 101/Social Media 106: Introduction to Podcasting](#)
- [Podcasting 102: Becoming a Podcaster](#)
- [Podcasting 103: Creating Audio Files Takes Audacity](#)
- [Podcasting 104: Adding ID3 Tags to Your Audio Files](#)
- [Podcasting 105: Wordpress.com is My Podcast Server \(and Yours\)](#)
- [Podcasting 106: Creating an RSS Podcast Feed](#)
- [Podcasting 107: Posting a Podcast Episode](#)
- [Podcasting 108: Subscribing to Your Podcast](#)
- [Podcasting 109: Hotter Podcast Feeds through Feedburner](#)
- [Podcasting 110: Listing Your Podcast in iTunes and Other Directories](#)

200 Level

300 Level

400 Level



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You can reach me by using

Enroll Now

Social Media University, Global (SMUG) is among the least-structured higher education institutions in the world. You don't need to take the [ACT](#) or [SAT](#) test to prove you are likely to succeed. We think *everyone* can succeed, and we don't have any limit on admissions. From our perspective, the more students we have, the richer the educational experience will be for everyone. You don't need letters of reference, either. If you say you want to join, we'll take your word for it.

And you don't have to fill out a [FAFSA](#) form for student aid, because there's no tuition to pay.

If you want to enroll in SMUG, you can do it in one or more of the following ways:

1. **Join the [SMUG Facebook Group](#), which is our “student union.”** You won't necessarily get notification of each new post or course offering through this group, but it does give you a way to connect with your fellow students. You need to have a [Facebook](#) account to join in this way, but if you're at all interested in social media you really *should* be in Facebook. This option also lets you publicly declare your student status.
2. **[Subscribe to new posts via RSS](#).** For more information on this, check out [Social Media 102: Intro to RSS](#).
3. **[Follow the Chancellor on Twitter](#).** In this option you'll get more than just the latest SMUG courses, but you'll also random links and thoughts that aren't quite worthy of a full SMUG post. Here's [Twitter 101: Intro to Twitter](#).

These three options are not mutually exclusive. You can do them all. In fact, you probably should. So if you haven't taken the plunge, do it today, and click the links above to become a SMUG student.

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Reclaiming YouTube: Feb. '08

The image shows a screenshot of the YouTube channel page for Mayo Clinic. At the top, the YouTube logo is on the left, and a search bar, 'Browse', and 'Upload' buttons are in the center. On the right, 'Create Account' and 'Sign In' links are visible. Below this is the Mayo Clinic logo and the tagline 'The needs of the patient come first. Mayo Clinic's Primary Value'. The channel name 'Mayo Clinic Channel' is displayed with a 'Subscribe' button and navigation tabs for 'All', 'Uploads', 'Favorites', and 'Playlists'. The main video player shows a woman with glasses and a purple sweater speaking. To the right, a list of uploads is shown, including 'Aneurysm Surgery - Mayo Clinic', 'Erickson Skin & Hair Center - Mayo Clinic', and 'Contact Heat Evoked Potential Stimulation'. Below that, a 'Favorites' section shows 'before and after brain surgery for movement' and 'Mayo Clinic atrium piano, charming older'. At the bottom of the video player, there are buttons for 'Info', 'Comments', 'Favorite', 'Share', 'Playlists', and 'Flag'.

YouTube

Search Browse Upload

Create Account Sign In

MAYO CLINIC

The needs of the patient come first.
Mayo Clinic's Primary Value

Mayo Clinic Channel
mayoclinic's Channel

Subscribe All Uploads Favorites Playlists

Uploads (680)

- Aneurysm Surgery - Mayo Clinic
77 views - 1 day ago
- Erickson Skin & Hair Center - Mayo Clinic
184 views - 3 days ago
- Contact Heat Evoked Potential Stimulation
142 views - 5 days ago

see all

Favorites (6)

- before and after brain surgery for movement
chloew90 - 18,653 views
- Mayo Clinic atrium piano, charming older
jodhume - 7,034,140 views

Info Comments Favorite Share Playlists Flag

@MayoClinic on Twitter: 4/29/08

Home Twitter Elite Search Tools API Blog Login/Register

 Like  Rick Short and 6,035 others like this.



 **mayoclinic** 

Rank 12,005 out of 8,518,676	Followers 118,846	Following 1,191	Updates 2,812	Grade 100 Out of 100
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[How It Works](#)

Account Summary

Full Name:	Mayo Clinic
Bio:	Excellent integrated group health care practice. Acct maintained by @leease. Following not = endorsement. To request follow, tweet @mayoclinic..
Location:	Minnesota, Florida, Arizona
Followers:	118,846
Following:	1,191
Website:	http://www.mayoclinic.org/
Tweeting Since:	2008-04-29 19:25:56 (2 years, 9 months, 13 days) [tweet this]
Who else?	Find out who started on twitter the same day as @mayoclinic

Podcast Blog: April '08



MAYO CLINIC

Mayo Clinic Podcasts

Medical and Health Podcasts from Mayo Clinic

[« Older posts](#)

Why are some posts marked "Protected?"

November 26, 2008 - 1:55 pm

In addition to offering patients and their families opportunities to hear extended interviews with Mayo Clinic specialists, this site also serves affiliates of *Mayo Clinic Medical Edge*, our weekly television news resource. It allows reporters and news directors to preview (and download) elements for their broadcasts or Web sites.

Current month segments and related resources are available only to affiliates and are password-protected; earlier segments may be viewed on this podcast blog, on the [Mayo Clinic YouTube channel](#) or with our [other syndicated news offerings](#).

To inquire about becoming a *Mayo Clinic Medical Edge* affiliate, contact Dana Sparks or call 507-284-5005.

By [Lee Aase](#) | Posted in [Medical Edge Video](#) | Tagged [Affiliates](#), [Mayo Clinic](#), [Medical Edge](#), [Radio](#), [TV](#) | [Edit](#) | [Comments \(1\)](#)

Stroke Robot

February 4, 2011 - 7:53 pm

In this *Medical Edge* episode, Mayo Clinic [Dr. Bart Demaerschalk](#) explains how a robot is helping [stroke](#) patients.

To listen, click the link below.

[Stroke Robot](#)

By [Newsletter Editor](#) | Posted in [All Audio](#), [Medical Edge Radio](#), [Neurology](#) |

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Find

Click on the links below to hear or see segments from Mayo Clinic's podcasts, which include:

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Use the **Search** box above to find specific segments.

Subscribe to have new episodes of particular podcasts delivered to you automatically when they are published.

Sharing Mayo Clinic - Jan. 2009



Sharing Mayo Clinic

A blog with stories from patients, families, friends and Mayo Clinic staff



A Prom Promise Kept

May 9, 2009 by traciklein

As an 8-year-old girl from Michigan was headed into surgery for a heart transplant, she asked Mike Ackerman — a pediatric cardiology fellow at Mayo who was part of her care team — if she was going to live. Dr. Ackerman said, “Of course you’re going to live, and I’m going to dance with you at your prom.”

Ten years later — on April 25, 2009 — **Dr. Ackerman** flew to Michigan to surprise Stefani Pentiuk at her senior prom to fulfill a promise made years ago.

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A Broader Historical Perspective...



Monday, June 6, 2011



SMUG – Social Media University, Global

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35 Social Media Theses

Disputation of Chancellor Lee Aase on the Power and Efficacy of Social Media

Out of love for common sense and the desire to see it applied, the following propositions will be discussed at various conferences, under the presidency of Lee Aase, Bachelor of Science, and Chancellor of Social Media University, Global. Wherefore he requests that those who are unable to be present and debate orally with us, may do so by comment, Tweet or blog post.

Contact



You can
on the A

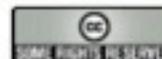
35 Social Media Theses

The Disputation of Chancellor [Lee Aase](#) on the Power and Efficacy of Social Media, posted [Oct. 31, 2009](#) to the [wall](#) of

[Social Media University, Global \(SMUG\)](#)



- Social media are as old as human speech, with air being the medium through which sound waves propagated.*
- Electronic tools merely facilitate broader and more efficient transmission by overcoming inertia and friction.*
- The mass media era was a temporary anomaly.*
- Social Media are the third millennium's defining communications trend.*
- Social media affect every industry; technology grows those effects exponentially.*
- Social media were originally about relationships, not technology. They still are.*
- Hand-wringing about merits and dangers of social media is as productive as debating gravity.*
- Just as failing to account for gravity's effects is disastrous in aeronautics, neglecting social media's power can cripple an organization.*
- Mass media will remain powerful levers that move -- and are moved by -- social media buzz.*
- Social media strategies can't compensate for an inferior offering.*
- Social media strategies can help make a product, service or experience better.*
- Communications and marketing professionals who fail to understand social media flirt with media malpractice.*
- Social media tools offer unprecedented opportunity for transformational change and productivity.*
- Strategic thinking about social media is no substitute for action.*
- You can hear a lot just by listening.*
- Social media tools make the once-source power of mass media available to anyone.*
- Social media are free in any ordinary sense of the word.*
- As I approaches zero, ROI approaches infinity.*
- MacGyver is the model for social media success.*
- Social media tools enable authentic communication if you don't purposefully complicate things.*
- Technology makes things possible. People make things happen.*
- Social media are an essential part of a balanced communications diet.*
- Almost all Web users use social media today. They just may not know it.*
- Compelling, remarkable content that people actually want is far more valuable than advertising time or space.*
- If your product, service or experience is remarkable enough, your customers will create content for you.*
- Your mileage may vary, but you'll go a lot further if you get a car.*
- Greatness, as Stephen Covey says, consists in "Finding your voice and inspiring others to find theirs."*
- Paying for advertising while not taking advantage of free online opportunities isn't particularly astute.*
- Your kids aren't smarter than you are. They're just not afraid to look dumb.*
- You can save enough using free social tools in your current work to pay for your expanded efforts in social media.*
- Unforeseen implications of social media are more likely positive than negative.*
- Healthcare organizations should thoughtfully engage with social media.*
- Social media will decrease diffusion time for medical research and healthcare innovations.*
- Challenges of introducing social media in healthcare are not unique.*
- Social technologies will transform healthcare.*



To discuss these propositions, and to learn about applying social media in your organization, visit [SMUG](#), an online university that provides FREE, practical hands-on training in social media. This work is licensed under a [Creative Commons Attribution-NonCommercial-ShareAlike 3.0 United States License](#).



Monday, June 6, 2011

Thesis #1: Air was the original social medium

me·di·um |'mēdēəm|

noun (pl. **-di·a** | -dēə | or **-di·ums**)

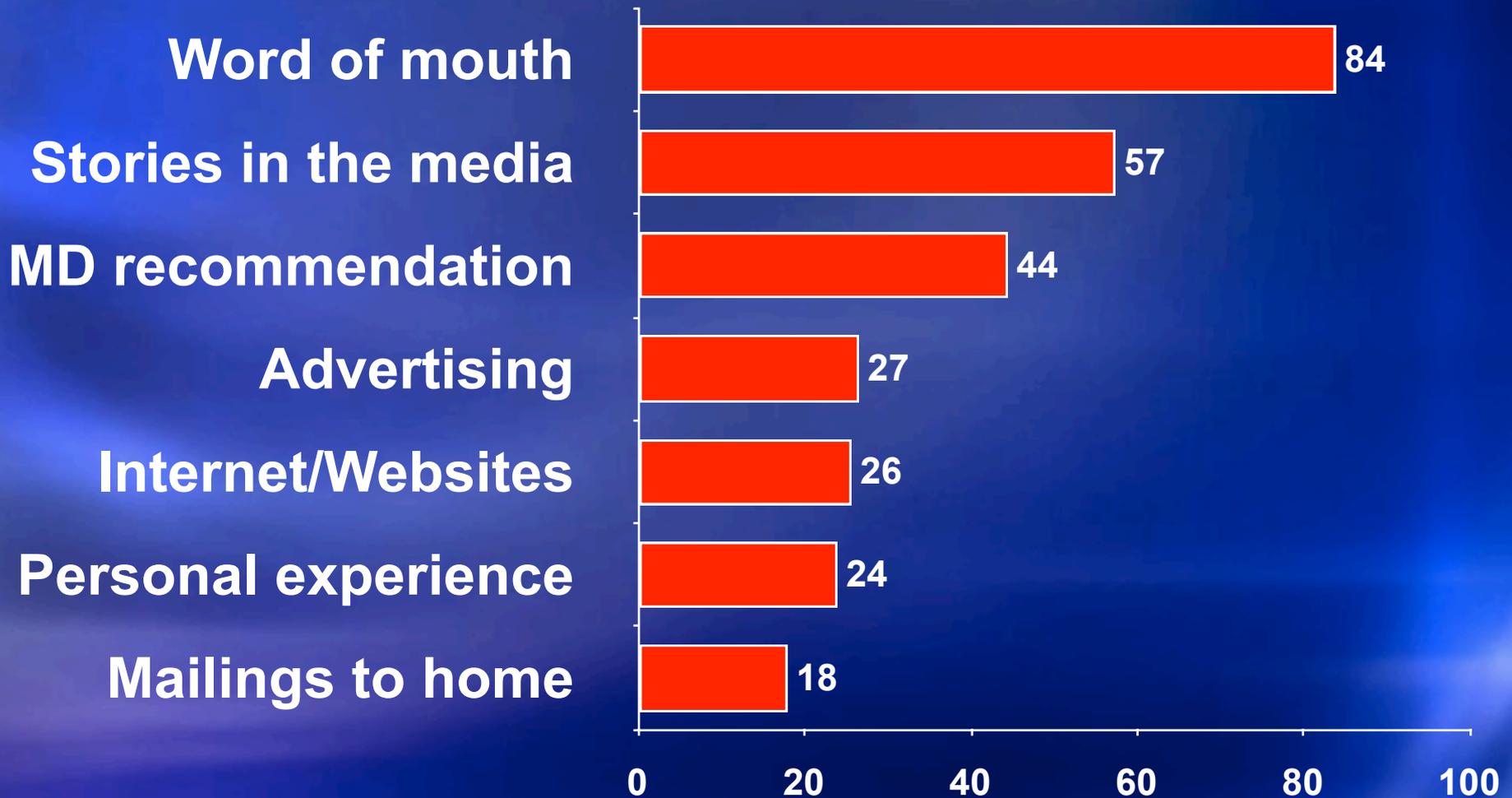
- 1 an agency or means of doing something : *using the latest technology as a **medium for** job creation | their primitive valuables acted as a **medium of** exchange.*
 - a means by which something is communicated or expressed : *the Welsh language is the **medium of** instruction.*
- 2 the intervening substance through which impressions are conveyed to the senses or a force acts on objects at a distance : *radio communication needs no **physical medium** between the two stations | the **medium** between the cylinders is a vacuum.*
 - the substance in which an organism lives or is cultured : *grow bacteria in a **nutrient-rich medium**.*
- 3 a particular form of storage for digitized information, such as magnetic tape or discs : *moving or copying backed-up data through a **hierarchy of different mediums**.*



Mayo Clinic and Word of Mouth

- **91 percent of patients surveyed say they have said “good things” to an average of 40 people after a Mayo visit**
- **85 percent say they recommended Mayo to a friend**
 - Advised an average of 16 to come
 - 5 actually came

Sources of Information Influencing Preference for Mayo Clinic



**#2: Electronic tools merely
facilitate broader, more
efficient transmission by
overcoming inertia and
friction**



Mayo Clinic

- Wall
- Info
- Photos
- Discussions
- Video
- Boxes
- >>
- +

- Edit Page
- Promote Page with an Ad
- Add Fan Box to your site
- More

What's on your mind?

- Attach
- 31
- 📄
- 📁
- 📺

Share

Options

Write something about Mayo Clinic.

Insights

See All

4.0 Post Quality

67 Interactions This Week

Most Active Cities

Rochester 14

Most Active Countries

United States 46

View All

Insights are visible to page admins only.



Mayo Clinic



Athletes and Heat

In 2008, six student athletes died on the field because of the heat. Four were in high school and two were in college. Mayo Clinic sports medicine spe...[Read More](#) Length: 1:54

📺 10 hours ago · Comment · Like · Share

👍 4 people like this.

Write a comment...



Shannon Swing July 24th 2008 Leiomyosarcoma tumor removal. Thank you for saving my life! Mom of four in Wisconsin.

Yesterday at 8:07am · Comment · Like · Report



Mayo Clinic

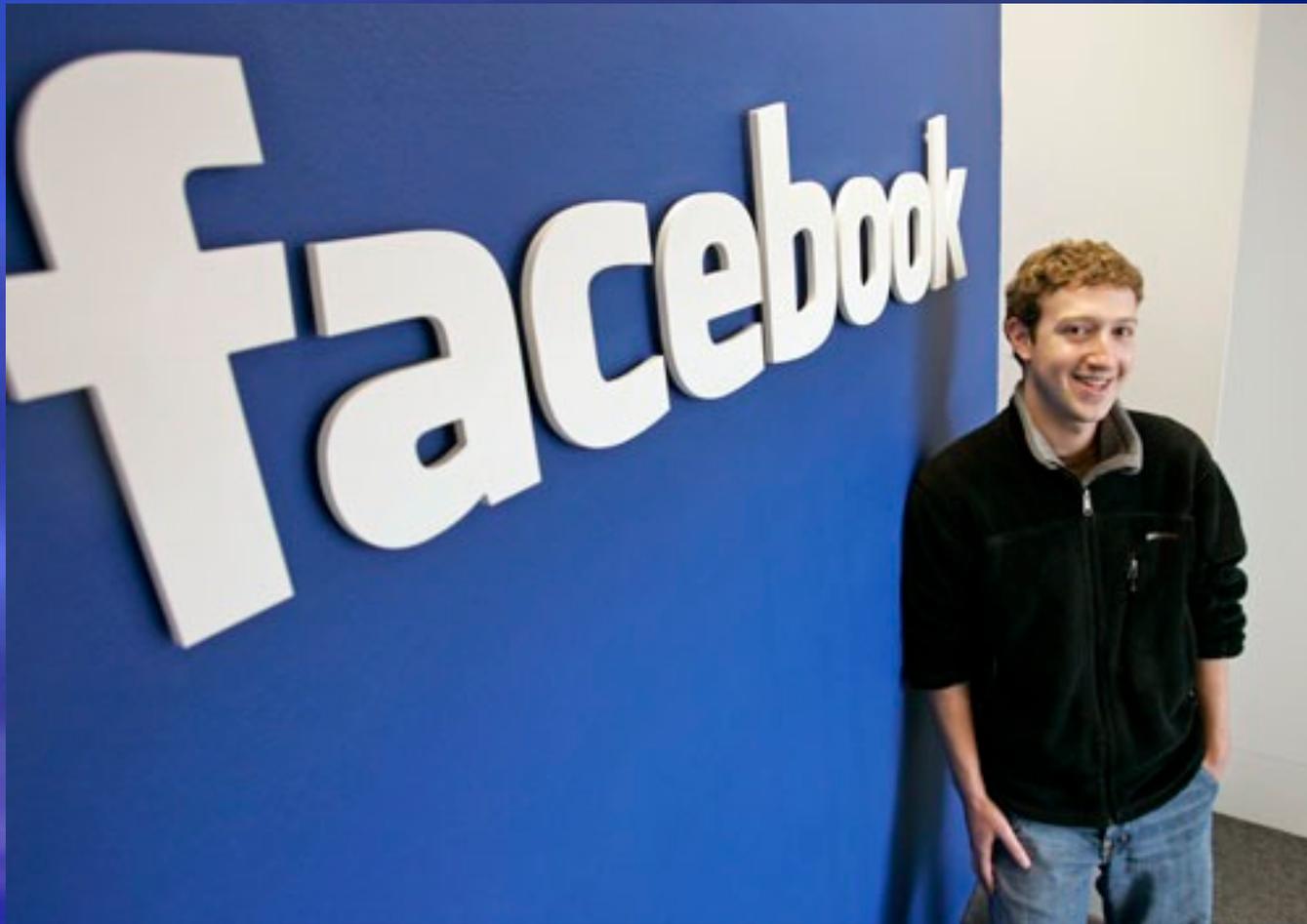
Working in the History of Medicine Library

I've always enjoyed reading. Browsing through bookstores and antique shops looking at books both old and new fascinates me.

**#4: Social media are the
third millennium's defining
communications trend**



Gutenberg: Global Mass Literacy Zuckerberg: Global Mass Publishing





Fatboy Slim

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Social Media Revolution

[Socialnomics09](#)

5 videos

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0:00 / 4:22 360p

[Socialnomics09](#) — July 30, 2009 — Social Media Revolution: Is social media a fad? Or is it the biggest shift since the Industrial Revolution? T...

1,970,843 views

**#9: Mass media will remain
powerful levers that move --
and are moved by -- social
media buzz**

The *Octogenarian Idol* Story

- **Alerted to interesting video of elderly couple playing piano in Gonda atrium**
- **Video shot by another patient and uploaded to YouTube by her daughter**
- **Video had been seen 1,005 times in six preceding months since upload**
- **Embedded in *Sharing Mayo Clinic*, posted to Facebook, Tweeted on 4/7/09**

The next day...

You Tube Broadcast Yourself™
Worldwide | English

[Home](#) [Videos](#) [Channels](#) [Community](#)

Mayo Clinic atrium piano, charming older couple...



0:07 / 1:14

★★★★★ 11 ratings 3,805 views

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[MySpace](#) [Facebook](#) [Twitter](#) [\(more share options\)](#)

Six days later...

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Mayo Clinic atrium piano, charming older couple...



0:12 / 1:14   

★★★★★ 23 ratings **26,973** views

April 22

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Mayo Clinic atrium piano, charming older couple...



0:15 / 1:14   

★★★★★ 37 ratings 64,778 views

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Sunday, May 3

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Mayo Clinic atrium piano, charming older couple...



0:06 / 1:14

★★★★★ 114 ratings

187,956 views



This will just make you stupidly happy.

It's not news, it's...

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.com

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PLATINUM ENGINE MOWER
WITH KEY START



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INNOVATION. SELECTION. BET

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Not News Sports Business Geek Showbiz Politics Music Video All

Sun May 03, 2009

		Photoshop this heated argument	(20)
		Mother Nature spins the earthquake wheel, and it comes up....hold on....tick tick tick tillick.....Guatemala. Congratulations, Guatemala	(34)
		This guy is going to jump off the Grand Canyon and hope that he can fly using only rocket-propelled wings. If he's right, big deal. If he's wrong, he's Pasadena carpet mulch	(51)
		This just in from the future: "Thank you for listening to Clear Channel. Clear Channel, 24/7, every station on the dial, you can't escape us no matter how hard you try."	(64)
		Greatest impromptu piano duet by a 90-year-old couple in the Mayo Clinic lobby you'll hear today. Cool tag because there is no AWESOME tag	(113)
(Some Guy)		Catholic Church weighs in on genetically modified foods. Lettuce pray	(62)
		Researchers map out the 7 deadly sins to find out where vice and geography overlap. Guess what part of America has the most Lust. Go ahead, guess	(166)

May 4

Mayo Clinic atrium piano, charming older couple...



★★★★★ 232 ratings

228,055 views

Cinco de *Mayo*

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Mayo Clinic atrium piano, charming older couple...



0:05 / 1:14

★★★★★ 284 ratings

292,776 views

May 10

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Worldwide | English

(0)  

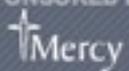
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Mayo Clinic atrium piano, charming older couple...



0:02 / 1:14   

★★★★★ 366 ratings 555,675 views



hi, LeeAasel

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Hansen: Ankeny couple don't know YouTube, but they're on it

MARC HANSEN • MAHANSEN@DMREG.COM • MAY 10, 2009

[Read Comments\(2\)](#) [Recommend\(2\)](#) [Print this page](#) [E-mail this article](#) [Share](#) [?](#)

Until recently, Marlow and Frances Cowan of Ankeny had never heard of YouTube, the video-sharing Web site.

That's understandable. Marlow is 90. Frances is almost 84. They don't own a computer. The antiquated little e-mail machine that won't accept attachments is more than enough technology, thank you.

But now that Marlow and Frances have become YouTube stars, it's much harder to plead ignorance. At last glance Friday, the video they didn't realize they were making last fall at the Mayo Clinic had more than 450,000 Internet views and climbing.

ADVERTISEMENT



They're hearing from old friends from all over the country, and even some strangers. A guy from L.A. who told them he represents "Good Morning America" wants to fly them into New York to chat with Diane Sawyer.

Here's how it happened. The Cowans were in Rochester, Minn., for Marlow's routine physical. They were hanging out in a big atrium with a beautiful, old grand piano.

A sign near the piano invited anyone to play. Marlow couldn't resist. He touched a piano key

Video

PLAY VIDEO ▶



Marlow Cowan and his wife, Fran, are becoming Youtube sensations after a video of them playing piano was posted.



May 11

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Mayo Clinic atrium piano, charming older couple...



0:01 / 1:14   

★★★★★ 386 ratings **608,141** views

May 12

You Tube Broadcast Yourself™
Worldwide | English

(0)  

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Mayo Clinic atrium piano, charming older couple...



0:03 / 1:14   

★★★★★ 460 ratings 692,713 views

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May 15

You Tube Broadcast Yourself™
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Mayo Clinic atrium piano, charming older couple...



0:03 / 1:14

★★★★★ 626 ratings

1,002,122 views

Early Morning May 26

You Tube Broadcast Yourself™
Worldwide | English

(2)  

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Mayo Clinic atrium piano, charming older couple...



0:03 / 1:14   

★★★★★ 934 ratings 2,047,021 views

[Favorite](#) [Share](#) [Dislike](#) [Flag](#)

May 26, 2009: Live in Studio *Good Morning America*





mayo clinic piano playing

Search

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Upload

Mayo Clinic atrium piano, charming older couple...

jodihume

2 videos

Subscribe



0:00 / 1:14



360p



jodihume — September 24, 2008 — Piano Love TEE-SHIRTS avail; www.inter-tees.com.
More Info: <http://bit.ly/iGLXO> Fran & Marlo Cowan (married 62...



7,149,905

views



動画タイトル：4月4日の番組

この動画の情報



現在の評価：5



[特ダネ投稿DO画オ](#)

再生時間：00:10:00

視聴回数：226

投稿日時：10/04/05

お題：[放送アーカイ](#)

撮影場所：東京都

キーワード：

[友達にメールで知らせ](#)

このページのURL

<http://doga.nhk.or>

埋め込みプレイヤー

<script type="text/



投稿者コメント

同じお題の作品

Results to Date

- More than 7.5 million views on YouTube
- >1.4 million views on *Sharing Mayo Clinic*
- From 200 views/month to 5,000 views/hour
- National TV coverage in U.S. and Japan

**#16: Social media tools
make the once-scarce power
of mass media available to
everyone**



SUUS NON UT DIFFICILE

SMUG

Social Media University Global

Message All Members

Promote Group with an Ad

Edit Group Settings

Edit Members

Invite People to Join

Create Group Event

Write something about Social Media University, Global.

Information

Category:

Organizations – Academic Organizations

Description:

SMUG is an online institution of higher learning providing opportunities for self-paced, hands-on learning about social

Social Media University, Global

Wall

Info

Photos

Discussions



Share: Status Question Photo Link Video

Write something...

Settings



Alise Lara Certa Question for the group...are blogs on their way out?

February 28 at 1:33pm · Like · Comment



Cyndee Privitt Holden Great presentation! Thanks for all the valuable information!

February 25 at 2:57pm · Like · Comment



Sarah Stephens Winnay best talk yet at himss!

February 21 at 11:33am · Like · Comment



Sarah Stephens Winnay best talk yet at himss!

February 21 at 11:33am · Like · Comment



Timothy P Walsh Great presentation at HIMSS 2011 by Lee Aase

February 21 at 11:27am · Like · Comment



Susie Shephard Excited to dive head first into soaking up all that is social media-have lots to learn!

February 12 at 1:01am · Like · Comment

Create an Ad

FanPageEngine



Free training shows you how to set up Facebook pages and how to attract fans. Visit our page for details.

John Lawson, Tim Malone, and 11 other friends like this.

Like

New Half Marathon

teamortho.us



March 19, St. Paul, MN. Get Lucky at this Irish Triple 7K, hooded sweatshirt, medal, 24 oz. glass Mug, chip timing, post-race beer.

**#17: Social media are free in
any ordinary sense of the
word (or at least ridiculously
inexpensive)**

Total Cost for Mayo Clinic Facebook, YouTube and Twitter

\$0.00

**In the European Union, based on
current exchange rates:**

€0,000

**#18: As I approaches zero,
ROI approaches infinity**

Myelofibrosis-Mayo Clinic

mayoclinic

1,045 videos

Subscribe



▶ 🔊 00:03 / 10:28 CC 360p 🖥 ↺ ⌵

👍 Like 💬 + Add to ▼ Share Embed 🚩 6,611 📄

mayoclinic | July 14, 2009 | 5 likes, 0 dislikes
 Mayo Clinic Dr. Ruben Mesa discusses the symptoms, treatment and research bei...



Reply



Reply All



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Junk



Print



Delete

From: Mesa, Ruben A., M.D.

<Mesa.Ruben@mayo.edu>

Date: Thursday, October 29, 2009 12:59 PM

To: mayotemp, Laurie Wilshusen

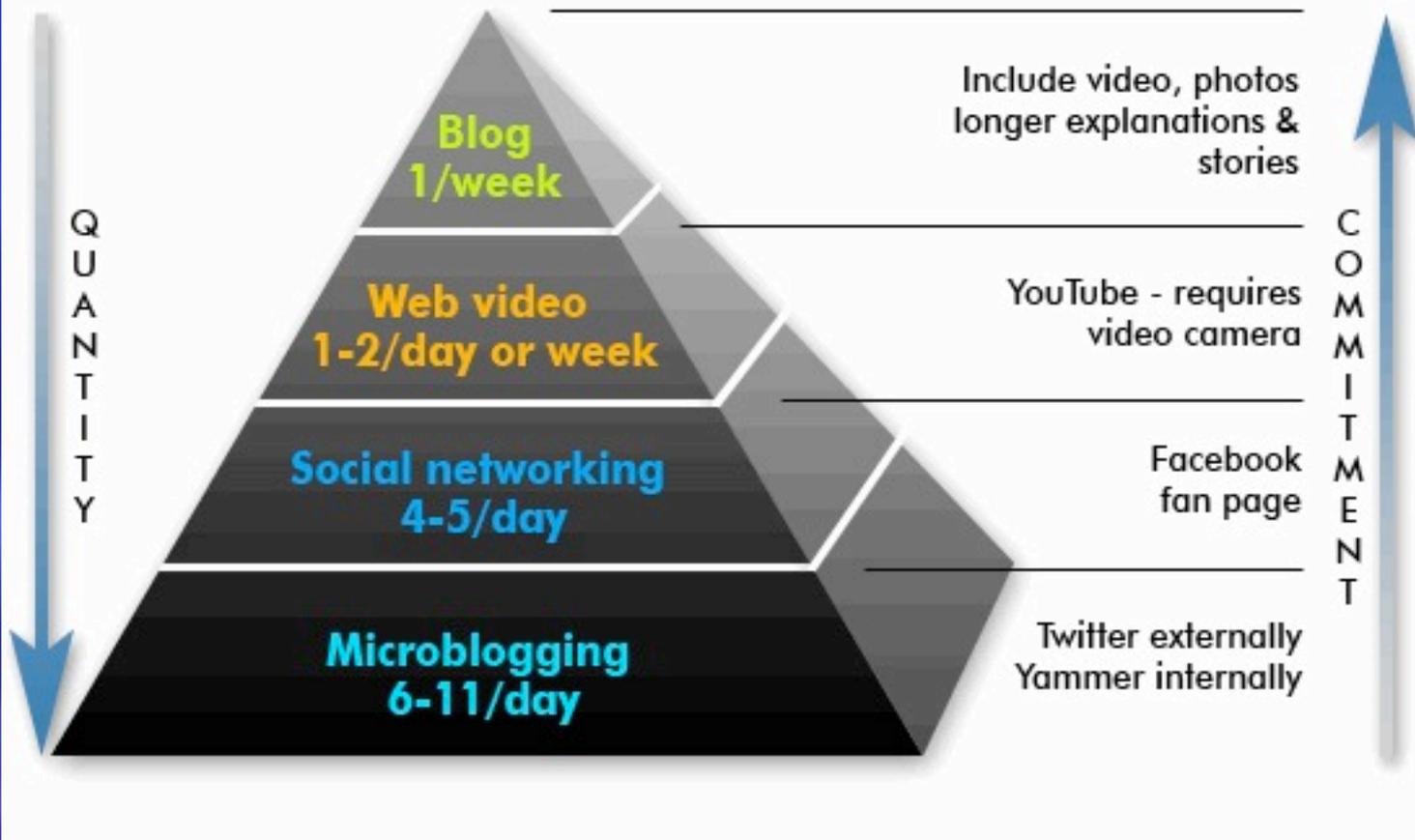
**Cc: Gade, Chris W., La Forgia, John M.,
Hathaway, Teresa M. (Misty)**

Subject: Re:

I have had dozens of people mention this and probably over 15 out of state consults linked with this one video

#22: Social Media are an essential part of a balanced communications diet

Social Media Recommended Daily Allowance



**#28: Paying for advertising
while not taking advantage
of free online opportunities
isn't particularly astute**



The most harmful TV show in U.S History?

- *Married with Children?*
- *Baywatch?*
- *The Survivor series?*
- *The A-Team?*

Are You Smarter Than A 5th Grader?

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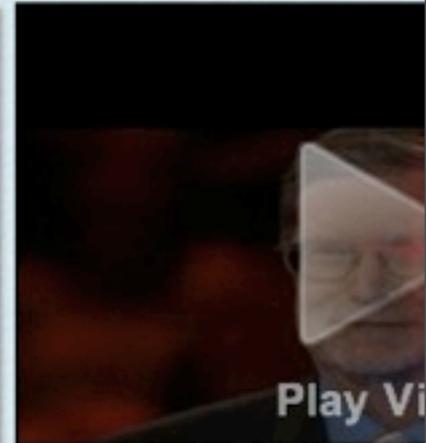
MOBILE

Are You Smarter Than A 5th Grader?

TRIVIA GAME

Click Here
To Play!

Want to be a contestant? [Click here for more info.](#)



Season Finale

00:00



SERIES PR
SUN SE
8:30/7:30

Back-to-School Thoughts on Creativity

By *Lee Aase* | September 5, 2009

As I was weeding my RSS feeds this morning (aiming to get down from 250 or so to a more manageable target of 100 that I can regularly peruse), I came across [a post](#) in which this excellent video from TED 2006, a quick talk from Sir Ken Robinson, was embedded:



It's a great talk with lots of thought-provoking elements, and one particular portion reflects exactly what SMUG is all about. He says (in the conclusion of a story that begins at about the 4:15 mark):

**“Kids will take a chance.
If they don't know,
they'll have a go.”**

-- Sir Ken Robinson, TED 2006

#29: Your kids aren't smarter than you are. They're just not afraid to look dumb.

An Existential Threat and an Opportunity to Reinvent

- *See Here Comes Everybody: The Power of Organizing without Organizations* by Clay Shirky
- Affinity groups can now connect without formal organizations
- If associations don't provide opportunities for rich interactions, someone else can and will

- All Results
- People
- Pages**
- Groups
- Apps
- Events
- Web Results
- Posts by Friends
- Posts by Everyone

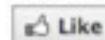
Pages

snowmobiling



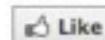
Snowmobiling

Page
70,336 people like this.



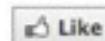
Snowmobiling!

Page
10,510 people like this.



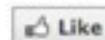
Snowmobiling

Page
3,633 people like this.



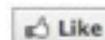
snowmobiling

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642 people like this.



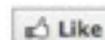
Snowmobiling

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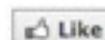
Snowmobiling

Page
351 people like this.



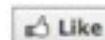
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330 people like this.



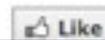
SNOWMOBILING!

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245 people like this.



Snowmobiling

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262,783

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Snowmobiling Like

Interest

Description

From Wikipedia, the free encyclopedia

A snowmobile, also known in some places as a snowmachine, or sled,

is a land vehicle for winter travel on snow. Designed to be operated on snow and ice, they require no road or trail. Design variations enable some machines to operate in deep snow or forests; most are used on open terrain, including frozen lakes, or driven on paths or trails. Usually built to accommodate a driver and perhaps one adult passenger, their use is much like motorcycles and all-terrain vehicles (ATVs) intended for winter use on snow-covered ground and frozen ponds and waterways. They have no enclosure other than a windshield and their engine normally drives a continuous track or tracks at the rear; skis at the front provide directional control. Early snowmobiles used rubber tracks, but modern snowmobiles typically have tracks made of a Kevlar composite. Originally snowmobiles were typically powered by two-stroke gasoline/petrol internal combustion engines. Four-stroke engines are becoming more and more common in snowmobiles, primarily to address environmental complaints.

Originally intended as a winter utility vehicle to be used where other vehicles cannot go, they appealed to hunters and workers transporting personnel and material across snow-covered land, frozen lakes and rivers. In the latter part of the 20th century, they have been put to use for recreational purposes as well. People who ride them commonly are known as snowmobilers. The contemporary types of recreational riding forms are known as snowcross/racing, trail riding, freestyle, mountain climbing, boondocking, carving, ditchbanging and grass drags. Summertime activities for snowmobile enthusiasts include drag racing on grass, asphalt strips, or even across water.

Source

Description above from the Wikipedia article Snowmobiling, licensed under CC-BY-SA, full list of contributors here. Community Pages are not affiliated with, or endorsed by, anyone associated with the topic.

Birthdays

See All



Richard Nacht

It's his birthday.

Say Happy Birthday



Lisa Clarke

It's her birthday.

Say Happy Birthday

Sponsored Story



Tom Stitt likes Fire On The Horizon.



Fire On The Horizon

Like

Sponsored

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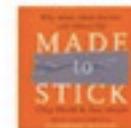
Electrophysiology Review

mayo.edu



Electrophysiology
Review for Boards and
Recertification
September 9 - 11,
2011 - Rochester, MN

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Robin Arjes ○

Lewis Aase ○

Rick Thiesse ●

Rebekah Aase ●

Laurie Mona ○

0 > Chat (95)

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Network

The Social Media Health Network, a service of the Mayo Clinic Center for Social Media, will provide access to tools, resources and guidance for organizations and individuals wanting to apply social media in health and health care.

If you would like to know more about how to join the network, call 507-538-0492 or

SEARCH

Enter

Quick N

<http://network.socialmedia.mayoclinic.org/>

Social Media Health Network

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Welcome!

March 16th, 2011 - 2:50 pm

Welcome to the Social Media Health Network. We're glad you've joined! Here are a few tips on how to get the most from this site and from your Network membership.

SEARCH

Enter

Quick N

For Further Interaction:

- Google *Lee Aase* or *SMUG U*
- @LeeAase on Twitter (or keep chatting at #MCCSM)
- aase.lee@mayo.edu
- <http://socialmedia.mayoclinic.org>