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...
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...
Three More Heroes
Six Magic Words
Four Reasons Why They’re True for You
“I’ll bet I could do that!”
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.
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
2009 Brand Preference Summary
Healthcare Decision-Makers Aged 25+

Mayo Clinic: 13 (1st Mention), 5.4 (Add'l Mention), 18.4% (Total)
AMC 1: 4 (1st Mention), 2.5 (Add'l Mention), 6.6%
AMC 2: 2 (1st Mention), 1.5 (Add'l Mention), 4.8%
AMC 3: 2 (1st Mention), 1.4 (Add'l Mention), 3.4%
AMC 4: 2 (1st Mention), 1.1 (Add'l Mention), 2.8%
AMC 5: 1 (1st Mention), 1.3 (Add'l Mention), 2.3%
AMC 6: 2 (1st Mention), 0.8 (Add'l Mention), 2.3%

2009 US Consumer Brand Monitor, n=3336
A Brief History of Social Media
at Mayo Clinic
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.
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.
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.

<table>
<thead>
<tr>
<th>Name</th>
<th>Time</th>
<th>Artist</th>
<th>Release Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heart Numbers</td>
<td>26:11</td>
<td>Mayo Clinic</td>
<td>8/13/07</td>
<td>What are the important numbers?</td>
</tr>
<tr>
<td>Postural Orthostatic Tachycardia</td>
<td>22:44</td>
<td>Mayo Clinic</td>
<td>7/11/07</td>
<td>I'm too tired to go school.&quot; Suggest (60 sec)</td>
</tr>
<tr>
<td>Off-Pump Bypass</td>
<td>18:30</td>
<td>Mayo Clinic</td>
<td>7/11/07</td>
<td>Every year thousands of people</td>
</tr>
</tbody>
</table>
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.
Blogging an Event: Nov. 2007

Transformation
A Symposium on
Innovative Health Care Delivery

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 »
Involuntary Social Network Presence:
MySpace.com/MayoClinic

Mayo Clinic + Friend

Stream

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...
Facebook: 11/7/07

Mayo Clinic

Wall

What's on your mind?

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 spec...Read More

Length: 1:54

4 people like this.

Write a comment...

Shannon SwingJuly 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...
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

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

[Video of Ivy covered building]

And our Oak-shrouded “Old Main” campus, including a preview of SMUG’s North Annex (a.k.a. Aase family home) which is under construction and will include “the greenest” green roof ever plant.
Core Courses

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
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
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.
Reclaiming YouTube: Feb. ’08
@MayoClinic on Twitter: 4/29/08

![Twitter Grader](https://twittergrader.com/e/1755)

<table>
<thead>
<tr>
<th>Mayoclinic</th>
<th>Grade</th>
<th>100 Out of 100</th>
</tr>
</thead>
</table>

**Account Summary**

- **Full Name:** Mayo Clinic
- **Bio:** Excellent integrated group health care practice. Acct maintained by @leeaase. Following not = endorsement. To request follow, tweet @mayoclinic..
- **Location:** Minnesota, Florida, Arizona
- **Followers:** 118,846
- **Following:** 1,191
- **Website:** [http://www.mayoclinic.org/](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](http://twittergrader.com/e/1755)
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 |
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 Pentiuik at her senior prom to fulfill a promise made years ago.
A Broader Historical Perspective...
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.
<table>
<thead>
<tr>
<th>Social Media Theses</th>
<th>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)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Social media are as old as human speech, with air being the medium through which sound waves propagated.</td>
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<tr>
<td>2. Electronic tools merely facilitate broader and more efficient transmission by overcoming inertia and friction.</td>
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<td>3. The mass media era was a temporary anomaly.</td>
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<tr>
<td>4. Social Media are the third millennium’s defining communications trend.</td>
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<tr>
<td>5. Social media affect every industry; technology grows those effects exponentially.</td>
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<tr>
<td>6. Social media were originally about relationships, not technology. They still are.</td>
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<tr>
<td>7. Hand-wringing about merits and dangers of social media is as productive as debating gravity.</td>
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<tr>
<td>8. Just as failing to account for gravity’s effects is disastrous in aeronautics, neglecting social media’s power can cripple an organization.</td>
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<tr>
<td>9. Mass media will remain powerful levers that move — and are moved by — social media buzz.</td>
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<tr>
<td>10. Social media strategies can’t compensate for an inferior offering.</td>
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<tr>
<td>11. Social media strategies can help make a product, service or experience better.</td>
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<tr>
<td>12. Communications and marketing professionals who fail to understand social media flirt with media malpractice.</td>
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<td>13. Social media tools offer unprecedented opportunity for transformational change and productivity.</td>
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<td>14. Strategic thinking about social media is no substitute for action.</td>
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<tr>
<td>15. You can hear a lot just by listening.</td>
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<tr>
<td>16. Social media tools make the once-scarce power of mass media available to anyone.</td>
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<tr>
<td>17. Social media are free in any ordinary sense of the word.</td>
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<td>18. As I approaches zero, ROI approaches infinity.</td>
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<tr>
<td>19. MacGyver is the model for social media success.</td>
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<tr>
<td>20. Social media tools enable authentic communication if you don’t purposefully complicate things.</td>
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<tr>
<td>21. Technology makes things possible. People make things happen.</td>
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</tr>
<tr>
<td>22. Social media are an essential part of a balanced communications diet.</td>
<td></td>
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<tr>
<td>23. Almost all Web surfers use social media today. They just may not know it.</td>
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<tr>
<td>24. Compelling, remarkable content that people actually want is far more valuable than advertising time or space.</td>
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<tr>
<td>25. If your product, service or experience is remarkable enough, your customers will create content for you.</td>
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<tr>
<td>26. Your mileage may vary, but you’ll go a lot further if you get a car.</td>
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<tr>
<td>27. Greatest, as Stephen Covey says, consists in “Finding your voice and inspiring others to find theirs.”</td>
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<tr>
<td>28. Paying for advertising while not taking advantage of free online opportunities isn’t particularly astute.</td>
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<tr>
<td>29. Your kids aren’t smarter than you are. They’re just not afraid to look dumb.</td>
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<tr>
<td>30. You can save enough using free social tools in your current work to pay for your expanded efforts in social media.</td>
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<tr>
<td>31. Unforeseen implications of social media are more likely positive than negative.</td>
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<tr>
<td>32. Healthcare organizations should thoughtfully engage with social media.</td>
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<tr>
<td>33. Social media will decrease diffusion time for medical research and healthcare innovation.</td>
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<tr>
<td>34. Challenges of introducing social media in healthcare are not unique.</td>
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<tr>
<td>35. Social technologies will transform healthcare.</td>
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</tbody>
</table>

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 video is licensed under a Creative Commons Attribution-No Derivative Works 3.0 United States License.
Thesis #1: Air was the original social medium
medium |ˈmedɪəm|
noun (pl. -dia | -dēa | 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: ore 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

- Word of mouth: 84%
- Stories in the media: 57%
- MD recommendation: 44%
- Advertising: 27%
- Internet/Websites: 26%
- Personal experience: 24%
- Mailings to home: 18%
#2: Electronic tools merely facilitate broader, more efficient transmission by overcoming inertia and friction
Mayo Clinic

What's on your mind?

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

10 hours ago · Comment · Like · Share

4 people like this.

Write a comment...


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
Social Media Revolution

Socialnomics09 5 videos  Subscribe

Socialnomics09 — July 30, 2009 — Social Media Revolution: Is social media a fad? Or is it the biggest shift since the Industrial Revolution? T...
#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...
Six days later...
April 22

Mayo Clinic atrium piano, charming older couple...
This will just make you stupidly happy.
Sun May 03, 2009

Photoshop this heated argument

Mother Nature spins the earthquake wheel, and it comes up.....hold on....tick tick tick tiillick.....Guatemala. Congratulations, Guatemala

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

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.”

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

Catholic Church weighs in on genetically modified foods. Lettuce pray

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
Mayo Clinic atrium piano, charming older couple...
Cinco de Mayo
May 10

Mayo Clinic atrium piano, charming older couple...
Hansen: Ankeny couple don't know YouTube, but they're on it

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

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.

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...
May 11

Mayo Clinic atrium piano, charming older couple...
Mayo Clinic atrium piano, charming older couple...
May 15

Mayo Clinic atrium piano, charming older couple...
Early Morning May 26

Mayo Clinic atrium piano, charming older couple...
May 26, 2009: Live in Studio
Good Morning America
Mayo Clinic atrium piano, charming older couple...

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.
Social Media University, Global

Wall | Info | Photos | Discussions

Share: Status | Question | Photo | Link | Video

Write something...

Alise Lara Certa Question for the group...are blogs on their way out?
February 28 at 1:33pm - Like - Comment

Cyndee Privist 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
#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:

€0,00
#18: As I approaches zero, 
ROI approaches infinity
Mayo Clinic Dr. Ruben Mesa discusses the symptoms, treatment and research being done for myelofibrosis.
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

- **Blog**: 1/week
- **Web video**: 1-2/day or week
- **Social networking**: 4-5/day
- **Microblogging**: 6-11/day

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- **Include video, photos longer explanations & stories**
- **YouTube** - requires video camera
- **Facebook fan page**
- **Twitter externally**
  **Yammer internally**
#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?

TRIVIA GAME

Click Here To Play!

Want to be a contestant? Click here for more info.

Season Finale
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:

![Sir Ken Robinson TED talk](https://example.com/sirkenrobinson_ted_talk)

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
Snowmobiling

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.
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 email the service department.
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.
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