

The Mayo Clinic-Hootsuite Social Media Basics for Healthcare Certificate

Social Media Education for Leading Healthcare Professionals

Social media has presented nearly every industry with new opportunities, and healthcare is no exception. Innovative organizations use social media to promote health, educate people, advance science, and connect healthcare providers with patients.

Unfortunately, there are still far too many healthcare professionals not yet using these valuable communications tools—and a lack of social media education and training is often to blame.

With that in mind, Mayo Clinic Center for Social Media and Hootsuite have collaborated to develop an industry-leading training program to help medical and healthcare communications professionals understand online social networking platforms and their application within the healthcare industry.

“This certificate program will help professionals develop practical competency in social media to help influence their online reputations, and will help them begin to see ways they can use these tools to improve their delivery of care and the patient experience.”

Farris Timimi, M.D., Mayo Clinic cardiologist and Medical Director for Mayo Clinic Center for Social Media

The [Mayo Clinic-Hootsuite Social Media Basics for Healthcare Certificate](#) combines the progressive expertise of a world-renowned healthcare organization with the real world experience of an industry leader in social media management.

This four-hour online course can be completed at your own pace, from any device. With lessons crafted to meet the needs of medical and healthcare communications professionals, this certification will empower you to use social networking tools with confidence. Upon completion, you'll be able to communicate the strategic value of social media to other stakeholders in your organization.

Learning Outcomes

After earning the Mayo Clinic-Hootsuite Social Basics for Healthcare Certificate, you'll have the knowledge and ability to:

- **Use core social media platforms with confidence**
Learn how to setup up and manage a social presence on Twitter, Facebook, LinkedIn, Instagram, and Pinterest.
- **Navigate regulatory and privacy concerns**
Learn how privacy and self-disclosure are managed online within and beyond privacy regulations such as HIPAA and how to mitigate risks.
- **Measure ROI with purpose and intelligence**
Learn when and how to measure ROI (return on investment) and ROO (return on objective).

Who Should Enroll

This certificate is developed for healthcare professionals who want to use social media platforms wisely, measure their success, and communicate the value of social media for organizational and professional development.

- Marketing and Communications Professionals
- Healthcare and Medical Professionals

Course Outline

Introduction to Social Media and Healthcare - Learn how social media is used in healthcare and why using it effectively has become a necessary skill for many healthcare professionals.

Facebook Basics - Learn how to setup a basic profile, understand privacy settings, and assess which types of groups can—and should—be set up.

LinkedIn Basics - Learn how to create an online resume/curriculum vitae, discover interest groups to support continued education, and how to use LinkedIn to manage online reputation and interact with colleagues around the world.

Twitter Basics - Learn how to set up a profile, search and find colleagues, create lists, use hashtags and participate in Twitter-based chats. Develop a greater appreciation for using Twitter to discover and share research findings as well as monitor healthcare industry trends, as well as for professional reputation management.

Visual social media - Learn the basics for setting up accounts on key visual social media networks such as Pinterest and Instagram, how to use hashtags effectively, and how to generate interaction and build community.

Social Media Monitoring and Measurement - Learn the basics of “social listening” as well as when and how the ROI of social media can be measured. Includes an overview of measurement and analytics tools for each platform.

Professionalism - Learn how privacy and self-disclosure are managed online within and beyond HIPAA regulations, as well as the legal and general policy issues governing online activity. Gather best practices for online conduct, and tools to maintain an active, interested, and professional presence.



Mayo Clinic is ranked #1 in more specialties than any other hospital by U.S. News & World Report, and is globally recognized as one of the top brands in the industry. Through the Mayo Clinic **Center for Social Media** (MCCSM), Mayo

aims to improve health globally by training and equipping its staff to use social media tools. Recognizing the value of collaborative community learning, Mayo Clinic started the Social Media Health Network (SMHN) to develop and share resources with healthcare colleagues globally.



Hootsuite is the most widely used platform for managing social media, loved by over 10 million people around the globe and trusted by more than 800 of the Fortune 1000. With Hootsuite, brands harness the power of social.

Our platform brings together your social networks and integrates with hundreds of business applications. It's the one place to build customer relationships, listen to the needs of the market, and grow your revenue. Hootsuite has been a leader across industries in developing social media training content, particularly for communications and marketing professionals.

Ready to expand your social media knowledge and skills?
To learn more, visit: <http://healthcare.hootsuite.com>