SOCIAL MEDIA CHAMPION TIPS

For those who enjoy social media, the Mayo Clinic Social Media Champions program is a chance for you to share the latest inspiring stories, news and health information with your friends and followers. You are helping spread trusted health information and hope to those you care about, and you also may reach those who are looking for answers in their health care journeys.

Syncing social media accounts to your Connect profile

To sync social media accounts to your Connect profile, you should:

- Visit the Connect website, and log in.
- Select the drop-down next to your profile picture on the top right of the page. Click “Account Settings” from the drop-down.
- Scroll down to “Login Information.” There will be three buttons that ask your to “Connect to … Twitter, Facebook or LinkedIn.” Select the button of the social media platform you wish to sync to your Connect profile.
- You will see an authorization page. Follow the screen prompts to “Allow access” or “continue.” Note: You may be asked to log in to your social media account.
- Upon syncing, you will return to the Connect page and state “Success! We were able to get your connected to this account.”
- If you’d like to share from more than one platform, repeat for any additional platforms you wish to sync. You may remove access at any time by clicking “revoke” in your Connect Account Settings, as shown in this screen shot:
How to use the Social Media Champions Corner

To use the Social Media Champions page, you should:

- Visit the Connect website, and log in.
- Under “Champions” in the upper navigation bar, select “Champions Corner.”
- You can filter by topic on the left side by clicking the circle.
- When you find an article you like, click the “Share” button (top right side of article). A text box will expand above the “Share” button. Select with social media platform(s) you want to share it on by clicking the checkboxes. There will be prepopulated text if you want to use it; otherwise, you may edit and add your own text as you wish. You are limited to 120 characters. The link to the article automatically will be included in your post/tweet.
- When ready to send, select the “Share” button one last time, and it will post from the accounts you selected.
- You will get a confirmed message: “Thanks for posting! You earned a point on the Champions Leaderboard!”
Social media sharing tips

Some of you are seasoned social network users. Others may only use one or two networks in a limited way. Read through some hints below for giving your Champions posts some added flavor.

Adding a personal touch to your social media posts/tweets

Even though the “Share” option prepopulates a message for your social media channels, you’re encouraged to make it your own. You have your own unique viewpoint based on your experience. You know your audience best. You know what they want to hear about. Highlight what’s important to you. Add a personal detail on what the content means to you.

Finding your community

There are social media communities for almost every disease or condition that are filled with people looking to connect. These are fantastic places to share your story, meet others like you, and spread news or resources about a disease or condition. The easiest way to find these communities is to search for your disease or condition within your social media platform.

Get involved in discussions related to your health condition by connecting with the individuals and using the popular hashtags when you talk about the disease or condition. The more you get involved, the more you will get out of it, and the more people you will “meet.”

Search tips

Platforms such as Twitter, Facebook, Instagram, etc. have search features on their sites and apps. Search for your disease or condition, and it will bring you to different posts or tweets, people, accounts, pages, groups, and hashtags with discussions. Search different words related to your disease to find the best fit for you.

For example, someone who suffers from breast cancer might search for “cancer,” “breast cancer,” “fighting breast cancer,” “surviving cancer,” and “surviving breast cancer.”

If you don’t find any posts because you have a rare disease or condition, or there just isn’t a community out there yet, try being a little less specific in your search and rally around that community. For example, instead of searching for “epithelioid sarcoma,” try “soft-tissue sarcoma” or just “sarcoma.” Or you can start the conversation yourself. Starting the conversation will help others find you. Tie your specific disease or condition into your posts or tweets, including the more generic term. For example, #Sarcoma is rare, but there are ways to test for it, including the very rare #EpithelioidSarcoma.