Have You Googled Yourself?
Reputation Management through Social Media

Lee Aase, Director, Mayo Clinic Social Media Network
@LeeAase
Last time in review…

• The evolution of media and growth of social media and why healthcare stakeholders must reckon with it

• Case studies of positive outcomes from healthcare stakeholders engaging in social media

• Resources for further exploration
Beneficial Applications of Social Media

• Building a specialty or sub-specialty practice
• Enhancing conversation quality and improving efficiency
• Speeding knowledge diffusion
• Promoting screening and prevention
• Raising your personal profile by being smart in public
This time it’s personal
Learning Objectives: You will be able to

• Describe the role online search plays in consumer (and patient) decisions

• Discuss the importance of consumer rating sites, and particularly their proliferation in health care

• Articulate the shortcomings of physician rating sites, and their lack of correlation with more robust measures of quality

• Develop a reputation management plan that enables you to own the top positions in searches for your name while pushing ratings sites down the page toward irrelevance.
Agenda

• Online Search and First-Impression Opportunities

• Elements of your Digital Persona, your Personal Brand
  • What you Create
  • Where you Participate
  • What’s subject to Debate

• How you can take (more) control
Zipf’s Law

In a large sample of words, the frequency of any word is inversely proportional to its rank in the frequency table.

Linguist George Zipf (1935)
Being the best in the world is seriously underrated.

Seth Godin (2007), Audio introduction to *The Dip*
Clicks by Search Position
What comes up on top when people Google you?
Elements of Your Online Persona

- What you **Create**
- Where you **Participate**
- What’s subject to **Debate**
Too often, high positions are taken by what’s subject to **Debate**
Online physician ratings don't reflect quality of care

By Nita LeDuc

Although patients commonly use online physician rating sites to help select a provider, they offer a limited view of care quality, a new study suggests.

The study, published in the Journal of the American Medical Informatics Association, found that there was no significant correlation between care ratings and quality performance scores for physicians across eight specialties at Cedars-Sinai Medical Center in Los Angeles. The researchers found that ratings of physicians were consistent across websites, indicating that patients assess quality similarly.

Related content:
Special Report: Achieving transparency in healthcare
Industry wants lack of transparency explained for patients
Consumers demand price transparency, but at what cost?
Why are review sites problematic?

• Small samples. Numeric ratings may come from two or three reviews…or even one.

• No Validation. The reviewer may not even be a patient.

• Non-care factors (e.g. parking) can influence the rating.
“Debate” Options

1. Solicit reviews on those sites from satisfied patients

2. Pay a monthly fee to a reputation management service

3. Remember what your high school organic chemistry teacher taught you…
The Solution to Pollution is Dilution
Use the other two elements of your digital persona to drive review sites down the page.
What you **Create**

- Official bio on your organization’s web site
- Videos
- Presentation slide decks
- Doximity profile
Where you Participate

• Twitter

• LinkedIn

• Places where you post what you create
  • YouTube - Videos
  • Slideshare - presentations
  • Blog - your own or a guest post on someone else's
A first online impression of my physician partner, Farris Timimi, M.D.

Medical Director, Mayo Clinic Social Media Network
Reputation Management Steps we Recommend

1. Claim and complete your Doximity profile
2. Create and maintain a Twitter account
3. Create and maintain a LinkedIn profile
4. Shoot and upload a video to YouTube
Why Doximity?

• You already have a listing

• Feeds *U.S. News* search engine

• Opportunity to vote in specialty rankings in *Best Hospitals* issue

• Time investment: minimal
LinkedIn: The Leading Business Social Network

• A properly constructed profile will likely make the first page of Google search.

• Minimal time required, but posting updates and links will increase effectiveness.
Twitter: Social Media’s Gateway Drug

• Powerful professional networking tool.

• Find common interests via hashtags, e.g. #LiverCancer, #LiverDisease, #Hepatitis, #AASLD

• See Symplur directory
More Activity = Higher Search Ranking

Work posts on Twitter and LinkedIn into your routine

- Post links to journal articles with brief commentary on a regular basis

- Tweet during scientific meetings using conference hashtag to join conversation, make connections, share internationally

- Timely tweets have often led to media interviews
Twitter in 10 Minutes a Week

• Identify key sources of tweetable information

• Use Tweetdeck, Buffer or Hootsuite to schedule 5-7 tweets spaced throughout the upcoming week

• Don’t be afraid to repeat a tweet

• Use moments during brief breaks to engage on you smart phone
Resources for Your Social Media Exploration
The Mayo Clinic Social Media Network

- The Mayo Clinic Social Media Network (#MCSMN) 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.

- Makes resources developed for Mayo Clinic staff available to peers, and generates revenue to support mission.
#MCSMN: A Catalyst for Health Care Social Media

- Guidelines
- Best Practices
- Platforms
- Training
- Consultation
FREE Basic membership: socialmedia.mayoclinic.org
News You Can Use

JUL 29 2017  How to Choose a Social Media Management Tool  Susan Gross-Link

JUL 28 2017  The Future of Social Media Is Here: These Are the Trends You Need to Know  Matt Noyer

JUL 28 2017  Twitter Added Zero Users Last Quarter  Marie Lu

JUL 27 2017  Top 10 Reasons for Using Social Media [Study]  Social Media Today

JUL 27 2017  How We Increased the Readership of Buffer’s Blog to Over 1.5 Million Visits  Buffer Scoop
Mayo Clinic Resources

Welcome to MC3MN
A professional social network for people and organizations using online digital communication tools to enhance health care delivery and advance careers.

Resources from Mayo Clinic:
- Criteria for Mayo-Branded Social Sites
- Mayo Media Release Form
- Social Media Guidelines for Mayo Clinic Employees
- Mayo Clinic Verified Twitter Accounts
- Making the Case for Employee Access to the Internet
- Mayo Clinic Connect Promotional Toolkit

* Learn how to get started.
* Contact Van Nisenson,
  Community Director

Discussion Categories
Social Media Guidelines for Mayo Clinic Employees

The following are guidelines for Mayo Clinic employees and students participating in social media.

Social media includes personal blogs and other websites, including social networking platforms like Facebook, LinkedIn, Twitter. You should follow these guidelines when writing or posting on behalf of Mayo Clinic.

1. Follow all applicable Mayo Clinic policies. For example, you must not disclose confidential or proprietary information about Mayo Clinic and you must not use your position to promote your personal interests or the interests of others.

2. When you write in the first person, you are speaking for yourself and not on behalf of Mayo Clinic. In those circumstances, you should include the disclaimer: "The views expressed on this blog website are my own and do not reflect the views of Mayo Clinic."

3. If you identify your affiliation with Mayo Clinic, your social media activity should be consistent with Mayo Clinic's high standards of professional conduct.

4. If you communicate in the public list serve about Mayo Clinic or Mayo Clinic-related matters, you must disclose your connection with Mayo Clinic and your employment at Mayo Clinic.

5. Be professional, use good judgment and be accurate and honest in your communications. Avoid offensive or unprofessional language or behavior. Your behavior will reflect poorly on Mayo Clinic and can result in liability for you or Mayo Clinic. Be responsible and professional to fellow employees.
Social for Healthcare Certificate from Mayo Clinic and Hootsuite
In-Person Learning and Networking Opportunities

- **Social Media Residency**
  - June 11, Rochester, Minn.
  - November 13, Jacksonville, Fla.
  - December 12, Scottsdale, Ariz.


- Save $100 on registration with AASLD promo code.
AASLD Resources

• AASLD Social Media Essentials
• What can social media do for me?
• Member Q&A Series: Why I use social media
• Social Media 101
• The Case for Social Media in Health Care
Conclusion

• Social Media are increasingly important in society

• Colleagues are demonstrating helpful health care applications, and effective engagement opens opportunities

• At minimum, presence in a few selected social networks should be part of your personal reputational hygiene
Let’s Discuss!

• @LeeAase on Twitter

• aase.lee@mayo.edu

• socialmedia.mayoclinic.org