

Advanced Social Media and Digital Marketing in Health Care  
Live Virtual Conference

# Mayo Clinic's Digital Response to COVID-19

## Social & Digital Media Innovations

Presented by:

Lee Aase (@LeeAase)

Director, Mayo Clinic Social Media Network

#MayoSHSMD



# Mayo Clinic's Key COVID-19 Communications Challenges

- Keeping staff informed in a rapidly changing environment, without regular intranet access
- Listening to staff, helping them support each other, and responding to questions and concerns
- Getting news updates to patients and community members nationally, regionally and locally



1

# Keeping Staff Informed

# The Scope of the Challenge - Even Before COVID-19

Reaching a diverse and dispersed audience

- More than 66,000 employees and students
- Group practices and AMCs in Minnesota, Arizona, Florida
- Mayo Clinic Health System community hospitals, clinics in four regions
- Employee News Center on intranet is main communication vehicle
  - Outstanding content with high engagement
  - Employee commenting on news articles
  - Only available behind firewall
  - Many staff lack workstation access during workday

# Mayo Clinic Intranet Home

**COVID-19 Information Center:** Resources and answers to help you care for patients, yourself, your family and each other. Learn more.

## Destinations

- Clinical Tools ▶
- EHR (Plummer Chart)
- Emergency Preparedness ▶
- Health & Well-Being ▶
- IT Connect
- Mayo Clinic Health System ▶
- Quality ▶
- Room Reservations ▶
- Safety ▶
- Security
- Travel

## Events Calendar

May 2020

Su	Mo	Tu	We	Th	Fr	Sa
----	----	----	----	----	----	----

## News Center



Update to screening protocol for COVID-19 symptoms: Fever point now 100 F

Share Image



Statement on death of George Floyd | May 27 'Glad You Asked' podcast | Update to fever screening protocol | Attend virtual Florida All-Staff Meeting

[Catch up on Past News](#) | [Share a Story Idea](#) | [Submit a News Article](#)

## Status Panel

	ARZ	FLA	RST
<b>HOSPITALS (ADMISSIONS: 255-2910)</b>			
RMC			● ○ ○
SMC			● ○ ○
ED			● ○ ○
<b>BLOOD DONOR PROGRAM (284-4475)</b>			
Whole Blood			○ ● ○
Plasma (coming soon)			● ○ ○
Platelets			● ○ ○

## Sites For

- Access Management
- Administration
  - [ARZ](#) | [FLA](#) | [MCHS](#) | [RST](#)
- Desk Employees [ARZ](#) | [FLA](#) | [RST](#)
- My Nursing | Dept of Nursing
- Nurse Practitioners & Physician Assistants
  - [ARZ](#) | [FLA](#) | [RST](#)
- Officers & Councilors
  - [ARZ](#) | [FLA](#) | [RST](#)
- Physicians [ARZ](#) | [FLA](#) | [MCHS](#) | [RST](#)



**COVID-19 Information Center:** Resources and answers to help you care for patients, yourself, your family and each other. [Learn more.](#)

## News Center



[Home](#) [News By Campus](#) [Benefits](#) [Around Mayo](#) [Bigger Picture](#) [Practice/Education/Research](#) [Work/Life](#) [Patient Stories](#)

### PRACTICE/EDUCATION/RESEARCH

# Update to screening protocol for COVID-19 symptoms: Fever point now 100 F

May 28, 2020

{ [Edit](#) }



**Bold.  
Forward.**

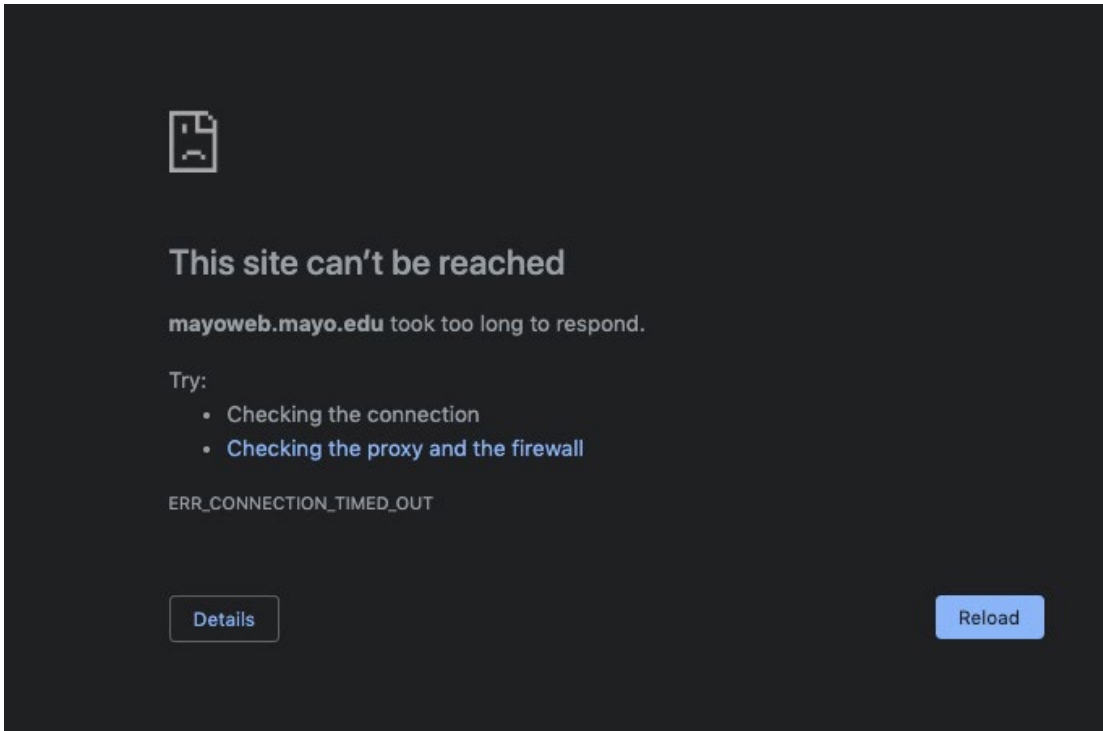



### More from Practice/Education/Research

Serology Laboratory team overcomes obstacles to launch antibody test

Remove makeup, take other actions to avoid compromising mask integrity in Rochester

# What You (or Our Employees) See Outside the Firewall





**This site can't be reached**

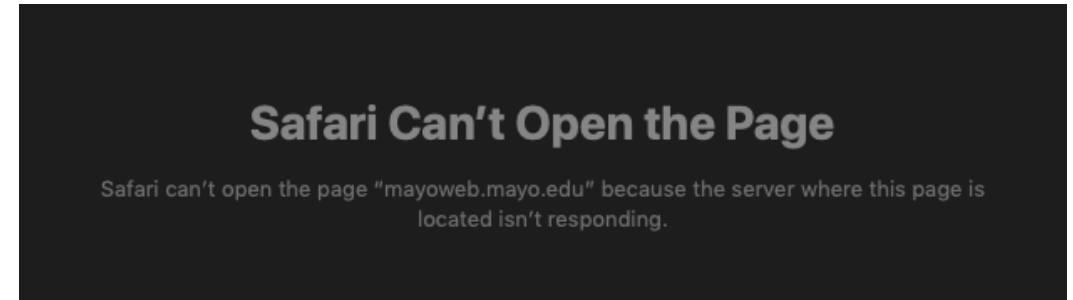
`mayoweb.mayo.edu` took too long to respond.

Try:

- Checking the connection
- [Checking the proxy and the firewall](#)

ERR\_CONNECTION\_TIMED\_OUT

[Details](#) [Reload](#)



**Safari Can't Open the Page**

Safari can't open the page "`mayoweb.mayo.edu`" because the server where this page is located isn't responding.

## Restricted Access

We're sorry, but this site is accessible only from authorized locations.

# Taking Inventory of Resources, Options

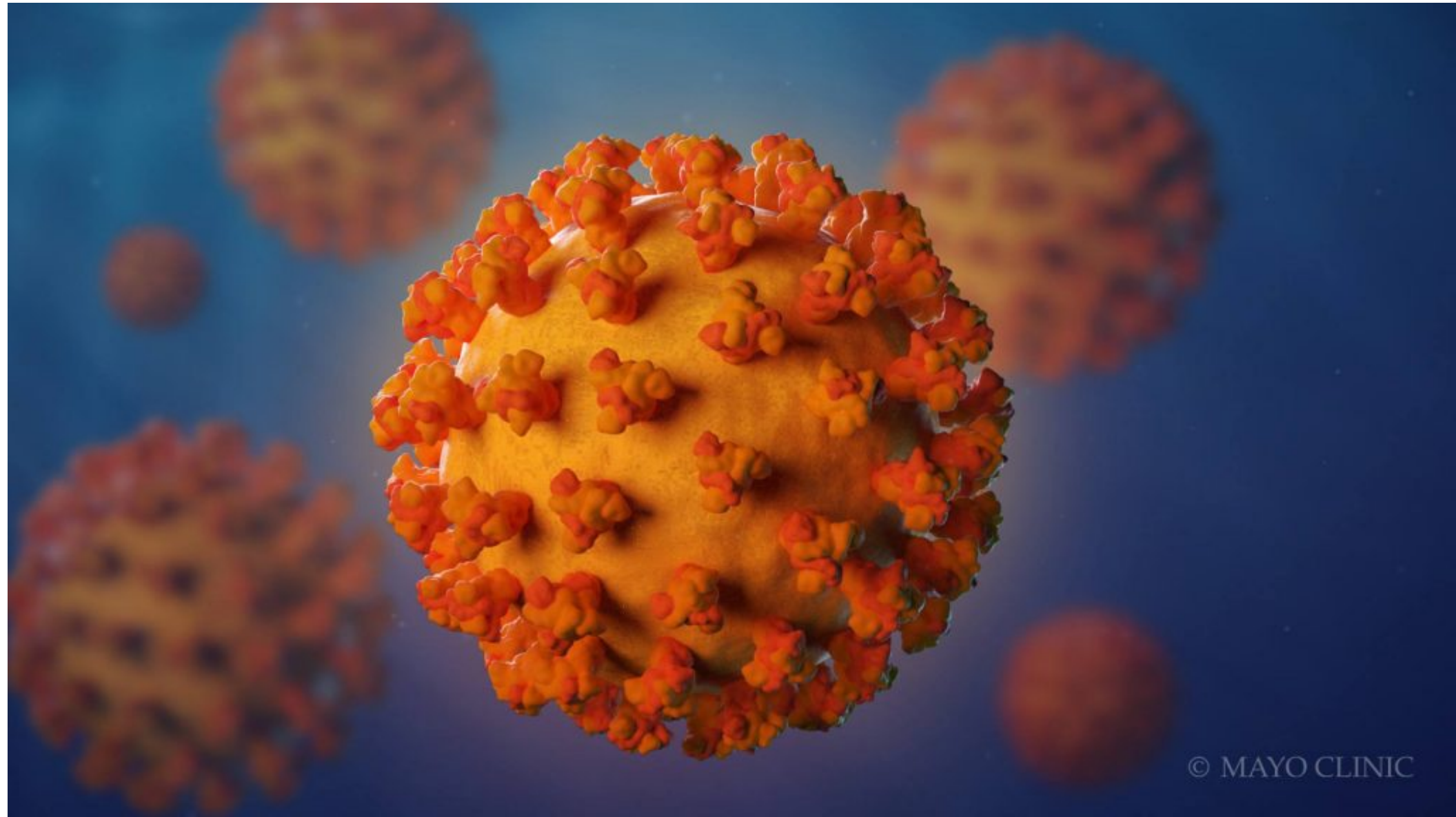
Vendor Solution or Custom Internal Development

- Various Vendors - Among many options are
  - Dynamic Signal
  - Poppulo
  - Social Chorus
  - theEmployee<sup>®</sup> app
  - Pros: Deployment speed for ready-built app
  - Cons: Incremental cost, ongoing licenses, less customization and integration
- Award-winning development team for Mayo Clinic Patient app gave us strong option for end product, but a slower implementation
- In-house option selected, started development in July



# Development Considerations

- Android and iOS
- Ideally not requiring mobile device management (a.k.a. Airwatch)
- Single Sign On with LAN ID, Face/Fingerprint ID
- Opportunity to include staff directory for increased attractiveness
- Enabling News Center commenting and syncing with intranet
- Made steady progress as internal team could prioritize, until...



© MAYO CLINIC

# A Rapidly Evolving Environment

- My last day in office: March 18\*
- Elective procedures deferred starting March 23
  - Most non-clinical staff teleworking
  - Many clinical staff “deployed to home”
- Number of teleworkers jumped from 5K to >20K in a few days, many without VPN access
- Huge need to get updated information to all staff, especially those reporting to work on campus
  - Temperature check requirements
  - PPE/Masks

# Expediting App Completion

- Positive pressure to resolve remaining issues
- Majority of staff facing lack of regular access to employee news, which was our original use case for a minority
- “If not now, when?”



# March 24 Launch

## Intranet News Center and Mayo Clinic Social Media Network Posts

- Those on campus (with Airwatch) could install directly from internal app catalog
- Special individual code required to redeem from the public app stores, which also required Microsoft Authenticator
- Public blog post and page on Mayo Clinic Social Media Network facilitated installation for those already deployed to home

**MAYO CLINIC Social Media Network** Search for a discussion, event, learning module, or blog...

### New Employee App Keeps Mayo Clinic Staff Up-to-Date

By Lee Aase • March 25, 2020 [Edit This](#)

With more and more staff teleworking during the COVID-19 pandemic response and being away from their offices — and their desktop computers — Mayo Clinic Public Affairs wanted to make sure staff have an easy way to get Mayo Clinic internal news wherever they are.

That's why we're expediting release of an app we've been developing with colleagues in Mayo Clinic Information Technology: it's needed now more than ever.

The Mayo Clinic Employee App will give staff access to Mayo Clinic News Center content and the Mayo Directory—on campus or not — without having to be connected to the Mayo network. This new app is designed to make staying up to date and connected easier for staff, whether they're on-the-go or staying safe at home. It's available for iOS and Android.

The content in the app will match what staff find on Mayo's intranet News Center each day. The main screen will share the top stories of the day. From there, employees can dig in by type of content (such as Benefits, Around Mayo, Bigger Picture) and by location (Arizona, Florida, Rochester and each Mayo Clinic Health System region).

**Mayo Staff: Get the Mayo Clinic Employee app!**

While the app does not require employees to be on campus or use VPN to access content, it does need require logging in with LAN ID and password, along with an additional security step using Microsoft Authenticator app for this verification — the same tool they'll need to connect to Mayo Clinic email and other Office 365 tools off campus.


Here's how:



**Mayo Clinic Employee app**

The Mayo Clinic Employee app is a new app for iOS and Android, developed by the same internal team responsible for the award-winning Mayo Clinic app for patients and consumers. This app is designed with practical, helpful features to make information more accessible for Mayo Clinic employees on-the-go.

Available on Apple and Android.



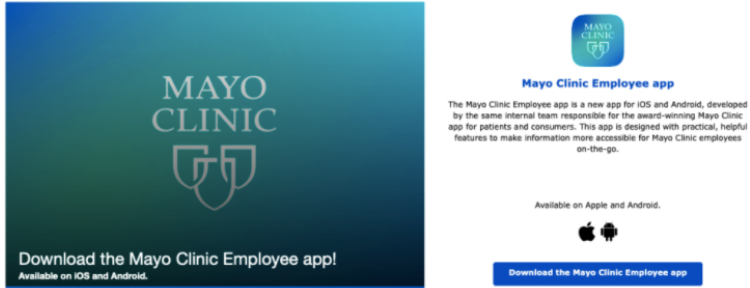
**MAYO CLINIC Social Media Network** Search for a discussion, event, learning module, or blog...

### Installing the Mayo Clinic Employee App

Here's how you install the app on your iOS or Android device.

**Step One:** If you are working on a computer that is not on the Mayo Clinic intranet, you need to authenticate your computer via Microsoft Authenticator. [See this page for step-by-step instructions.](#)

**Step Two:** *From your desktop or laptop computer,* go to the landing page for the [Mayo Clinic Employee App](#), which looks like this:

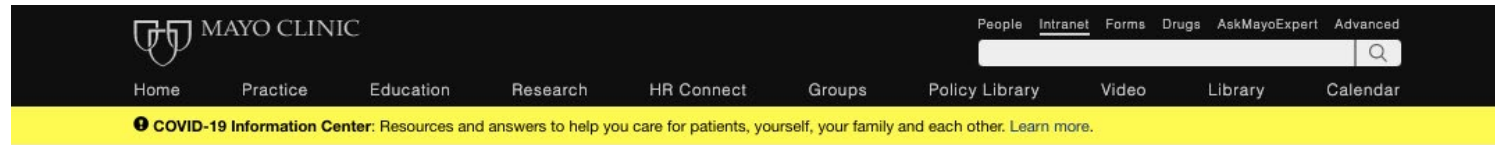


**Step Three:** Click the blue button that says [Download the Mayo Clinic Employee app](#)

**Step Four:** Click on your Mayo email address:



# News Center Mirrored in App



## News Center

[Home](#) [News By Campus](#) [Benefits](#) [Around Mayo](#) [Bigger Picture](#) [Practice/Education/Research](#) [Work/Life](#) [Patient Stories](#)

### PRACTICE/EDUCATION/RESEARCH

## Update to screening protocol for COVID-19 symptoms: Fever point now 100 F

May 28, 2020

{ [Edit](#) }



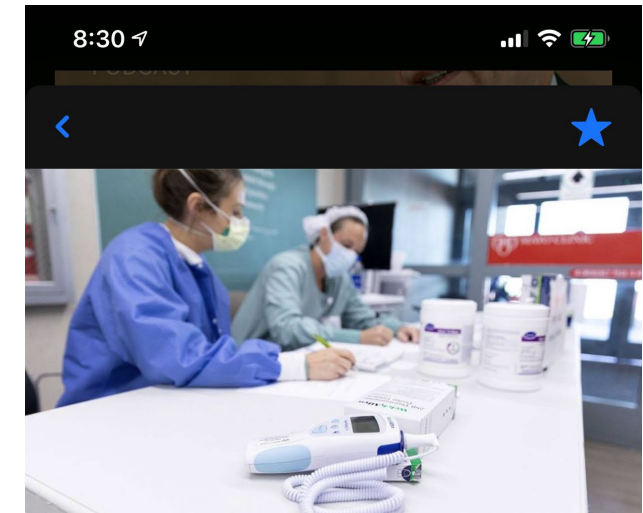
**Bold.  
Forward.**



### More from Practice/Education/Research

Serology Laboratory team overcomes obstacles to launch antibody test

Remove makeup, take other actions to avoid compromising mask integrity in Rochester



May 28, 2020

Update to screening protocol for COVID-19 symptoms: Fever point now 100 F

### PRACTICE/EDUCATION/RESEARCH


Use this new value when screening patients, staff and visitors. Work area procedures should reflect this new temperature.

The Centers for Disease Control and Prevention has changed its recommendation of what constitutes a fever from 100.4 F to 100 F. This new value should be used when screening patients, staff and visitors to health




# Comments Synchronized


Newest to Oldest

 Pot [redacted] ia, 40 minutes ago  
Thank you for speaking up and showing support!  
[COMMENT](#)  
[Manage](#)


---

 [redacted] ake, 1 hour ago  
Thank you for using your voice to speak up against acts of violence and injustice.  
[COMMENT](#)  
[Manage](#)


---

 Pot [redacted] ez, 1 hour ago  
Dr. Farrugia and Jeff Bolton: Thank you for acknowledging the incident and speaking out against violence and hate. Your awareness of the social issues brings much reassurance and demonstrates much compassion. Thank you!  
[COMMENT](#)  
[Manage](#)

---


 [redacted] ckey, 1 hour ago  
I'd like to join the May 29 Zoom meeting. How do I RSVP for that? Thanks, Monica  
[COMMENT](#)  
[Manage](#)


---


 P [redacted] omb, 1 hour ago  
This incident also reminds us not to stand by and watch as a colleague treats anyone poorly. Intervene, offer support or report the incident. We have a code of ethics and code of conduct and a code of humanity, we are all accountable for our actions or inactions.  
[COMMENT](#)


9:26


Comments


 Ahmed Fadhalla 41 minutes ago  
Thank you for speaking up and showing support!

 Malissa Hake 1 hour ago  
Thank you for using your voice to speak up against acts of violence and injustice.

 Cesar Gonzalez 1 hour ago  
Dr. Farrugia and Jeff Bolton: Thank you for acknowledging the incident and speaking out against violence and hate. Your awareness of the social issues brings much reassurance and demonstrates much compassion. Thank you!

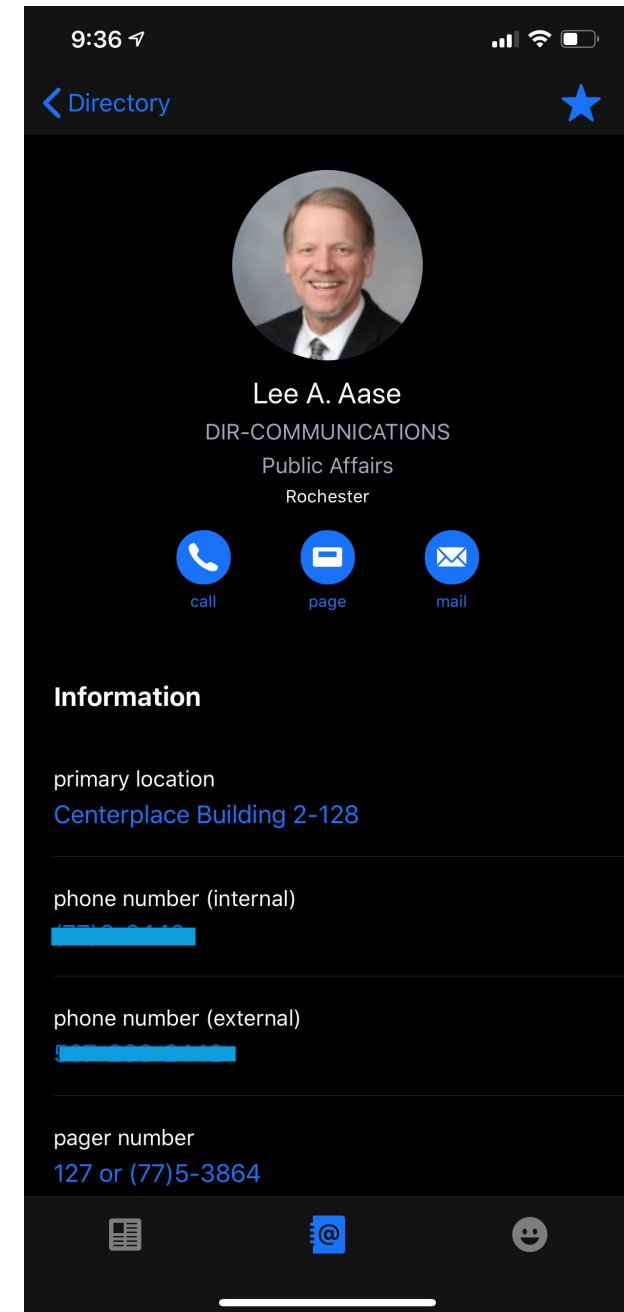
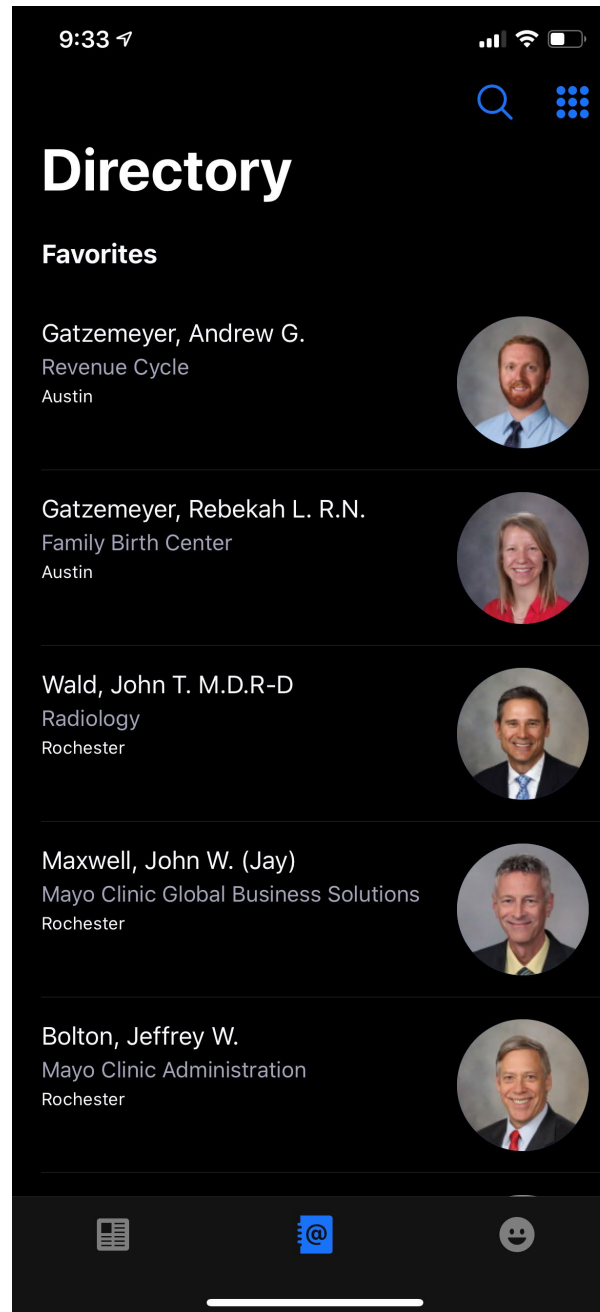
 Monica Mackey 1 hour ago  
I'd like to join the May 29 Zoom meeting. How do I RSVP for that? Thanks, Monica

 Denise Maresomb 1 hour ago  
This incident also reminds us not to stand by and watch as a colleague treats anyone poorly. Intervene, offer support or report the incident. We have a code of ethics and code of conduct and a code of humanity, we are all accountable for our actions or inactions.

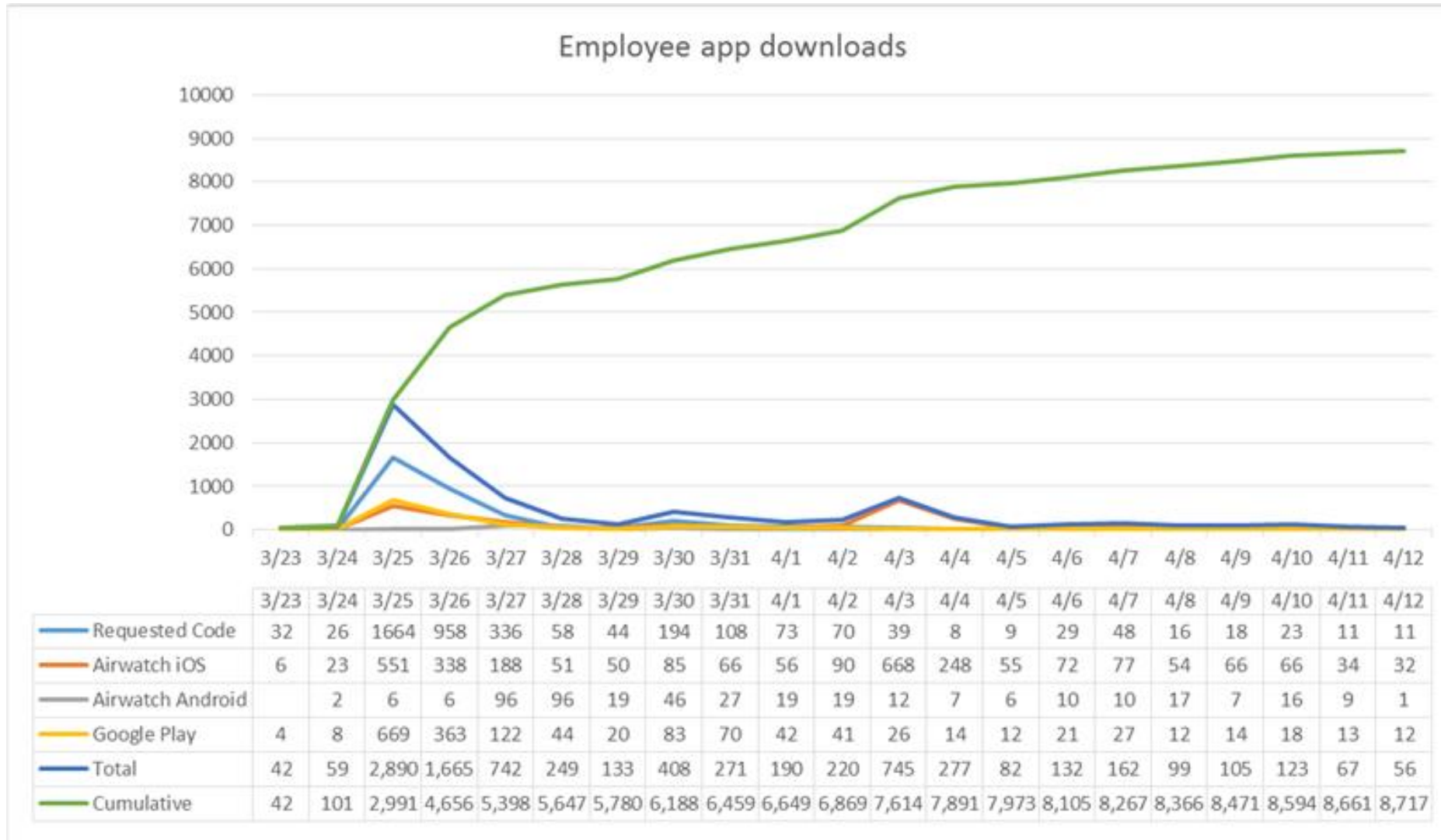
 Cheryl Stagliano 2 hours ago  
Thank you for this statement and the resources. Proud to work for Mayo as always and in this sad time to see your example of true leadership.

Add a comment... [Send](#)

# Bonus: Staff Directory



# Installations in First 20 Days



# **April 28: My one day in the office**











# 2

## **Listening and Supporting**

# The Priority of Social Listening

Going beyond the All-Staff Survey

- History of Biannual All-Staff Surveys
- Supplemented recently with annual “pulse” surveys
- Leadership initiative to gather continuous feedback
- Task forces actively exploring options
  - Slid.do - crowdsourced questions for group meetings
  - AI-supported listening, gathering input from various sources
- Rapid environmental changes spurred urgent interim application of a new strategy

# Private Staff Facebook Groups

- Seven Geographical Groups
  - Rochester MN, Arizona, Florida
  - Mayo Clinic Health System (NW WI, SW WI, SE MN, SW MN)
- Purposes:
  - Help staff stay connected
  - Help staff support each other
  - Help leaders understand staff needs, questions
  - Occasional Admin announcements to get important info to staff



# Mayo Clinic Rochester COVID-19 Staff Discussions

Private group

## About

Discussion

Announcements

Rooms

Members

Events

Videos

Photos

Files

Group Insights

Recommendations

Watch Party

Moderate Group

Group Quality

Search this group



Shortcuts



Joined

Notifications

Share

More

## About This Group

### Description

Edit

This is a private discussion group for Mayo Clinic staff who work in Rochester to connect with and support each other as we work together to serve patients during the challenging times related to COVID-19. It's also a place where we can share resources and ideas for how we can meet these challenges together. This is an organic discussion not moderated by Mayo Clinic and is here for staff to stay connected to each other. Please note privacy policies, especially regarding patient information, should be adhered to in this group. Be thoughtful in your posts and do not share business confidential information or use this group to sell products or share medical information that is not from a credible source.

## HISTORY

Group created on March 17, 2020

Name last changed on March 18, 2020

See More

## POPULAR TOPICS IN POSTS

Manage

#TeamworkTuesd...

Child Care (1)

## INVITE MEMBERS

Embed Invite

+ Enter name or email address...




## INVITE FRIENDS

# How We Did It

And what we would do differently

- Groups were Private but Visible
- New members approved by an administrator or moderator (from social media team or from Human Resources)
- Those asking to join had to accept rules and provide email address. Later changed to providing employee ID# from back of badge
- Initial rules related to HIPAA and Business Confidentiality. Later modified description to deal with selling, sharing non-credible info
- After rapid ramp-up supported by social media team, ongoing listening became an HR function, with daily listening reports to alert us to issues and to inform content development

# Judicious Use of Admin Announcements

 **Lee Aase** shared a link. Admin · March 26

Changes to childcare resources in Rochester

Mayo Clinic is making adjustments to childcare resources available to staff in Rochester.

Pop-up childcare will move to the Colonial Building

Due to low utilization numbers, the pop-up childcare at the Rochester Athletic Club will move to the Children's R&R center in the Colonial Building. Care is available to kids ages 5-12. The move will allow for the center to be staffed by the Children's R&R team and allow additional focus on distance/e-learning. Children are encouraged to bring their homework and learning materials.

Children's R&R is closed for ill care during this time and will only be able to accommodate healthy kids.


Parents needing backup care are encouraged to contact Mayo Employees Back-Up Childcare Center (information below) first. If it is not available, beginning Monday, March 30, parents should call Children's R&R at 507-266-7727.

Additional childcare options include:

Mayo Employees Backup Center and Bright Horizons Backup Care Network

Register at: [backup.brighthorizons.com](https://backup.brighthorizons.com) or call 1-855-657-6659 or 507-282-6932. If logging in for the first time select first time user, and put in the employer username and password. Username: mayo Rochester Password: mayo

Crisis Childcare

 **Lee Aase** Admin · March 23

Staffing, pay protection through April 28 for allied health staff - See this email from Dr. Farrugia and Jeff Bolton that was sent early this morning.

Colleagues,

This is a difficult and challenging time for all of us. Every member of the Mayo Clinic staff is going above and beyond to respond to the COVID-19 pandemic. Thank you for your extraordinary commitment. We recognize the strain that the COVID-19 pandemic is putting on all members of our staff. We expect to see a marked decrease in outpatient and surgery volumes in the weeks ahead.

On Friday, the Mayo Clinic Board of Governors unanimously approved a temporary staffing and pay protection program for allied health staff through April 28, 2020. Under the pay protection program, if you are a member of the allied health staff and there is no work in your department, your pay will be maintained and you likely will be redeployed.

You may be asked to do emerging and critically needed work in other areas of your department or organization, as directed by your supervisor or local Healthcare Incident Command System (HICS), or to take part in training/professional development opportunities. If redeployment does not make sense based on Mayo Clinic needs, you may be asked to stay home. In all of these situations, you will continue to receive your current rate of pay for scheduled hours (worked and not worked) through April 28.



# Judicious Use of Admin Announcements

**Lee Aase** Admin · March 25

New app puts Mayo Clinic News Center in palm of your hand  
Because of the urgent need for staff to get the latest news during the COVID-19 pandemic response, and with so many staff off campus and teleworking, we're accelerating deployment of a new Mayo Clinic Employee app. Learn all about it and get instructions on how to download it on the Mayo Clinic Social Media Network.  
<https://socialmedia.mayoclinic.org/2020/03/25/new-employee-app-keeps-mayo-clinic-staff-up-to-date/>



**Download the Mayo Clinic Employee app!**  
Available on iOS and Android.

Annie Burt, Ron Petrovich and 131 others · 35 Comments

Like Comment Buffer

**Lee Aase** Admin · May 6 at 12:27 PM

Inspired and created by Mayo employees in collaboration with the Mayo Clinic Gift Shop and now officially approved and ready to order online. Introducing our new Mayo Clinic branded gear. Made just for you.  
<https://bit.ly/2YGE4zN> #WeAreMayoClinic



You, Annie Burt, Stacy Theobald and 104 others · 13 Comments

# Results and Lessons Learned

- Rapid Growth/Adoption: > 17K total members of the seven groups (10K in first few days). Facebook is familiar and accessible.
- Opportunity to hear and counter rumors
- Overwhelmingly positive and supportive: Financial stabilization response
- One more way to reach diverse employee base and overcome disrupted routines and communication channels
- Think through rules (e.g. No Selling) to avoid having to add later
- Deny those who haven't answered membership questions: they've been invited by a member and may not intend to join



#WeAreMayoClinic

HOME COVID-19 DISCUSS MEMBERS LEARN NEW EMPLOYEE ABOUT



Home / HR Connect Homepage



## WELCOME TO #WEAREMAYOCLINIC

Share common interests. Learn from each other. Connect.

#WeAreMayoClinic is an online community where Mayo Clinic employees – past, present and future –

- [Join a Discussion Group](#)
- [How to Get Started on](#)



#WeAreMayoClinic

HOME COVID-19 DISCUSS MEMBERS LEARN NEW EMPLOYEE ABOUT



Home / Learn and Stay Connected



Feel free to join the [Learn and Stay Connected Facebook Group](#) for further engagement and information.

If you have any questions in regards to these resources, please feel free to send them to [stayconnected@mayo.edu](mailto:stayconnected@mayo.edu)





# 3

## **Updating Patients and Community Members**



Home / Groups / COVID-19 / Discussions



## COVID-19

Welcome to your social support network to talk about COVID-19. Connect with other members and generate ideas about how to solve problems and help defuse tension.

Add yourself to the member list and click the + Follow button to receive email notifications when new messages are posted to the COVID-19 group.

PUBLIC GROUP

Following

DISCUSSIONS

MEMBERS

RESOURCES

START A DISCUSSION

Moderators:



Coronavirus facemask interferes with hearing aids

Last active 1 hour ago

27



Daily Statistic and Graph of US and Worldwide cases and deaths

Last active 3 hours ago

97



COVID-19, the fear of the flu

43



**FEATURED NEWS** [5 must-read articles](#)

By [Joel Streed](#) May 28, 2020

[Share](#)

## [Click here for Mayo Clinic COVID-19 \(coronavirus\) information](#)

This site will be updated regularly with information from Mayo Clinic experts.



By [Jennifer O'Hara](#) May 28, 2020

[Share](#)

Mayo Clinic Q&A podcast: Health and Human Services plays key role in supporting Americans amid COVID-19 crisis

By [Deborah Balzer](#) May 27, 2020

[Share](#)

Patients stay connected to family, friends, and providers with Bedside



By [Joe Dangor](#) May 27, 2020

[Share](#)



Managing levels of specific protein, mineral early in COVID-19 may prevent severe illness

By [Jennifer O'Hara](#) May 27, 2020

[Share](#)

Mayo Clinic Q&A podcast: What we know about virus transmission



# COVID-19



## FEATURED COVID-19 TOPICS

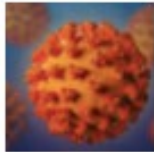


By Jennifer O'Hara

May 28, 2020

Mayo Clinic Q&A podcast: Health and Human Services plays key role in supporting Americans amid COVID-19 crisis

[Share](#)



By Joe Dangor

May 27, 2020

Managing levels of specific protein, mineral early in COVID-19 may prevent severe illness

[Share](#)



By Jennifer O'Hara

May 27, 2020

Mayo Clinic Q&A podcast: What we know about virus transmission

[Share](#)



## Coronavirus (COVID-19) Guidelines for patients and visitors

Information and updates about COVID-19  
for the general public and Mayo Clinic

 **COVID-19 updates**

[See how we're providing safe in-person care and virtual visits](#)

[Review the latest COVID-19 resources and research advancements](#)



Search Mayo Clinic




[Request an Appointment](#)

[Find a Doctor](#)

[Find a Job](#)

[Give Now](#)

 [Log in to Patient Account](#)

 English 



[Patient Care & Health Info](#) ▾

[Departments & Centers](#) ▾


[Research](#) ▾

[Education](#) ▾

[For Medical Professionals](#) ▾

[Products & Services](#) ▾

[Giving to Mayo Clinic](#) ▾

 **In-person and virtual care based on your needs**

[See what you can expect: safety, appointment availability and your experience](#)

[Request an appointment](#)

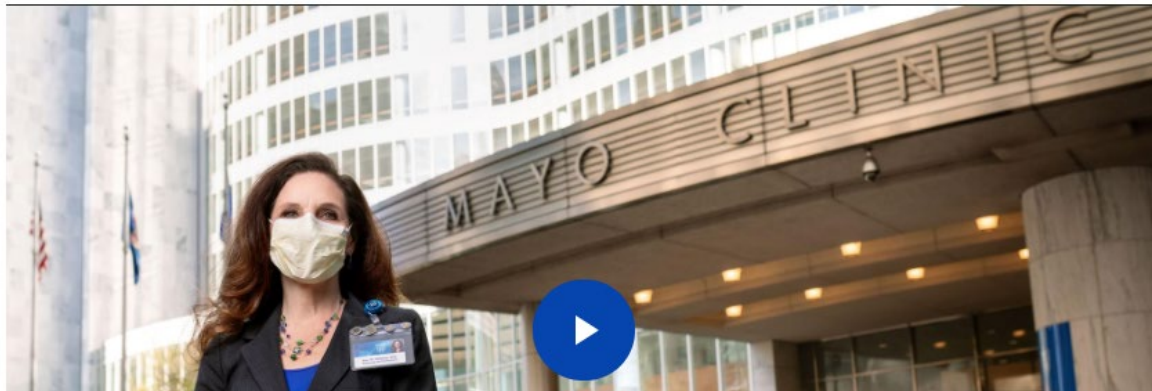


**APPOINTMENTS**



**FIND A DOCTOR**

## Safe in-person and virtual care



Your safe destination for appointments →

Symptoms and overview →

Information and news →

Self-assessment tool →



# Mayo Clinic News Network/MayoClinic.org Synergy

- News Network is a subdomain, at [newsnetwork.mayoclinic.org](https://newsnetwork.mayoclinic.org), and is Mayo Clinic's externally facing online newsroom
- In early stages, Mayo Clinic News Network agility enabled frequent updates. MayoClinic.org directed traffic there
- News Network COVID-19 category page redesign enabled featuring of top story on what patients and visitors need to know
- Over time, rich COVID-19 content was developed on Mayo Clinic's main site, MayoClinic.org
- Having a blog-based site like Mayo Clinic News Network met the short-term need while major new sections of MayoClinic.org were created





# 4

## Overall Observations and Lessons

# Long-Term Commitment Provides Essential Capacity

- Employee News Center, Mayo Clinic News Network, Mayo Clinic Social Media Network, Mayo Clinic Connect and #WeAreMayoClinic are built on the same Wordpress-based community platform
- Each of these sites provided vehicles for us to reach and engage with important audiences
- Crises create enough of a nudge to overcome perfectionist inertia
- Having a fundamental stance of embracing social media and training, equipping and empowering staff positioned Mayo Clinic for success in this challenging environment
- Through Mayo Clinic Social Media Network we offer this same capacity to colleagues everywhere

## Events

All



Virtual Social Media Residency: Social Media, [...]

Event Fri, May 29, 2020

[Sign Up Now](#)

# Virtual Social Media Residency

Friday, May 29 @ 10 am CT

[Learn More](#)

## Learning Module



Social Media Basics for Healthcare

★ Beginner 3:30:00 Premium

[View Module](#)

## Blogs

All

First Virtual Social Media Residency is [...]

[Blog](#)

AskMayoExpert's COVID-19 information made available to [...]

[Blog](#)



Using AI to Bring Diversity to [...]

## Discussions

[News You Can Use](#)

[Twitter Feed](#)

[Mayo Clinic News](#)

### Discussions

[Start a Discussion](#)



All [Unanswered Questions](#)

Topic	Replies	Activity
Instagram posts suddenly posting to Facebook	3	14h
Social Media and Covid19	2	16h

## Spotlight



[Jumping in Feet First](#)

# QUESTIONS & ANSWERS

