

Making Social Media Practical: Applications for Transformative Technologies

9:30 a.m. - 12 Noon • Thursday, March 4, 2010
Bloomington Center for the Arts • Rehearsal Hall
1800 West Old Shakopee Road • Bloomington, Minnesota



The social media revolution is the defining communications trend of the third millennium. From blogs to Facebook to Twitter to YouTube, the power of worldwide broadcasting and publishing is now available to anyone.

Organizations of all types, whether they be commercial, non-profit or government, need to at least take into account how these technologies are likely to affect them. Better yet, they should proactively explore how they can use these tools creatively to accomplish organizational objectives.

In this presentation, Lee Aase, Mayo Clinic's manager for syndication and social media, will share how Mayo progressed naturally from traditional media relations to direct-to-consumer news delivery to conversational marketing, giving patients a platform for their stories. He will describe the steps taken, safeguards developed

and concrete results achieved. And through the framework of his "35 Social Media Theses," he will help participants think about how the social media revolution can work to their advantage.



Lee Aase is manager of syndication and social media for Mayo Clinic. His team's focus is developing quality medical news resources for mainstream media, and using social media applications to create more in-depth, extended relationships directly with key stakeholders. You can see examples of Mayo Clinic's social media offerings through the Mayo Clinic News Blog at <http://newsblog.mayoclinic.org/> or at *Sharing Mayo Clinic*, <http://sharing.mayoclinic.org/>.



By night, Lee is Chancellor of Social Media University, Global (SMUG), a free online higher education institution that provides practical, hands-on training in social media for lifelong learners. Visit SMUG at <http://social-media-university-global.org>

Prior to joining Mayo Clinic in 2000, Lee spent more than a decade in political and government communications at the local, state and federal level. He received his bachelor's in political science from Mankato (Minn.) State University in 1986.

Applying Social Media Registration Form

Register by February 25, 2010

Name: _____

Agency: _____

Address: _____

City: _____ State/Zip: _____

Tel: _____

Email: _____

Registration

- \$35 / member
- \$30 / member if registering three or more individuals from same agency
- \$50 / non-member

Payment Method

- Check enclosed
- Check requested
- Paid online at mnrpa.org