

## Access to Experts



**Lee Aase**  
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The Mayo Clinic Center for Social Media is a first-of-its-kind social media center focused on health care, which builds on Mayo Clinic's leadership among health care providers in adopting social media tools. Mayo Clinic has the most popular medical provider channel on [YouTube](#) and active, popular outposts on [Twitter](#) and Facebook. With its [News Blog](#), [podcast blog](#) and [Sharing Mayo Clinic](#), a blog that enables patients and employees to tell their Mayo Clinic stories, Mayo has been a pioneer in hospital blogging. 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. 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.

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