



Use of social media (and digital features) to maximise the impact of your research

Caroline Halford, Adis Publishing Manager
MedComms Networking Event, 1 March 2017
www.MedCommsNetworking.com

Reader habits are changing

- Medical literature is now predominantly read online
 - 99% desktop/laptop
 - 84% smart phone
 - 54% tablet
- “*Nobody reads a journal from cover to cover anymore*” – quote from Adis journal editorial board members
- The way HCPs are accessing the medical literature is changing:
 - PubMed
 - Google
- Publishing in a specific journal is not going to guarantee that your work will reach your target audience
- Discoverability is now key!

Reader habits are changing

“40% of millennials already turn to social media for any health-related purpose. Social media satisfies millennial’s desire for community and convenience, quick, on-demand access across their devices, and control of how often to engage and with whom. They’re drawn to social media because it gives them a platform to reach their peers and a voice across their network”

Taren Grom, Editor, Pharma Voice

Journals are increasingly looking to social media to drive conversations within the medical community

Get social with Springer!

Springer is committed to furthering the global conversation among researchers and professionals around the world. Join us and your peers on Twitter, Facebook, LinkedIn and more.

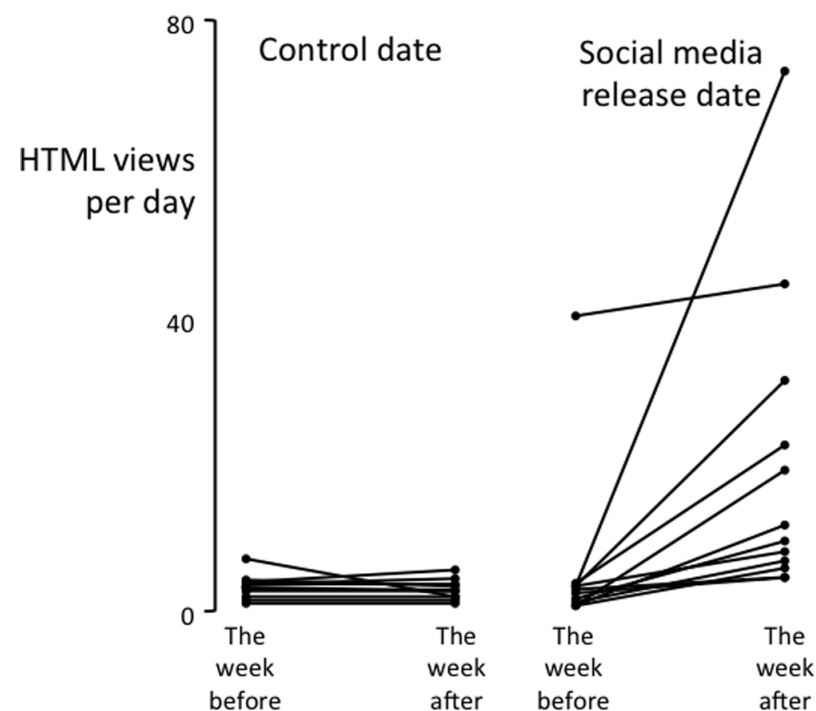
Watch our new video!



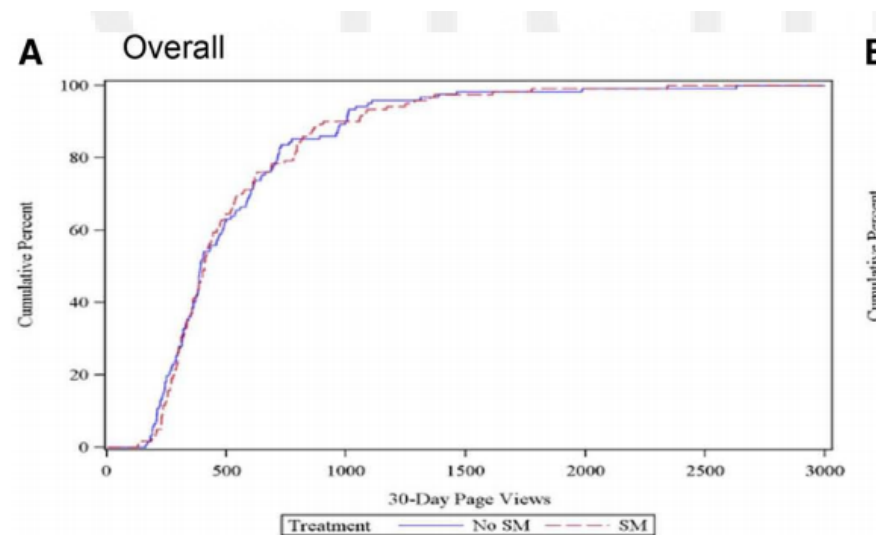
“Social networks are sites that are more heavily weighted by the spiders (webcrawlers), so sites like LinkedIn, Twitter, Facebook and Google+ will appear earlier in search results, many times much higher than your university or organization’s sites. The more actively involved you are in social networking, the more people will see what you want them to see when they search for you or your related content (like your books, journals, organizations, etc.).”

Can social media lead to increased downloads?

PLOS One article (2013) showed that social media promotion did lead to increased downloads



Randomized trial in *Circulation* (2014) found no increase in readership when social media was used as promotional tool



<http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0068914>

<http://circ.ahajournals.org/content/early/2014/11/17/CIRCULATIONAHA.114.013509.abstract>

Can social media lead to increased citations?

Eysenbach G. Can Tweets Predict Citations? Metrics of Social Impact Based on Twitter and Correlation with Traditional Metrics of Scientific Impact. J Med Internet Res. 2011;13(4): e123.


- Analysis of all tweets containing links to articles in the Journal of Medical Internet Research (JMIR) between 2009 and 2010
- Results: “Tweets can predict highly cited articles within the first 3 days of article publication.”
- “Social media activity either increases citations or reflects the underlying qualities of the article that also predict citations”


Ortega JL. ‘Twitter can help with scientific dissemination but its influence on citation impact is less clear. London School of Economics and Political Science. 2017 [Blog]

- 166 articles from 76 Twitter users and 124 from non-Twitter users were analysed.
- Results: papers from Twitter users are 33% more tweeted than documents of non-Twitter users.
- “Participation on Twitter affects the dissemination of research papers, and in consequence, it indirectly favours the likelihood that academic outputs being cited”

Examples of how social media has contributed to impact of articles published in Adis journals

Eat, sleep, share, repeat: the power of persistence






Pain and Therapy
December 2016, Volume 5, [Issue 2](#), pp 127–133

Change Pain: Ever Evolving—An Update for 2016

Authors [Authors and affiliations](#)

Joseph V. Pergolizzi, Antonella Paladini, Giustino Varrassi , Robert B. Raffa

[Open Access](#) | [Editorial](#)

First Online: 14 October 2016

DOI: 10.1007/s40122-016-0058-x

Cite this article as:
Pergolizzi, J.V., Paladini, A., Varrassi, G. et al. Pain Ther (2016) 5: 127.
doi:10.1007/s40122-016-0058-x

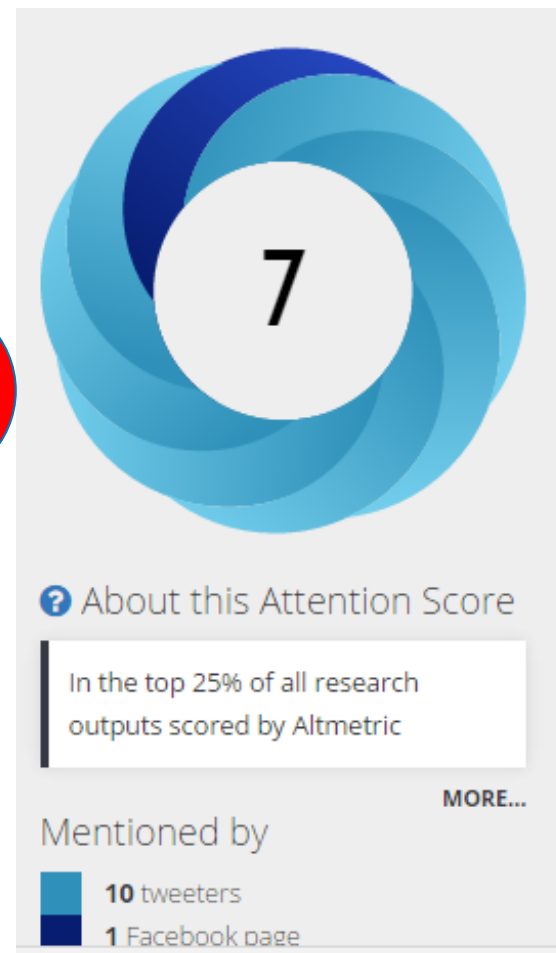
Abstract

Since 1986, the pharmacological management of pain was mainly based on the WHO “analgesic ladder”, with very few drugs available. The huge development of the basic knowledge on pain and its therapy, especially in the past 15 years, has made the “guidelines” of WHO obsolete. That’s why, during the presidency of EFIC of one of the authors (GV), an international advisory board was proposed to review the document, but mainly to ameliorate the approach to the pain patients.

Keywords

110
shares

1.4k
down-
loads



Social media factors that contributed to the reach of the article



So far, Altmetric has seen **110** tweets from **10** users, with an upper bound of **7,100** followers.



giuvarr
@giuvarr

@EULAPain Pain Medicine, an ever evolving approach -
<https://t.co/vmeaj624EG>



giuvarr
@giuvarr

A new interesting paper on the evolution of pain medicine in Europe -
<https://t.co/vicf1BhjZP>

03 Feb 2017



giuvarr
@giuvarr

@eulapain Pain Medicine, an ever evolving medical specialty -
<https://t.co/S5PT1KGyxW>

06 Feb 2017



@eulapain
@EuLAPain

RT @giuvarr: A new interesting paper on the evolution of pain medicine in Europe - <https://t.co/vicf1BhjZP>

03 Feb 2017

- The article has been shared more than 100 times... Mostly from Prof. Varrassi himself!
- Prof. Varrassi's strategy:
 - Tagging relevant associations
 - Rewording his tweets slightly each time, but still reflecting the review content
 - Repeating daily or weekly
 - Spikes in downloads corresponded with his Twitter activity

Authors promoting work on social media within first 30 days of publication can provide an initial ‘hit’ of impact



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Infectious Diseases and Therapy
All Volumes & Issues

Volume 4, Issue 1 Supplement,
September 2015

Global Antimicrobial Stewardship: Challenges and Successes from Frontline Stewards

Issue Editors: Debra A. Goff, Michael J. Rybak
ISSN: 2193-8229 (Print) 2193-6382 (Online)

In this issue (7 articles)

Editorial
Global Antimicrobial Stewardship: Challenges and Successes from Frontline Stewards
Debra A. Goff, Michael J. Rybak
» Download PDF (354KB) » View Article Pages 1-3

Original Research
Antimicrobial Stewardship with Pharmacist Intervention Improves Timeliness of Antimicrobials Across Thirty-three Hospitals in South Africa
Angeliki P. Messina, Dena van den Bergh, Debra A. Goff
» Download PDF (962KB) » View Article Pages 5-14

Original Research
Impact of Antimicrobial Stewardship Program (ASP) on Outcomes in Patients with Acute Bacterial Skin and Skin Structure Infections (ABSSSIs) in an Acute-Tertiary Care Hospital
Li Wen Liou, Yi Xin Liou, Winnie Lee, Piotr Chlebicki

- Six articles published at the same time
- The Adis journal team sent each set of authors the same guidance on social media to maximise impact
- Three of the six groups of authors used Twitter to disseminate their work
- Those that used Twitter received an immediate boost to downloads and shares (hundreds of downloads vs tens)
- However, in the long term, the impact has evened out

JL Ortega: Twitter can help with scientific dissemination but its influence on citation impact is less clear

- 4,166 articles from 76 Twitter users and 124 non-Twitter users were analysed.
- PlumX Analytics used to count the number of tweets a document receives
- Scopus was used to extract citation numbers.
- A manual search was done to distinguish authors with a handle on Twitter
- Results showed that papers from Twitter users could be on average 33% more tweeted than documents of non-Twitter users (Twitter users mean = 2.33 tweets per paper; non-Twitter users mean = 1.75).
- “Participation on Twitter affects the dissemination of research papers, and in consequence, it indirectly favours the likelihood that academic outputs being cited”

In the long-term (2 years), the articles all gained impact

Article title	Shares	Citations	Downloads
Antimicrobial Stewardship from Policy to Practice: Experiences from UK Antimicrobial Pharmacists	36	1	820
Antimicrobial Stewardship in the ER	31	2	1000
Antimicrobial Stewardship with Pharmacist Intervention ... in South Africa	27	3	526
Antimicrobial Stewardship ... in Australian Hospitals	4	4	602
Considerations About Antimicrobial Stewardship in Settings with Epidemic Extended-Spectrum β -Lactamase-Producing or Carbapenem-Resistant Enterobacteriaceae	4	6	739
Impact of Antimicrobial Stewardship Program (ASP) on Outcomes ... in an Acute-Tertiary Care Hospital	2	2	400

Multichannel approaches can be effective in driving impact



Pharmacoeconomics

August 2015, Volume 33, Issue 8, pp 811–831

The Economic Costs of Type 2 Diabetes: A Global Systematic Review

Authors

[Authors and affiliations](#)

Till Seuring , Olga Archangelidi, Marc Suhrcke

[Open Access](#) | Systematic Review

First Online: 19 March 2015

DOI: 10.1007/s40273-015-0268-9

Cite this article

Seuring, T., Archangelidi, O., Suhrcke, M.

Pharmacoeconomics

doi:10.1007/s40273-015-0268-9

40
cites

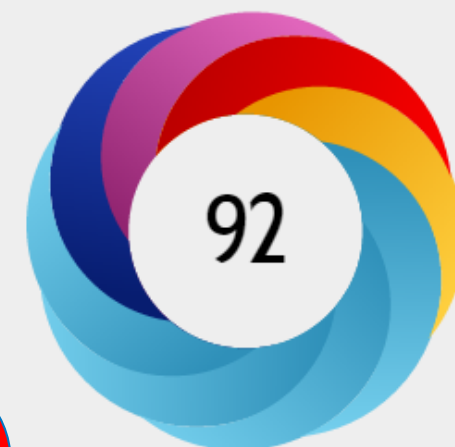
45
shares

8.6k
down-
loads

Abstract

Background

There has been a widely documented and recognized increase in diabetes prevalence, not only in high-income countries (HICs) but also in low- and middle-income countries (LMICs), over recent decades. The economic burden associated with diabetes, especially in LMICs, is less clear.








? About this Attention Score

In the top 5% of all research outputs scored by Altmetric

MORE...

Mentioned by

-  8 news outlets
-  1 blog
-  30 tweeters
-  2 Facebook pages
-  1 Google+ user

Social media factors that contributed to the reach of the article

Press release by author institution



600 million people will be afflicted by diabetes by 2035

News.am, 18 Mar 2015

The study also calculated the economic cost of Type 2 diabetes -- which affects 90 percent of all diabetes patients...

Is



What is the global economic burden of type 2 diabetes?

Medical News Today, 17 Mar 2015

A new study investigating the global economic impact of type 2 diabetes finds that the US has the highest lifetime health care...

1



Global economic impact of diabetes revealed in new study

Science Daily, 17 Mar 2015

Diabetes reduces people's employment chances and wages

KOL shared on Facebook



Michael Sagner, MD

23 March 2015 · ✱

Lifestyle Diseases and Economy: Women with type 2 diabetes have highest annual income loss worldwide, losing \$21,392 per year. Also reduces a woman's chance of employment by 50%, study shows. <http://link.springer.com/artic.../10.1007%2Fs40273-015-0268-9...>



The Economic Costs of Type 2 Diabetes: A Global Systematic Review -...

There has been a widely documented and recognized

Bloggers

SCIENCE

America Is The Most Expensive Country In The World - If You Have Type 2 Diabetes

Mary Nichols , Design & Trend Contributor
Mar, 19, 2015, 10:50 AM

f SHARES

t TWEET

g+

e

o

TAGS: AMERICA HEALTHCARE , HEALTHCARE USA , HEALTH , HEALTHY LIVING , DIABETES , TYPE 2 DIABETES , CURE FOR DIABETES , DIABETES , SUGAR FREE , GENDER EQUALITY , INCOME LEVELS , ECONOMIC IMPACT , PUBLIC HEALTH , BLOODSTREAM , GLUCOSE IN BLOOD , HEALTHY DIET , EXERCISE , DIABETES

Authors tweeted (which was RT by their peers)



Marc Suhrcke

@Marc_S05

RT @CedarUK: CEDAR & @uniofeastanglia: The Economic Costs of Type 2 Diabetes: A Global Systematic Review. <http://t.co/HGPYW0wu2V> <http://t.co/HGPYW0wu2V>

015



CEDAR

@CedarUK

CEDAR & @uniofeastanglia: The Economic Costs of Type 2 Diabetes: A Global Systematic Review. <http://t.co/HGPYW0wu2V> <http://t.co/yuLPMoLvn6>

10 Aug 2015

We have seen many other examples of the multichannel approach helping maximise reach

Video documentary and press release

[Advances in Therapy](#)

July 2011, Volume 28, [Issue 7](#), pp 586–601

Pseudobulbar affect: an under-recognized and under-treated neurological disorder

Press release detailing Q3 financials (citing the below-mentioned review within it)

Press release detailing plans for next phase of clinical development (citing the previously published research within)

[Advances in Therapy](#)

January 2017, Volume 33, [Issue 12](#), pp 2122–2138

Chemosaturation Percutaneous Hepatic Perfusion: A Systematic Review

[Advances in Therapy](#)

November 2016, Volume 33, [Issue 11](#), pp 2082–2090

Outcomes Following Implantation of Two Second-Generation Trabecular Micro-Bypass Stents in Patients with Open-Angle Glaucoma on One Medication: 18-Month Follow-Up

Author blog, Tweets, Google+, Facebook, videos

[Advances in Therapy](#)

July 2001, Volume 18, [Issue 4](#), pp 189–193

Preventing the common cold with a garlic supplement: A double-blind, placebo-controlled survey

A short title containing the key results can increase impact (encourages social sharing, downloads, and citations)

CLINICS 2012;67(5):509-513

DOI:10.6061/clinics/2012(05)17

BASIC RESEARCH

Articles with short titles describing the results are cited more often

Carlos Eduardo Paiva,^{1,II} João Paulo da Silveira

¹Barretos Cancer Hospital, Department of Clinical Oncology, Division of Post-graduation Program, Barretos/SP, Brazil.

OBJECTIVE: The aim of this study was to evaluate the possible impact of these titles on prediction of citation rate.

METHODS: Research articles (n = 423, published in 2011) and from 12 Biomed Central (BMC) journals were analyzed in December 2011. The titles were classified according to results-describing titles. The number of title characters, the use of a colon, the use of a specific geographical region, and the use of a colon were analyzed to identify predictors of views and citation rate. The results showed that titles with results-describing titles had higher viewing rates and citation rates.

RESULTS: Short-titled articles had higher viewing rates and citation rates. Titles with results-describing titles had higher viewing rates and citation rates. Titles with methods-describing titles had lower viewing rates and citation rates. After multivariate analysis, the results showed that titles with results-describing titles remained as predictors of the number of citations.

CONCLUSIONS: Some features of article titles can help in the presentation of results or conclusions were independent predictors of citation rate. These features could be used by authors, reviewers, and editors to improve the quality of the titles.



nature International weekly journal of science

Home | News & Comment | Research | Careers & Jobs | Current Issue | Archive | Audio & Video | For Authors

News & Comment > News > 2017 > February > Article

NATURE | NEWS



Papers with shorter titles get more citations

Intriguing correlation mined from 140,000 papers.


Boer Deng


26 August 2015

 [Rights & Permissions](#)

To William Shakespeare, brevity was the soul of wit. For scientists, it may be even more valuable, as conciseness seems to correlate with how frequently a research paper is cited.

Another example of how a catchy title has helped extend the reach of an article on social media





CNS Drugs
November 2016, Volume 30, [Issue 11](#), pp 1019–1041

May the Force Be With You: The Light and Dark Sides of the Microbiota–Gut–Brain Axis in Neuropsychiatry

Authors: [Authors and affiliations](#)
Eoin Sherwin, Kiran V. Sandhu, Timothy G. Dinan, John F. Cryan

[Open Access](#) | [Leading Article](#)
First Online: 14 July 2016
DOI: 10.1007/s40263-016-0370-3

Cite this article as: Sherwin et al. CNS Drugs. doi:10.1007/s40263-016-0370-3

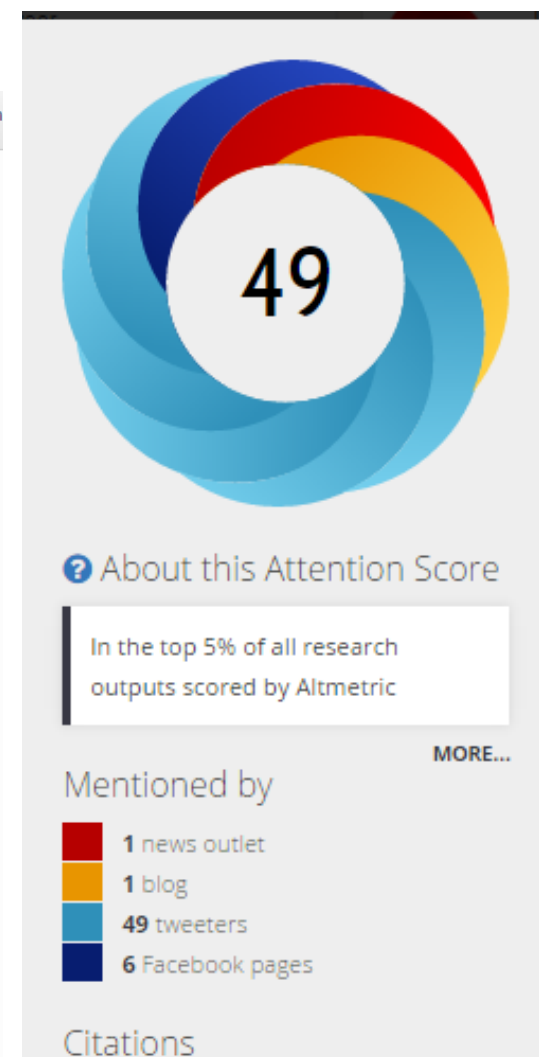
4 cites

60 shares

5.3k downloads

Abstract

The role of the gut microbiota in health and disease is becoming increasingly recognized. The microbiota–gut–brain axis is a bi-directional pathway between the brain and the gastrointestinal system. The bacterial commensals in our gut can signal to the brain through a variety of mechanisms, which are slowly being resolved. These include the vagus nerve, immune mediators and microbial metabolites, which influence central processes such as neurotransmission and behaviour. Dysregulation in the composition of the gut microbiota has been identified in several neuropsychiatric disorders, such as autism, schizophrenia and



*And a hot topic

<http://link.springer.com/article/10.1007/s40263-016-0370-3>

The perfect storm: multichannel approach, 'digestable tweets', coordinated timing, hashtags, digital features




[Advances in Therapy](#)

January 2017, Volume 33, [Issue 12](#), pp 2160–2172

Awareness, Knowledge, and Perceptions of Biosimilars Among Specialty Physicians

Authors

[Authors and affiliations](#)

Hillel Cohen , Donna Beydoun, David Chien, Tracy Lessor, Dorothy McCabe, Michael Muenzberg, Robert Popovian, Jonathan Uy

[Open Access](#) | [Original Research](#)

First Online: [31 October 2016](#)

DOI: [10.1007/s12325-016-0431-5](#)

Cite this article as:

Cohen, H., Beydoun, D.

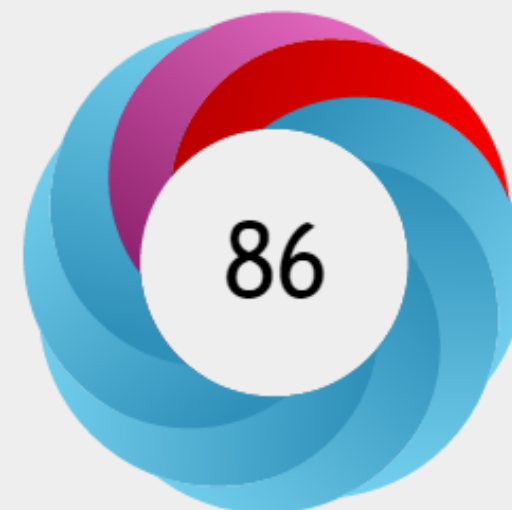
Adv Ther (2017) 33: 2160–2172

doi:[10.1007/s12325-016-0431-5](#)

139
shares

3.8k
down-
loads

Abstract



[?](#) About this Attention Score


In the top 5% of all research outputs scored by Altmetric

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Mentioned by

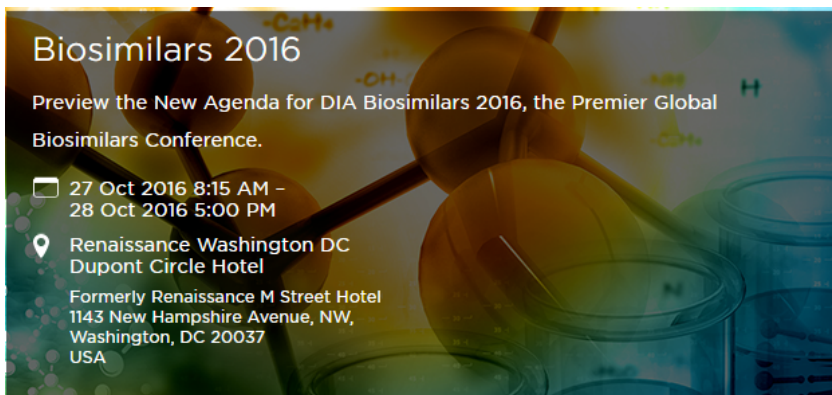
-  6 news outlets
-  48 tweeters
-  1 Google+ user

Readers on

-  7 Mendeley

Multiple channels driving impact

Simultaneous publication alongside the DIA Biosimilars congress 2016



Biosimilars 2016
 Preview the New Agenda for DIA Biosimilars 2016, the Premier Global Biosimilars Conference.

27 Oct 2016 8:15 AM – 28 Oct 2016 5:00 PM

Renaissance Washington DC Dupont Circle Hotel
 Formerly Renaissance M Street Hotel
 1143 New Hampshire Avenue, NW, Washington, DC 20037 USA

Press releases



Awareness Of Biosimilars Among U.S. Specialty Physicians Is High But New Survey Identifies

Managed Healthcare

Five things physicians don't know ...



New survey identifies gaps in biosimilar awareness among specialty physicians

American Pharmacists Association, 02 Nov 2016

A new survey shows that more than 75% of specialty physicians have heard of biosimilars, but there are gaps in their knowledge...


Video abstract with the press release (and published with the article)



Social media strategy sharing key data, at the right time, with hashtags and infographics

USBiosimilars @USBiosimilars · Jan 23

Awareness of **#biosimilars** is high, but there are still 5 major knowledge gaps we need to address. goo.gl/qQR1NU



5 MAJOR KNOWLEDGE GAPS IDENTIFIED

- Defining biosimilars & biosimilarity
- Understanding the pathway
- Appreciating the similar safety of biosimilars and their reference products
- Understanding extrapolation
- Understanding interchangeability

Biosimilars FORUM Partnership for Biosimilars Education and Access biosimilarsforum.org @USBiosimilars

82 percent of physicians believe **#biosimilars** will expand treatment options. Click here for more info goo.gl/6bKqMN

Awareness, Knowledge & Perceptions of Biosimilars among Specialty Physicians

82% believe biosimilars will expand treatment options and provide savings to patients and the healthcare system

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USBiosimilars @USBiosimilars

Follow

Of surveyed physicians, 77% had heard the term **#biosimilars** in the previous month. Read more here: goo.gl/Zc8xTm

Awareness, Knowledge & Perceptions of Biosimilars among Specialty Physicians

77% had heard the term biosimilars in the month prior to the survey

USBiosimilars @USBiosimilars · 28 Dec 2016

Physicians who better understand **#biosimilars** have fewer concerns with safety + efficacy, survey results indicate



Awareness, Knowledge, and Perceptions of Biosi...

The Biosimilars Forum conducted a survey through an independent organization from November 20, 2015 to January 4, 2016 in order to assess current levels of... link.springer.com

5 3

Disseminating your data in new formats can also increase impact

- Research by Gavin Sharrock of Wiley (ISMPP EU 2017): **Different types of HCP have different readership needs**
 - Full text; or
 - Infographics; or
 - Digital features
- Qualitative research by the Adis Drug Evaluation team: **HCPs have little time to browse**
 - Looking for key points of each article, quickly
 - Easy-to-understand figures and tables are key
- Many journals are now recognising this, and publishing **digital features** – which are ideal for sharing on social media platforms

Can digital features increase the impact of medical research?

- Taylor & Francis: *“Video abstracts can help to engage readers and may lead to increased usage and citation”*
- Elsevier: *“[Audioslides] enable authors to promote their work and summarize their main findings in their own words; [and] help readers quickly determine the relevance of an article”*
- The *Advances in Therapy* biosimilars article certainly gained a boost from the infographics and videos attached. Other digital features have received high downloads
- Scott Spicer’s research (for the Journal of Librarianship and Scholarly Communication) demonstrated that “A higher percentage (36%) of the 25 top articles (based on reader usage) had an associated video abstract. This could be due to an effect of video abstracts on article visibility or could reflect the greater likelihood of an author of a top-ranked article to produce a video abstract. Popular authors may be more creative or may have a larger budget to support video production compared to other authors.”

<http://editorresources.taylorandfrancisgroup.com/video-abstracts/>

<https://www.elsevier.com/books-and-journals/enrichments/audioslides>

<http://jisc-pub.org/articles/abstract/10.7710/2162-3309.1110/>

<http://thescientistvideographer.com/wordpress/do-video-abstracts-increase-the-impact-of-scholarly-articles/>

Conclusion

- Does impactful research drive social media shares? Or does social media create impactful articles? Difficult to know which comes first!
- Nevertheless, using social media can be a powerful way of promoting and diffusing research
- Indirectly, such broad dissemination could influence the scholarly impact, slightly improving the prospect of increased citations
- **Tips to increase impact of articles**
 - Encourage authors to share their work via social media
 - Ensure that the title of the work is short and captures the key findings
 - Share the work on multiple platforms
 - Coordinate the social sharing with a relevant event (e.g. a conference) if possible
 - Combining social media with digital features may help to drive readership to the article

Ortega JL. 'Twitter can help with scientific dissemination but its influence on citation impact is less clear:
<http://blogs.lse.ac.uk/impactofsocialsciences/2017/01/11/twitter-can-help-with-scientific-dissemination-but-its-influence-on-citation-impact-is-less-clear/>

Please contact me if you have any questions

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