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

SMPP EU 2017: Gavin Sharrock presentation: Extending the reach of publications
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

http://www.pharmavoice.com/article/2017-1-millennials/
Journals are increasingly looking to social media to drive conversations within the medical community

“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.).”

https://www.springer.com/gp/authors-editors/book-authors-editors/book-authors-helpdesk/online-tools-social-media-for-authors/3340
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?


- 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”


https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3278109/
Examples of how social media has contributed to impact of articles published in Adis journals
Eat, sleep, share, repeat: the power of persistence


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
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.

• 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

- 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

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

http://link.springer.com/journal/40121/4/1/suppl/page/1
Multichannel approaches can be effective in driving impact

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

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.
Social media factors that contributed to the reach of the article

**Press release by author institution**

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

**Bloggers**

KOL shared on Facebook

**Authors tweeted (which was RT by their peers)**


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

There has been a widely documented and recognized...
We have seen many other examples of the multichannel approach helping maximise reach

**Video documentary and press release**

*Pseudobulbar affect: an under-recognised and undertreated neurological disorder*

*Author blog, Tweets, Google+, Facebook, videos*

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

*Chemosaturation Percutaneous Hepatic Perfusion: A Systematic Review*

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

*Outcomes Following Implantation of Two Second-Generation Trabecular Micro-Bypass Stents in Patients with Open-Angle Glaucoma on One Medication: 18-Month Follow-Up*
A short title containing the key results can increase impact (encourages social sharing, downloads, and citations)

BASIC RESEARCH

Articles with short titles describing the results are cited more often

Carlos Eduardo Paiva, João Paulo da Silva
1Barretos Cancer Hospital, Department of Clinical Oncology, Div. Post-graduation Program, Barretos/SP, Brazil.

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

METHODS: Research articles (n = 423, published in...

RESULTS: Short-titled articles had higher viewing question mark, containing a reference to a specific geographical region, and the use of a co...

CONCLUSIONS: Some features of article titles have the presenting results or conclusions were independent could be used by authors, reviewers, and editors to...

Papers with shorter titles get more citations

Intriguing correlation mined from 140,000 papers.

Boer Deng

26 August 2015

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

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

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, schizoaffective and

*And a hot topic
Multiple channels driving impact

**Simultaneous publication alongside the DIA Biosimilars congress 2016**

**Press releases**

- Awareness Of Biosimilars Among U.S. Specialty Physicians Is High But New Survey Identifies
- Five things physicians don’t know...

**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

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

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

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

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

Awareness, Knowledge, and Perceptions of Biosimilars

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...
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 certain 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://jlscc.org/articles/abstract/10.7710/2162-3309.1110/
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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