ATTENTION AND REPUTATION: HOW TO GROW YOUR JOURNAL ON SOCIAL MEDIA

ADVANCING **DISCOVERY**

Content

Social media: the benefits

Imagine that your journal just published an article that you believe makes a significant contribution to your field; and that particularly represents the best of what you're trying to achieve with your journal. But—you don't have to passively wait for your colleagues to find it. You can proactively get it in front of them on social media. More than that, you can do it in a way that expresses your journal's particular "personality," and often, also, express why you, in your editorial judgment, think that this particular article is worth their valuable attention.

And, even more, in the best cases, you can actually start an interactive conversation about the research, which can draw even more attention to your journal and to the research it publishes. There has even been a study showing a correlation between articles' social media attention and future citations.
rsos.royalsocietypublishing.org/content/4/11/171371

Also see our own blog post on social media's efficacy:
springernature.com/gp/researchers/the-source/blog/blogposts-communicating-research/how-do-researchers-usescholarly-collaboration-networks/16690942

What are the advantages of you using social media to promote your journal?

Using social media to promote your journal comes with a number of benefits, allowing you to:

Reach your audience.

Engage with a broader audience: social media can help you bring articles to the general public and mainstream media.

Social Media

Drive article traffic and downloads: over **75% of respondents** to our survey indicated that they use social media to **access and read articles**.

Use short, succinct messages to **engage with researchers in your field**, facilitate discussion and gauge opinion on key questions.

Did you know?

In the last year, research articles were mentioned:

🐦 36.9 million times on Twitter
f 2.33 million times on Facebook
🔴 91.5 thousand times on Reddit

95% of respondents stated that they used some form of social media/Scholarly Collaboration Networks (SCNs) for professional purposes in order to:

Access/read published articles

Read news topics/trends

Read commentary/discussions

Discover conference information

Watch visual content

Read peers' profiles

Why mobile

Research shows* that many people—scientists included—spend more time looking at their phones than at their laptops or desktop computers. One of the best places to reach people, then, is on their phones. Social media apps like Facebook and Twitter not only appear on people's phones when they're actively scrolling through those apps, but they can also send active notifications to people (who choose to receive them). So your post can end up in someone's active notifications, all without you or Springer Nature violating their privacy or their preferences.

How Springer Nature helps

We—Springer Nature—actively support and encourage our authors and editors to use their personal social platforms in promoting their journals and published articles and engaging with the academic community.

You want to, as much as you can given space constraints, talk about the most noteworthy aspect of the article you're promoting. That could be the key discovery, or the authors, or that it's a review—you'd use your editorial judgment to determine what it is. You would especially want to mention the lead author(s) if appropriate (and if they are also on social media, you can tag them, as well—and also let them know ahead of time that you're going to be posting about their article).

We recommend, as appropriate and possible, to include at least one image in your post. Often, this would be the image or chart that shows the article's key discovery. You would also want to use a hashtag on the most important words in the title or topic. Or, if the article relates to an ongoing or upcoming conference, you can use the conference's hashtag (where people looking for information and discussion about that conference will easily find it).

Your journal's personality

The Internet has turned the word, "curate," into a cliché; but there can be truth in some clichés. When you select particular articles to talk about on social media, you express your journal's "personality." By selecting (curating) these articles and actively promoting them to your research community using your personal social media channels, you show the community not only the quality of the work you publish, but, also the kind of work you *aspire* to publish. And the more you can build a community of followers and discussers around you and your journal, the more your community will see your journal as an integral part of that community. And that can mean more submissions, and more of the kind of submissions you want.

Getting started

When considering using social media for professional purposes, you should ask yourself:

- [ ] **Do I have time?** While it can take as little time from your day as you like, your accounts should be set up with long term goals in mind. You will see stronger results if you devote time to posting on social media on a daily basis.

- [ ] **Which platform should I use?** There are a vast number of social media platforms to choose from. Deciding what information you want to share, how you want to share it, and to what audience will have a big impact on where you post.

    💡 **Quick tip:** Look at where your colleagues are. It's easier to join a thriving community than to start one from scratch.

- [ ] **What value can I bring?** This can sometimes be overlooked. There is a lot of noise on social media. A quick search on Facebook will show you the near infinite number of groups and pages relating to a search topic. In order to see your professional brand grow, you need to bring your audience valuable content on a regular basis. Spend some time thinking about the content that you want to share and how to best distribute it.

- [ ] **Are you willing to regularly write and curate content?** You will need to consistently engage people with your insight and expertise to build loyalty and trust with your followers. This could include writing new posts and sharing and commenting on the posts of your peers and allied organizations.

Choosing the right social media channel

Don't try to engage with every social media channel—we suggest that you focus on one channel. When deciding which channel is right for you, ask yourself the question: **where does my research community go to engage with research?**

A good place to start is by asking your colleagues which social media channels they use most in their day-to-day research lives. If you find that your community is active on multiple channels, we recommend that you share the workload with another Board Member.

We have outlined key hints and tips on the main social media channels to help you to decide which one is right for you, and to help you get started.

Perhaps the best way to get started in knowing how and what to post—and what to watch out for—is to *listen* first. If you're new to social media, it might be a good idea to follow competing journals or colleagues who are already active to see what they post, and how people react. You can get a good sense of your discipline's particular community by watching and listening to how your colleagues are already using social media.

Twitter

Twitter is a micro-blogging platform that allows you to send short posts, known as "tweets,"—limited to 280 characters. Along with text based posts, you can also share photos, videos, gifs, and links. Twitter is a useful way to keep up-to-date with news and events and allows you to keep in regular contact with your audience by providing brief updates or advertising more extensive updates on other platforms, such as your blog.

Getting started on Twitter

1. The first thing you'll need to do is create an account and a Twitter handle. This is the unique name that you will have with an '@' sign in front of it. This will allow you to send tweets, message others directly, and allow others to reference you in their tweets.
2. Create a short bio for your account.
3. Follow or 'like' key figures, publishers, journals and organizations in your field to see popular or trending topics, share relevant content, and weigh in on points of discussion.
4. When sharing work published in your journal, try introducing the link with a question related to your research to further pique your audience's interest.
5. Include photos and video links in your tweets where appropriate—these add visual impact to your feed and encourage sharing.
   - **Quick tip**: Only use images that you have permission to share, are copyright-free, or have a Creative Commons license, such as many of those on Pixabay or Unsplash. As you can never be certain of the legal situation, remember to check the license on each individual image.
6. Use tools like **Altmetric** to track articles published in your journal's impact in the social sphere. You can download their free **bookmarklet** to uncover the Altmetric data for any published article.
7. Re-tweet important tweets related to your field from your account, and encourage your authors to do the same.
8. Consider using scheduling tools for your account. These allow you to compose a list of future tweets and to schedule their release. Platforms include **Tweetdeck** and **Buffer**.

Remember: Inform from your Editorial Contact at Springer Nature if you are planning to promote your journal via your personal social media profiles, so we can align forces and cross-promote content via Springer Nature's official channels!

Facebook

Facebook is a social networking site which makes it easy to connect and share with friends and family online. At its core, Facebook's functionality is designed for you to share posts with comments, links, photos, and videos. It also allows you to react to other posts with likes, comments, and shares.

Getting started on Facebook

If you already have a personal account, but are looking to increase your professional brand, it is advised that you set up a professional page that would be linked to your existing personal account. This will be an official page from which you can share your opinions and content, giving your audience the ability to listen and comment without invading your personal profile.

Creating a professional page:

1. When logged in under your own Facebook account, you can create a new, secondary page by selecting "create page" from the right hand column drop down menu.
2. Select "community or public figure," and follow the prompts to customize your page with images, a description, and any other relevant details.
3. Invite friends, colleagues, and students to "like" your page and become a friend either directly through Facebook or by e-mailing your list of contacts with a link to the fan page.
4. Regularly update the page according to your own comfort level (ideally at least 1-2/ week) by linking to your research, linking to research you find interesting (including your comments on the piece in your status update) to drive discussions with your fans, announcing your new product releases, and noting when and where you will be conference-wise.
5. Include the link to your fan page within your email signature to encourage others to like your page as well.

Weibo

Weibo is a Chinese micro-blogging platform that allows you to send short posts with up to 2,000 characters for original content, and up to 140 characters in reposts or comments. Along with text-based posts, you can also share photos, videos, gifs, and links. Weibo is a useful way to keep up-to-date with news and events and allows you to keep in regular contact with your audience in China by providing brief updates or advertising more extensive updates on other platforms, such as your blog.

Getting started on Weibo

1. Create an account and a Weibo handle. This is the unique name that you will have with an '@' sign in front of it. This will allow you to post, message others directly, and allow others to reference you in their posts.
2. Create a short bio for your account; consider adding a link to your journal.
3. Follow or 'like' key figures, publishers, journals, and organizations in your field to see popular or trending topics, share relevant content, and weigh in on points of discussion.
4. When sharing work published in your journal, try introducing the link with a question or finding related to your research to further pique your audience's interest.
5. Include photos and video in your posts where appropriate—these add visual impact to your feed and encourage sharing.
    - 💡 **Quick tip**: Only use images that you have permission to share, are copy-right-free, or have a Creative Commons license, such as many of those on Pixabay or Unsplash. As you can never be certain of the legal situation, remember to check the license on each individual image.
6. Use tools like **Altmetric** to track articles published in your journal's impact in the social sphere. You can download their free **bookmarklet** to uncover the Altmetric data for any published article.
7. Repost important posts related to your field from your account, and encourage your authors to do the same.
8. In cooperation with internet censorship in China, Weibo sets strict controls over the posts on its services. Posts with links using some URL shortening services (including bit.ly), or containing blacklisted keywords, are not allowed or promoted on Weibo. Posts on politically sensitive topics are deleted after manual checking.
9. Consider using the built-in scheduling tools for your account. These allow you to compose a list of future posts and to schedule their release.
10. Contact **Springer**, **Nature Research**, or **BMC** in Weibo for collaborations.

WeChat

WeChat is a Chinese multi-purpose messaging app. It is one of the world's largest standalone mobile apps, with over one billion monthly active users. WeChat is a powerful platform for content publishing: most of WeChat's users read content on the platform in one format or another at some point during the day. Official accounts on WeChat can suggest content to followers, but this should be done carefully: if the content is irrelevant for the users, they may stop interacting with the brand.

Getting started on WeChat

1. The first thing you'll need to do is create an official account. WeChat users can register as an official account, which enables you to push feeds to subscribers, interact with subscribers and provide services. This is the unique name that you will have to send WeChat content and allow others to follow you from their personal WeChat account.

   💡 **Quick tip**: Only use images that you have permission to share, are copyright-free, or have a Creative Commons license, such as many of those on Pixabay or Unsplash. As you can never be certain of the legal situation, remember to check the license on each individual image.

   💡 **Quick tip**: Only use images that you have permission to share, are copyright-free, or have a Creative Commons license, such as many of those on Pixabay or Unsplash. As you can never be certain of the legal situation, remember to check the license on each individual image.

2. Create a short bio which summarizes the main area of the posts for your account.
3. Invite friends, colleagues, and students to subscribe your account and become a follower.
4. Regularly update your account according to your own comfort level (ideally at least 3 posts/week) by linking to your research or linking to research you find interesting (including your comments on the piece in your status update) to drive discussions with your fans and noting when and where you will be conference-wise.

   💡 **Quick tip**: Only use images that you have permission to share, are copyright-free, or have a Creative Commons license, such as many of those on Pixabay or Unsplash. As you can never be certain of the legal situation, remember to check the license on each individual image.

5. Include photos and video links in your message where appropriate.

   💡 **Quick tip**: Only use images that you have permission to share, are copyright-free, or have a Creative Commons license, such as many of those on Pixabay or Unsplash. As you can never be certain of the legal situation, remember to check the license on each individual image.

6. Share important content related to your field from your account 'Moments', or via group chat and encourage your authors to do the same.
7. Consider using editing/scheduling tools for your account. These allow you to improve visual effects for your posts, compose a list of future posts, and schedule their release. Platforms including **Xiumi** and **135**.
8. Include the QR code of your WeChat on any promotion materials or within your email signature to encourage others to follow.
9. If you think too much time is needed to maintain a personal WeChat account, you are welcome to contact Springer (Wechat ID: SpringerChina), Nature Research (Wechat ID: Nature-Research), or BMC (Wechat ID: BMC2000) for collaborations.

LinkedIn

LinkedIn is often considered the business version of Facebook. It's a platform where you can share posts as comments, photos, links and videos, however your profile reads more like your CV than as a personal biography. While many people only use LinkedIn as a platform for getting new jobs, it is also a great platform for reading and sharing content in a professional capacity. There are thousands of highly niche groups on LinkedIn, some of which require moderator approval for membership, meaning this can be a great way to share reports with colleagues from around the world.

Getting started on LinkedIn

1. Take time to create your profile properly, including qualifications, work history, hobbies and interests. The more complete your profile is, the more discoverable you are to fellow peers.
2. Follow organizations, schools, and companies that are relevant to you and your research.
3. Be sure to include links to your journal, your blog, and Twitter account. LinkedIn provides a number of fields for professionals to include all manner of information such as patents, certifications, and published materials.
4. Make sure to post research articles and notes on your profile so that your colleagues can like and share. This will help you gain more followers until you can become an influencer yourself.

ResearchGate

ResearchGate is a scholarly collaboration network similar to Facebook, but built specifically to foster communities around STM research. ResearchGate is also a particularly effective tool for finding the latest research and colleagues in your field and to also ask questions, get answers, and find solutions to research problems.

Getting started on ResearchGate

- Follow the same steps for establishing your profile on ResearchGate as you would for Facebook or LinkedIn.
- Locate and connect with colleagues and peers.
- Your ResearchGate profile can also be linked to both your Facebook and LinkedIn profiles.

Reddit

The front page of the Internet, Reddit is an online forum where registered users can submit text posts, images, videos, and links and the community determines what is popular through a simple voting system. Topics are divided into Subreddits where each comes with its own moderator, and rules. Reddit is a great platform to connect to the pulse of online culture as many posts which go viral do so off the back of Reddit community votes. The scientific community is very well represented on Reddit with multiple Subreddits across multiple and sometimes very niche topics listed.

Getting started on Reddit

Once you've set up your profile on Reddit, select the Subreddits you want to focus on. It is recommended to take a little time to get familiar with the Subreddits rules. Each will have different rules around posting and commenting which, if you break, may result in a ban from that group, though most often will simply result in a warning from the moderator. If in doubt, there are a number of unofficial rules known as Reddiquette which can guide you on how best to behave. When you feel comfortable to do so, begin to engage with the community by voting and commenting on posts and by posting content yourself.

YouTube

YouTube is a video sharing and curation platform. You can upload videos, and curate them into playlists for your subscribers, as well as other channels. Videos have the functionality for viewers to like, share, and comment on the video they just watched. You in turn can respond to these comments. A more recent update is a community update which allows you to post images for your subscribers to view and comment on.

Getting started on YouTube

The best way to get started on YouTube is to get started on YouTube. Unless you're a seasoned videographer, the chances are the quality of your videos will not be great to begin with. However the more you do, the more you'll learn and improve. For example, if you give regular talks at events, you can ask that any recordings be sent to you, or ask for support to set up a recording device for you. If you plan to give your opinion on a trending topic, you can learn how to edit your video so it is more engaging. Practice in this area makes perfect, and when integrated with other channels like Facebook, YouTube videos are a great way to increase your online influence.

Quick tip: Only use images that you have permission to share, are copyright-free, or have a Creative Commons license, such as many of those on Pixabay or Unsplash. As you can never be certain of the legal situation, remember to check the license on each individual image.

If your journal published a particularly influential or newsworthy paper you want to highlight, you and the author(s) may be interested in trying **Springer Nature's video abstract service**. Learn more about how we can create a short animated video explaining the key findings of a paper.

authorservices.springernature.com/videos/

General guidance

For being on the safe side in the social web, this document provides general guidance on important "Dos and Don'ts" you should consider every time.

General and special terms and conditions of use

Before you launch your social media profile, you should first familiarize yourself with the general and special terms and conditions of the platform concerned. If you fail to abide by those rules, you run the risk of your profile being suspended or removed.

+ Dos:

- Read the terms and conditions that are relevant to your field of activity carefully.

The following links will be updated on a regular basis.

Important rules regarding the use of **Facebook** are available at the following URLs:

- Terms of service: facebook.com/legal/terms
- Pages terms: facebook.com/page_guidelines.php
- Brand resources: facebookbrand.com
- Advertising policies: facebook.com/ad_guidelines.php

Important rules regarding the use of **Twitter** are available at the following URLs:

- Terms of service: twitter.com/tos
- Twitter rules: support.twitter.com/articles/18311-the—twitterrules#
- Brand guidelines: twitter.com/logo
- Guidelines for promotions: support.twitter.com/articles/68877—guidelinesforcontests—on—twitter

Important rules regarding the use of **LinkedIn** are available at the following URLs:

- User agreement: linkedin.com/legal/user—agreement
- API Terms of use: developer.linkedin.com/legal/api-terms-of-use
- Branding guidelines: brand.linkedin.com/policies
- Advertising guidelines: linkedin.com/legal/pop/pop-sas-guidelines

Disguised advertising, user comments

It can be very tempting to give a positive impression of one's journal in the social web without revealing oneself as a member of its staff.

+ Dos:

- Always declare your affiliation, show responsibility for your action and disclose Marketing/promotional background and co-operations.
- Be open and transparent.

Liability for third-party content

Please keep in mind you may be responsible for all content you post, comment on, share or like.

Try to develop a common sense for tricky situations. Be wise enough to know when you need to ask for help before you go ahead.

Images, text and videos

As a rule, images, texts, videos, audio material and third-party trademarks are permitted to be used in social media only with the consent of the relevant rights holder.

+ Dos:

- Before posting or sharing any content, always ask yourself who the rights holders are and whether they have given their consent.
- When using images, pay particular attention to the license type.
- When sharing content, make sure the source of the link has sharing buttons on its website and does not infringe any third-party copyright.
- If you want to share content of our own publications, please contact our Rights and Permissions team.

– Don'ts:

- Do not share any third-party content just because it is impressing or exciting, without taking a moment to ask yourself whether you are actually allowed to do that.
- Don't use the Springer Nature logo or any of our other trademarks for private blogs, websites or other private online platforms.