

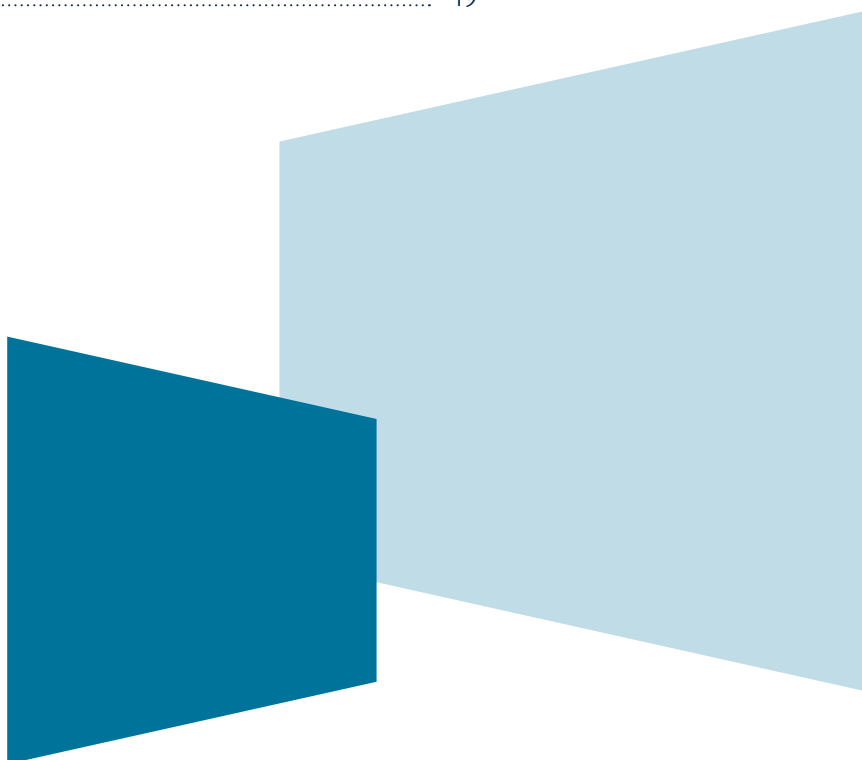


Boost impact and visibility:

How to use social media to promote your Collection

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Introduction:

Why social media

(Note: Helped along by Writesonic but all language is human)



Finding the right contributors for your article Collection is, in part, about networking. It depends on personal connections and trustworthy word-of-mouth referrals. You likely already have a strong personal research network, which is one reason your journal invited you to Guest Edit your Collection. Additionally, you probably know how to make new connections at research conferences.

Also known as social networking, social media, is another valuable tool to expand your network and attract the right contributors to your Collection. After publication, you can also use these platforms to discuss and promote the articles featured in your Collection.

Moreover, social media play a crucial role in enabling direct communication with researchers in your field, even those you may not be familiar with yet, apart from their reputation or published work. It allows you to engage with potential contributors in near real-time, answer their questions, clarify the scope of your Collection, and build connections that can help expand your network. This is valuable even after you have finished working on your Collection.

Social media is an ongoing conversation. Viewing it this way means that the dialogue doesn't end once you've recruited contributors. It's important to continue discussing the articles you've published in your Collection. If your Collection allows for submissions while also publishing articles, you can use the articles you've already published to attract new contributors.



How to use social media to promote your Collection



Using social media makes it possible to:



And researchers do use these platforms in their research work. Some statistics that demonstrate this include:

Awareness of social platforms is very high: most are now known by >75% of researchers.¹

Three-quarters of global active researchers say they use social platforms for work purposes, with 82% of these using social platforms for discovery of research content.¹

How Springer Nature helps



We actively support and encourage Collections guest editors to use their personal social channels in promoting their Collections and engaging with the academic community.

When promoting the Collection on social media, focus on highlighting its most noteworthy aspects while keeping space constraints in mind. This could include key discoveries that have already been published in the Collection (if it accepts articles during its open phase), notable authors who are on board, or a call for papers. Use your editorial judgment to determine what to emphasize. Be sure to mention the lead author(s) who have either committed to submitting an article or have already published one, if applicable. If these authors are active on social media, consider tagging them in your post. Also, inform them in advance that you plan to share information about their article.

It's important to continue posting even after your articles have been published to discuss them further. One effective approach is to select articles that you believe will be especially interesting to your audience and explain why they stand out. This not only highlights the content in your Collection but also showcases your personal expertise. Additionally, be ready to engage in conversations and respond to comments about these articles.

Be sure to include at least one image in your post, such as a visual or chart that highlights a key discovery from the article. Depending on the platform you are using, consider adding a hashtag for the most important words in the title or topic. If the Collection is related to an ongoing or upcoming conference, you can also use the conference's hashtag. This will help people looking for information and discussions about that conference to easily find your post.



Getting started

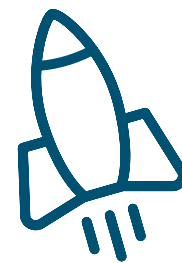
Choosing the right social media platform(s)

An estimated 7 *million* global researchers consume research via social media. Three-quarters of global active researchers say they use social platforms for work purposes, with 82% of these using social platforms for discovery of research content. Researchers in China use social platforms more for content discovery, help with experiments, and less for self-promotion, and also report that social media is a greater influence for them on submitting papers, compared to researchers worldwide. (source: <https://figshare.com/s/1afc781ec0b01193d4c0?file=50677974>)

Choosing the right social media platform is crucial for effectively engaging with your research community. By focusing on a single platform where your audience is most active, you can manage your time and resources more efficiently. Consulting with colleagues and observing how they use social media can provide valuable insights into best practices and community preferences. Additionally, sharing the workload with others can make social media management more sustainable. Understanding your community's behavior on social media helps you create content that resonates and fosters meaningful engagement.

Global growth in awareness and usage—both awareness and use of social platforms has grown substantially since 2019. ResearchGate remains highly recognized and used, but YouTube and LinkedIn have grown faster than Facebook and X (formerly Twitter). Globally, X (formerly Twitter) sees the largest drop in reported activity level as compared to 2023.

ResearchGate and WeChat lead in research activities. For example, outside of China, ResearchGate outperforms LinkedIn for all research-related activities, except networking and collaboration. In China, WeChat is the most used platform for all types of research-related activities. And, globally, “power authors” tend to use ResearchGate more, and for a wider set of activities.



Below, you'll find key tips, examples, and hits on the primary social media platforms to help you decide which one(s) are right for you, and to help you make the most of using them.

Key hints and tips



1. Focus on One Platform:

Concentrate your efforts on a single social media channel where your research community is most active.



2. Consult Colleagues:

Ask your colleagues which platforms they use regularly to engage with research.



3. Observe and Learn:

Follow and observe how colleagues and competing journals use social media to understand effective posting strategies.



4. Understand Your Community:

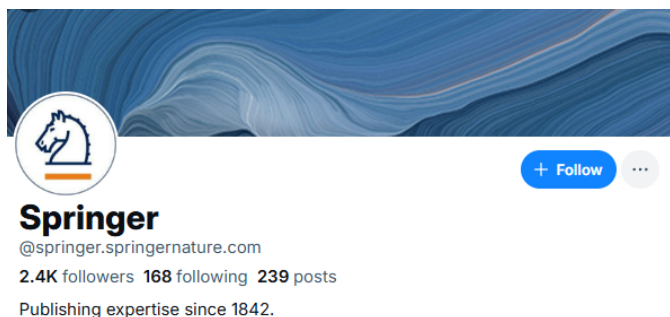
Listening and watching how your community interacts on social media helps you tailor your content to their preferences.

Importance

- ✓ **Efficiency:** Focusing on one platform allows you to manage your time and resources more effectively.
- ✓ **Relevance:** Engaging on the platform where your community is active ensures your content reaches the right audience.
- ✓ **Collaboration:** Sharing the workload with colleagues can make managing social media more sustainable.
- ✓ **Insight:** Observing others helps you learn best practices and avoid common pitfalls.
- ✓ **Community Engagement:** Understanding your community's behavior on social media helps you create more engaging and relevant content.

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 other journals in your field (maybe ones you read regularly) 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.

The social media platforms—and how to use them



Now that we've talked about the why and where of social media, let's turn to the how of social media.

Keep in mind: There's a lot happening on social media. That means it can be a bit of a challenge to stand out. One way is to talk about why potential contributors should want to submit to your Collection (as you might imagine, they're seeing many invitations), or why the article from your Collection that you're discussing is important. Put another way, you can try to talk about what's in it for them, as contributors or readers—why your Collection, as opposed to (or in addition to) others. As you are likely seeing many Collection calls for papers yourself—you can put yourself into that frame of mind, and think about what might catch your attention as an author, and then craft your posts with that frame of mind.

Now on to the practical details. Below you'll find instructions and examples of how to best make use of the most common platforms. You'll find them each in their own section.



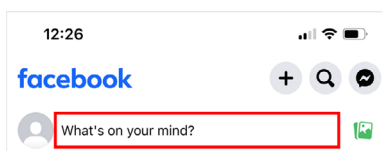
Facebook



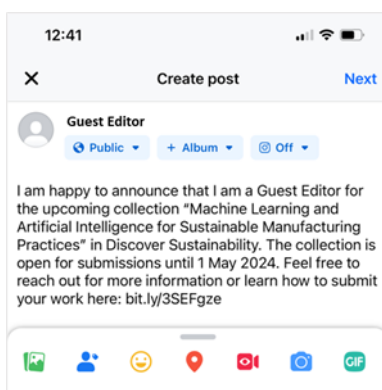
Adding your Collection or article image and link to a Facebook post:

- Navigate to the page where you want to post:
- Your page: You can create a post for your page from the top of the News Feed.
- A group: Tap ☰, then “Groups.” Find a group underneath “Groups you’ve joined” or use the search bar at the top.

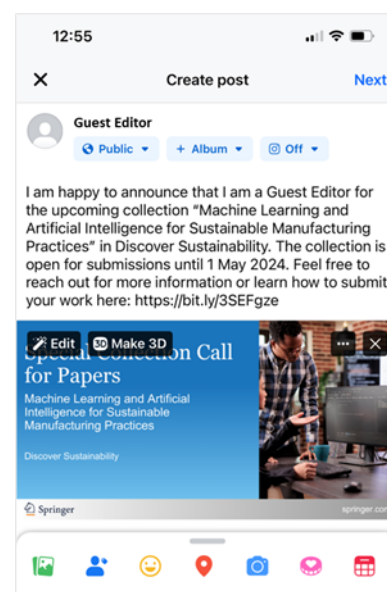
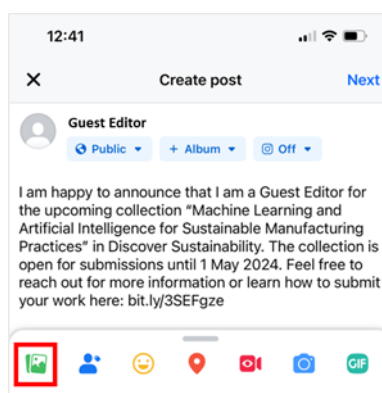
Tap the post box. On your personal page, this is at the top of your News Feed. If you’re posting to a group, you’ll find the box just below the cover photo.



1. Enter your content into the post box.



2. Add an image to your post by clicking on the Photo button in the bottom menu bar. When your camera roll pops up, select the Collection social media image and click “Done” in the top right corner.



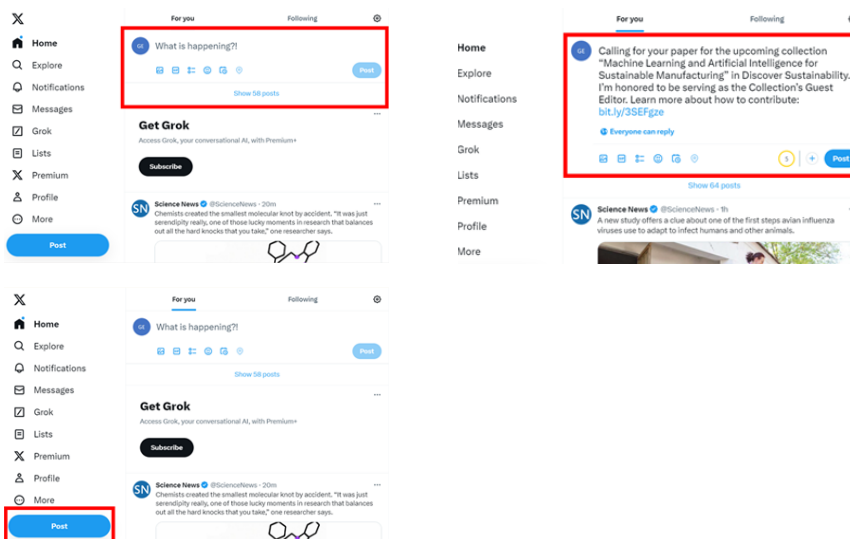
3. If you’re happy with the way your post looks, click “Post” in the top right corner of the screen. Your post will then be shared to the page.

X/Twitter

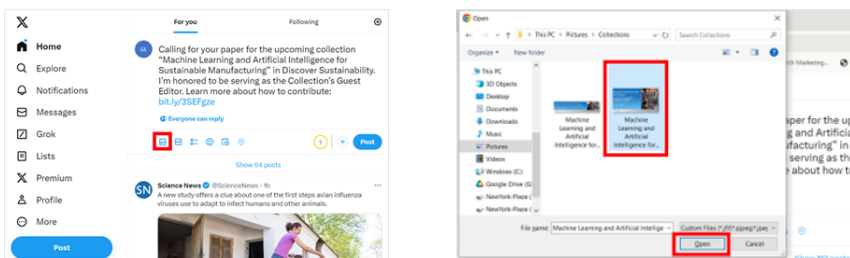


Adding your Collection image and link to a X post:

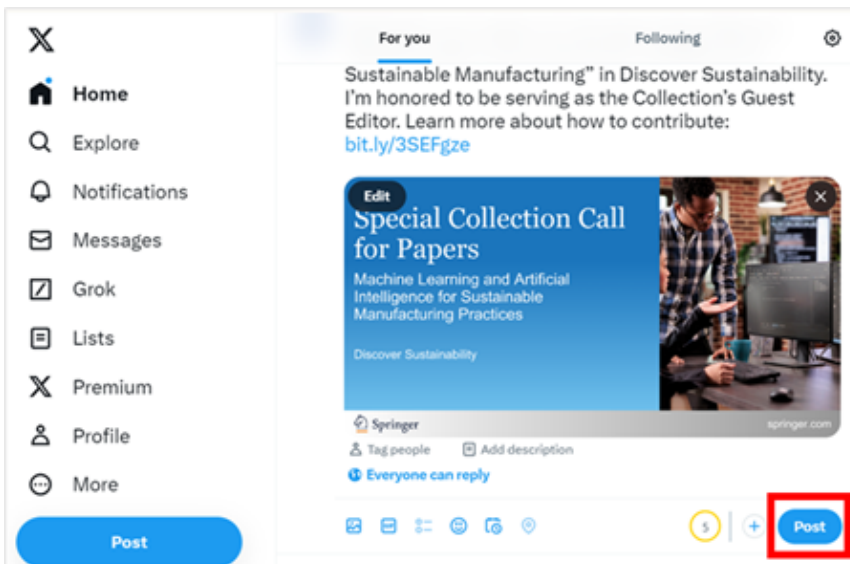
1. Enter your content into the “Post” box at the top of your Homepage. Alternatively, you can click on the “Post” button at the bottom of the navigation menu on the left, which will enable a “Post” box to pop up on your screen.



2. Click on the photo icon to select your Collection image from its saved location.



3. If you're happy with the way your post looks, click the “Post” button in the bottom right corner.

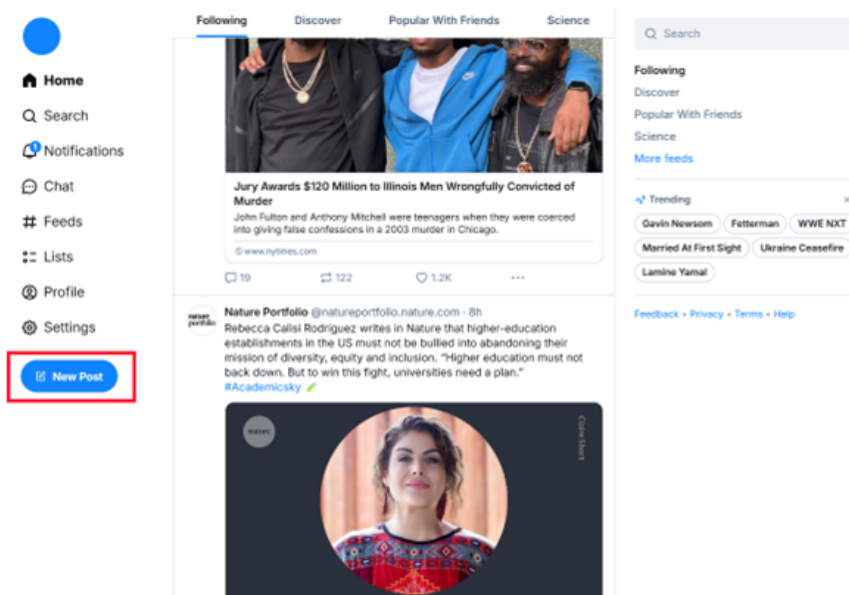


Bluesky

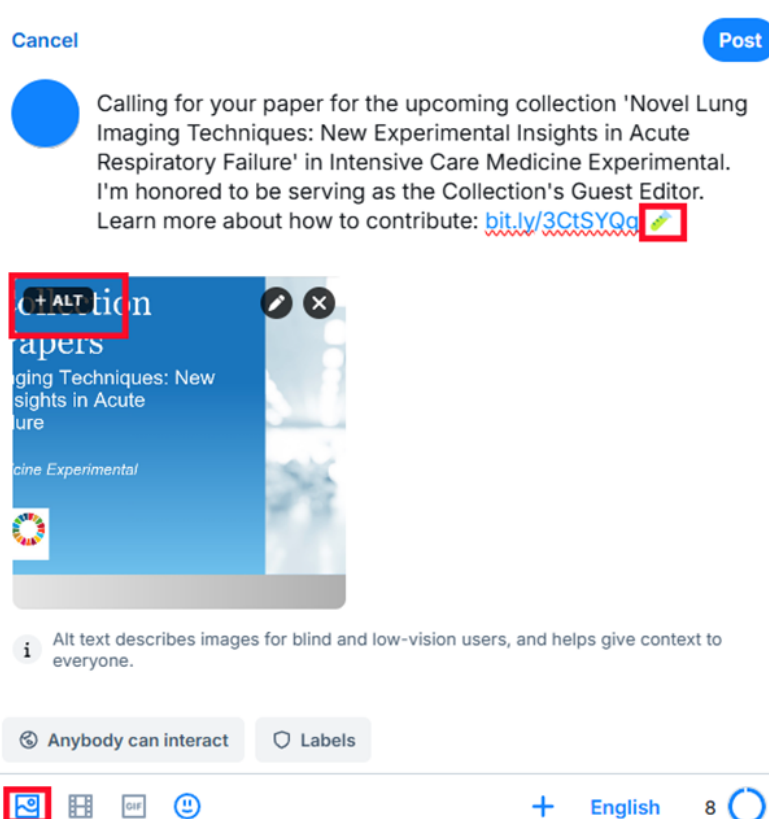


Bluesky is a new platform that is rapidly gaining users due to its innovative approach to content distribution through feeds. To share your journal Collection effectively, you can include the appropriate emoji or hashtag in your posts to target specific feeds.

1. Either on the desktop version or in the mobile app, tap the “New Post” icon at the bottom of the left column:



2. Enter your content into the post box. Make sure to include the appropriate emoji or icon so that the post will be sent to the specific feed. Here it is the test tube emoji, which stands for #academicsky, the academic feed and the research community. Then click on the photo icon at the bottom left and choose your image. For a better accessibility you'll have the option to add Alternative Text.



3. As soon as you click on “Save” here, you will return to the post box where you can add the relevant handle of the publisher, here for example @springer.springernature.com

4. If everything is set and the character count has not been exceeded, click on “Post” to send the social post to the respective feed.

Cancel

Post

Calling for your paper for the upcoming collection 'Novel Lung Imaging Techniques: New Experimental Insights in Acute Respiratory Failure' in Intensive Care Medicine Experimental. I'm honored to be serving as the Collection's Guest Editor. Learn more: bit.ly/3CtSYQg @springer.springernature.com

Alt text describes images for blind and low-vision users, and helps give context to everyone.

Anybody can interact Labels

English 6

To help get you started, and make sure you have all the tools you need to make the most of this exciting platform, some accounts have Bluesky Starter Packs. Nature Portfolio, for instance, has a pack for [journals](#) and one for [editors](#).

nature portfolio

Following

Nature Portfolio

Follows you @natureportfolio.nature.com

37.7K followers 425 following 1K posts

Nature Portfolio's high-quality products and services across the life, physical, chemical and applied sciences is dedicated to serving the scientific community.

Followed by Laura Helmuth, Alexandra Witze, and 69 others

Posts Replies Media Videos **Starter Packs** Lists

Nature Portfolio journals starter pack
Starter pack by @natureportfolio.nature.com

Follow our journals with one click!

Nature Portfolio editors starter pack
Starter pack by @natureportfolio.nature.com

LinkedIn



LinkedIn only officially supports adding clickable links to photo and video posts on the mobile app. Here's what you need to do:

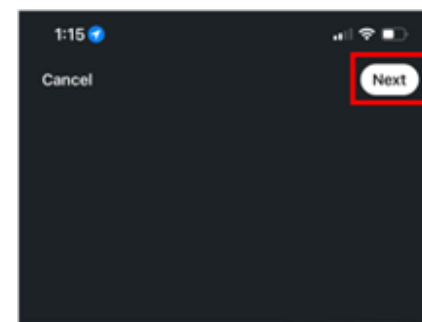
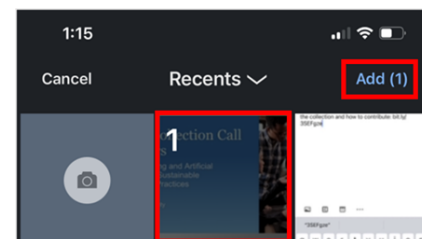
1. In the mobile app, tap the "Post" icon at the bottom of the screen.



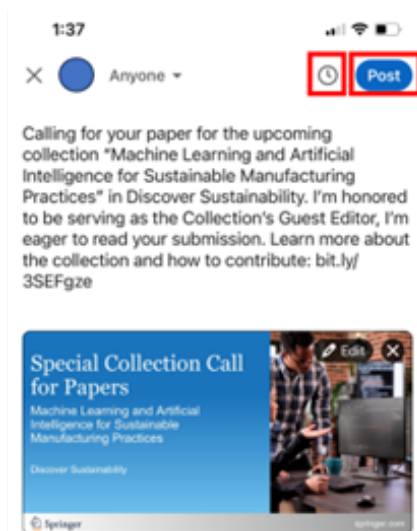
2. Enter your content into the post box. Then click on the photo icon at the bottom left.



3. When your Camera Roll opens, select the Collection image and tap "Add" in the upper right corner. This will take you to an Edit screen where you'll have the option to add Alternative Text for better accessibility or tag fellow Guest Editors by tapping the icons at the bottom – or you can simply click "Next" in the upper right corner.



4. If you're happy with the way your post looks, you can either tap the Clock icon in the upper right corner to schedule it for a specific date/time or click the "Post" button to do so immediately.



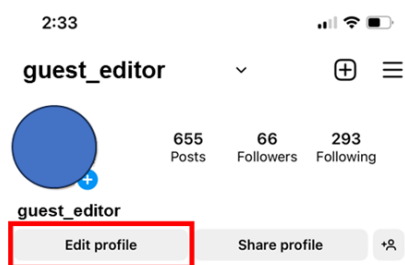
Instagram



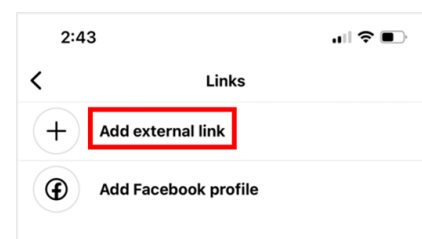
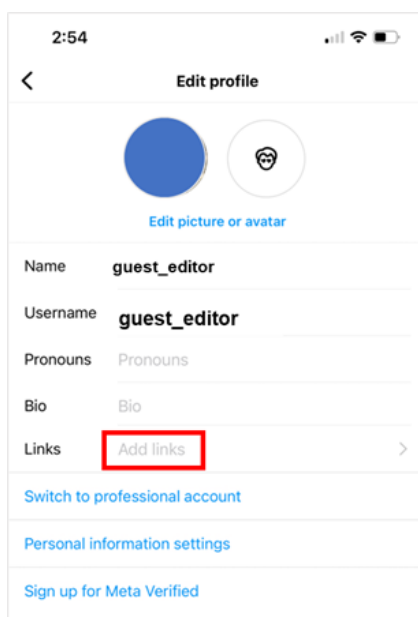
Adding a link to your Collection on your Instagram profile:

The easiest way to promote your Collection via Instagram is to display a link in your profile.

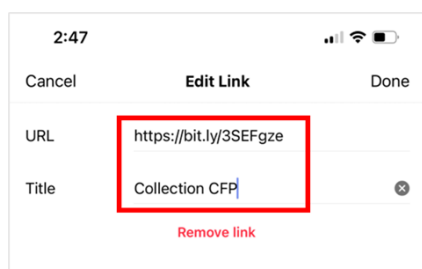
- 1. Go to your Instagram profile and tap "Edit profile".



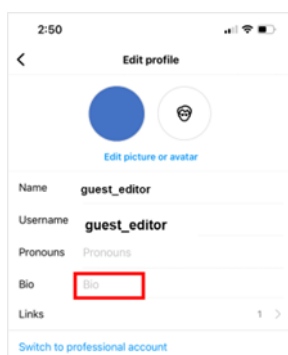
- 2. Tap "Add links" and then select "Add external link".



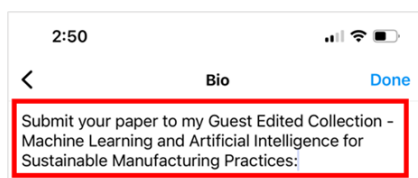
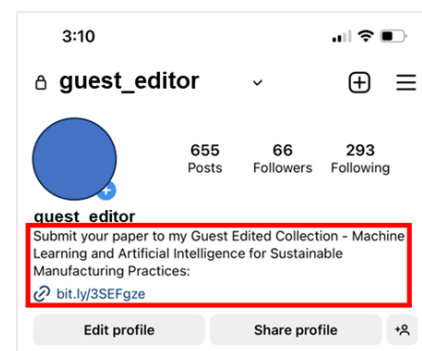
- 3. Enter the bitly link for your Collection's landing page that was provided to you. You can also add a title to describe the link (e.g. Collection CFP). This title will not be visible on your profile - it is just for your own reference.



- 4. If you want to add a description for your link, you can enter additional text to your Bio to provide context.



- 5. Your Collection information should then appear in your profile as below:



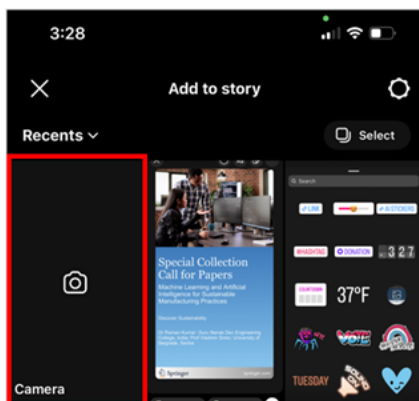
Any link placed here will be hyperlinked. This means that people can tap the link and go straight to the website. When you make an Instagram post, you can use the post's caption to tell people to visit your profile for the relevant link. This is often done by adding a "Link in bio." You can add up to five links in your bio using this method.

Using an Instagram feed post to promote your Collection: Adding a link to your Instagram Story:

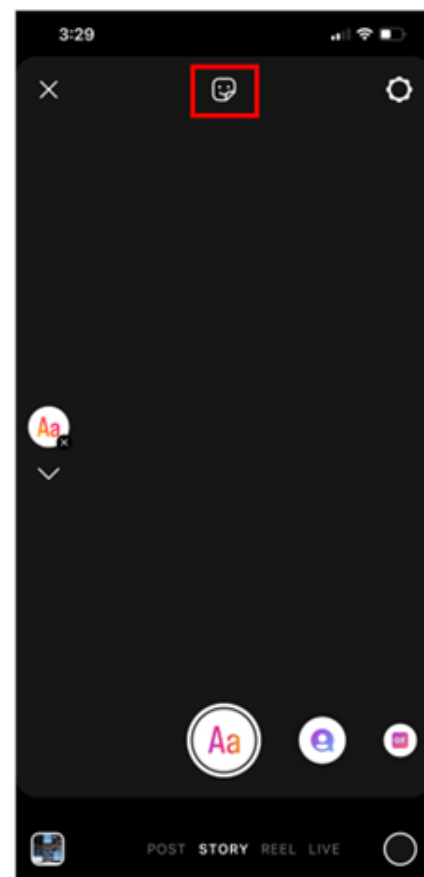
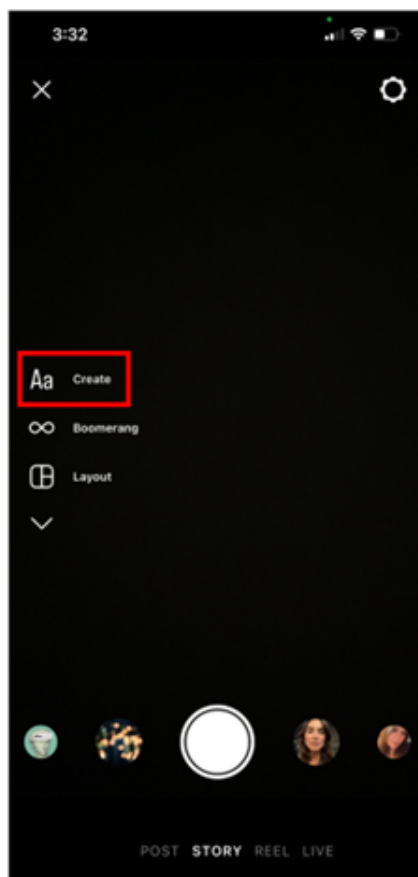
While you might not be able to add a link to a permanent Instagram post, you can use Instagram Stories to share links. The link will show as a rectangular button for your viewers to tap.

To add promote your Collection via Instagram Stories, follow the below steps:

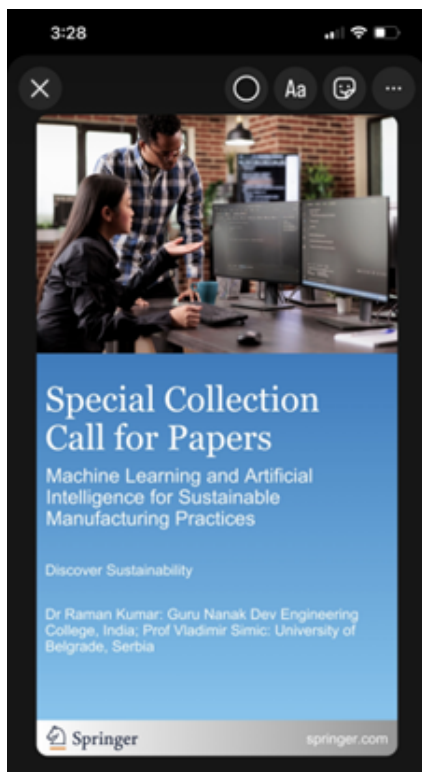
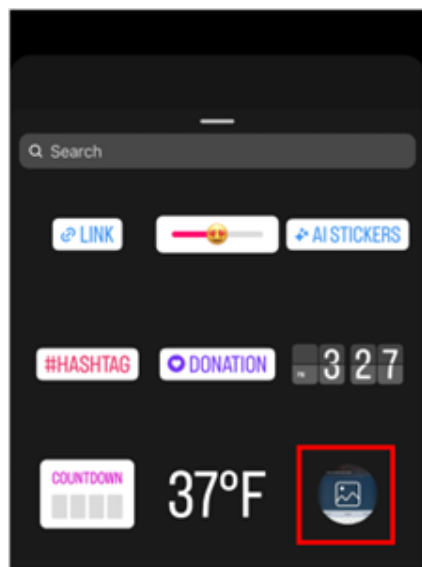
1. At the top left of your Instagram home page, tap the blue plus sign next to your profile picture. When you get to the "Add to story" screen, tap the "Camera" option.



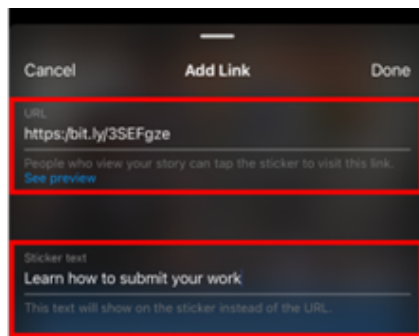
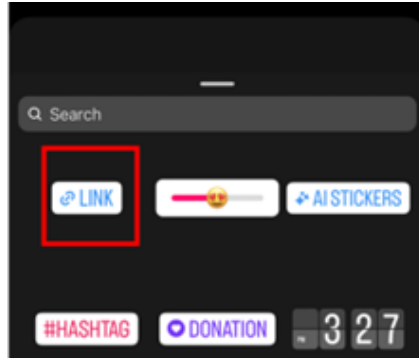
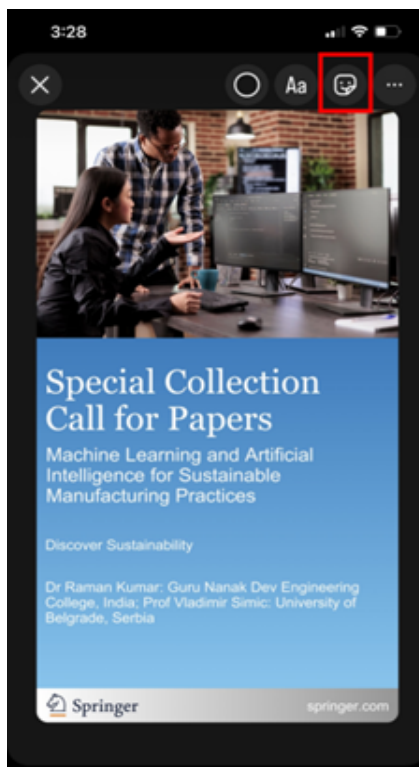
2. Tap the "Aa" on the left side of the screen and then the sticker icon at the top.



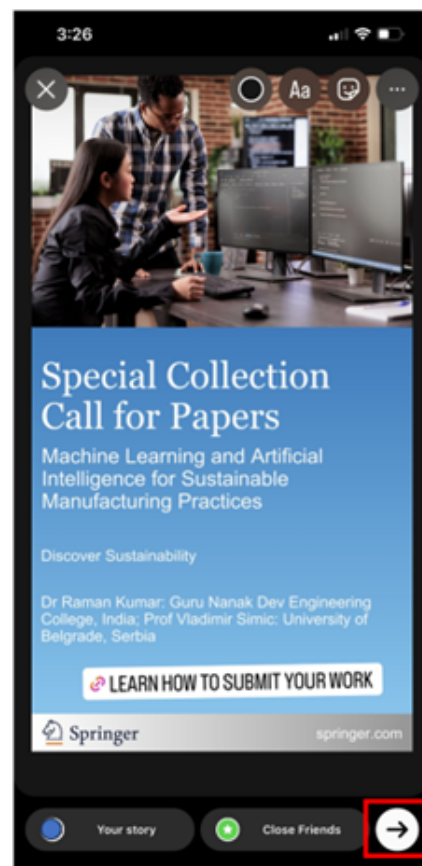
3. Tap the “Photo” icon and select the Collection image from your Camera Roll. You can adjust the size/positioning of the image as you’d like.



4. Once again tap the sticker icon at the top and then select the “Link” option. Enter your Collection bit.ly URL. You can also customize what you want the sticker to say (e.g. Learn how to submit your work). Tap “Done” in the top right corner once both fields are completed.



5. If you’re happy with the way your Story looks, click the arrow at the bottom right corner to post.



WeChat



Adding your Collection image and promotional text and link to a WeChat Moments(朋友圈) post:

1. Open WeChat App and go to 发现 to open 朋友圈
2. Find the Camera icon next to 今天 and click it open to add your Collection image from mobile phone 从手机相册选择

3. Tick on the top right to select the Collection image, and then click 完成 at the right bottom to confirm. Adding a promotional copy with the template below. Click 发表 to release the post.

我将作为客座编辑参与【期刊名】的专题征稿：【征稿主题】，征稿截止日期：【年-月-日】。欢迎关注、投稿及转发。了解更多SpringerNature专题征稿，可访问 <https://colle.natureresearch.cn/>



4. You will then successfully release this post in your WeChat Moments.



A Practical Checklist

- To identify an appropriate channel to promote your work, ask your colleagues which platforms they are actively using.
- Curate your content to make your posts more appealing. Include the link to your Collection along with the provided images and use relevant hashtags. Feel free to use the text below to promote your Collection and use this custom link for your Collection’s landing page: [\[Collection bitly\]](#)

Call for papers:

Calling for your paper for the upcoming Collection “[Collection Title]” in [Journal Title]. I’m honored to be serving as the Collection’s Guest Editor and eager to read your submission. Learn more about the Collection and how to contribute: [\[Collection link\]](#)

Post publication:

Presenting an excellent journal Collection on [Topic], authored by preeminent researchers in the field. This Collection provides deep insights into [Key Highlights] and highlights significant advancements in [Research field].

🔗 Access the Collection here: [\[Link\]](#)

Loop relevant accounts into your posts by mentioning other users to reach a wider audience. You can find Springer Nature social media accounts related to your Collection’s journal and/or topic below:

X:	Facebook:	LinkedIn:	Instagram:	WeChat:	Bluesky:
@NaturePortfolio	@NaturePortfolioJournals	NaturePortfolio	@nature.portfolio		@natureportfolio.nature.com
@SciReports	@scientificreports	Scientific Reports			
@Discover_Jrnls	@DiscoverJrnls	Discover Journal Series			@discover.springernature.com
@springer1842	@springer1842	Springer1842	@springer1842		@springer.springernature.com
@BMC_Series					
@BioMedCentral	@BMC	BMC		BMC 科研永不止步	@bmc.springernature.com
@NatureComms	@naturecommunications				
@SpringerNature	@SpringerNature	Springer Nature Group	@springernature	Springer Nature Group	@springernature.com

- Use hashtags to increase reach and drive views, likes, and shares.
- Paste a link to your Collection into your email signature.
- Only frequent input can make social media an effective research promotion tool. Post frequently and regularly. Using a schedule may be helpful when you are active on more than one network.
- Tone of Voice: Use inclusive and accessible ToV, which emphasizes clear, respectful, and easy-to-understand language, ensuring that all audiences feel valued and understood without the use of jargon or complex terminology.

Stay up to date



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[Connect on LinkedIn](#)



[Follow us on Bluesky](#)

