

# PEANUT SCIENCE SOCIAL MEDIA GUIDE

## How to increase the impact of your article

It is a pleasure to present you with the *PeanutScience* social media guide to help you promote your article and ensure your work reaches the broadest audience possible. We value you and your research and hope these resources will help your article maximize its impact in the research community and beyond. Thanks for helping us promote you and your article!

### Social Media

The goal of all our social media efforts is to promote, connect, and engage. A few simple steps can help you achieve these goals. Social media requires maintenance, however, so please be attentive once you're up and running so you don't miss any questions or opportunities to connect.



**Twitter:** Be sure to follow us [@Peanut Science](#) and we'll follow you back. Tweet your article (be sure to use a short link to stay within the 140-character limit) with your own personal style and be sure to use an image – they garner lots of attention and retweets. Tag us by including [@BioScienceAIBS](#) and [@OxfordJournals](#) when you tweet so we can like and retweet you. Using hashtags will help you connect like-minded folks in the Twittersphere (e.g., [#ecology](#), [#conservation](#), [#AIBS](#), [#biology](#), [#science](#), [#nature](#)).



**Facebook:** Please like the [APRES](#) Facebook page and we'll friend you back. You can tag us in your Facebook post so we know you're chatting about [APRES](#). Be sure to include a short link to the article that will direct users to the journal's website.



**LinkedIn:** LinkedIn is a great networking tool for career advice and opportunities and offers users the ability to post, create groups, and have ongoing discussions. Please visit the [APRES](#) LinkedIn pages.

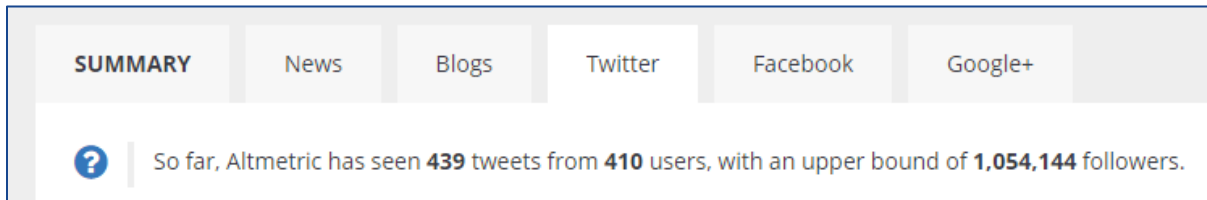


**Altmetric:** Click the Altmetric “donut” for your published article to learn the Altmetric score. The score shows the attention your article has received and is quickly becoming an important metric in science and medical publishing.

Don't be worried if it takes some time to see results; all of the above efforts will help contribute to your article's Altmetric score. The more you tweet and post, the more people will see and share your article and the faster your Altmetric score will grow.

## Altmetric

[This article](#) from JAMA provides a good introduction into Altmetrics, their rise and importance. As well as showing the attention to your article, Altmetric can also be used to interact with those reading your work. For example, using the Twitter tab (shown below), you can find readers who have shared your work. If you have your own Twitter account, you can interact with these readers and share your experiences and network, further helping to enhance your research and profile.



Each tab can be used in the same way, meaning Altmetric gives you a greater outreach into your community and an opportunity to network within it.

## General Promotion

In addition to promoting your article via social media, we also ask you to consider some other opportunities to increase your article's exposure:



**Your Website:** This is your site, so you control what is added here. Many of our authors tell us that promoting their articles on their own website helps patients and colleagues connect with them and stay abreast of their areas of interest and expertise. Posting a link to your work not only promotes your article but strengthens your professional credentials. You may also choose to cross-promote with your co-authors by sharing the full author list.



**Video:** Create a video (1-2 min max) that provides your audience with an overview of the article along with key takeaways. Post your video on your website beside the article link, or share it via YouTube or your other social media accounts. Video is an easy to digest medium that is widely used in science and medical publishing for promotion.



**Journal Cover:** Whenever you post or share your article link feel free to include an image of the journal's cover. This helps with journal and article-level branding and lets your audience know you've published in a premier journal.



**Email signature:** Once your article is published, we encourage you to add a line to your email signature such as: "Check out my new article on [insert topic but not full title] in [insert journal name and link to article]."



**Email campaigns:** Want to tell your friends and colleagues about your newly published article? Why not prepare a simple email campaign that can be implemented from Microsoft Outlook. Simply create a group, add them to the BCC line then email to yourself (to avoid copious 'replies to all') then write a brief message explaining the reason for your outreach and be sure to include a link to the article and perhaps even the full abstract, which is OK from a copyright perspective.