

### JNC BOARD MEETING: SOCIAL MEDIA ENDEAVORS AND DECODING TWITTER

During the JNC editorial board meeting on September 13, 2019, the role of social media (particularly Twitter), current JNC efforts on Twitter, and future proposed social media activities were discussed. All editorial board members were encouraged to have an active Twitter presence, and some tips to successful tweeting were shared.

In the present era, 85% of healthcare professionals are on Social Media (Figure 1).<sup>1</sup> Majority of medical journals have responded by creating a social media account with regular posts on Twitter and other social media platforms. This has allowed them to improve their journal metrics, broaden reach, and increase readership (Figure 2).<sup>2</sup> JNC has also launched its social media endeavors on Twitter and now has its own handle **@JNCjournal** (Figure 3). Currently, every JNC article and audio recording (podcasts) are highlighted on Twitter (Figure 4). The journal is also working on launching journal clubs and Twitter chats in the near future.

All editorial board members were encouraged to join and be active on Social Media. To facilitate this, a quick beginner's guide to Twitter was shared. The first step involves signing up for Twitter (Figures 5 and 6). The second recommended step is to create a profile and an apt Twitter brand (Figures 3 and 7). Create a < 50 character handle, add a cover photo, and create a strong biosketch that will resonate with your potential followers. The author **@NitiCardio** included a photo and biography to highlight her passion and training in women's heart disease and cardiac imaging (Figure 7).

Be sure to follow **@JNCjournal** and **@MyASNC** for important publications and events in the field of nuclear cardiology.

A tweet is a brief message limited to 280 characters, and may include images, videos, polls, or location (Figure 8).<sup>3</sup> One may also tag other people to bring the message to their attention. Keys to successful tweeting include being thoughtful, original and creative, and avoiding excess self-promotion (Figure 9). Including a video, photo, or a gif file significantly improves the tweets visibility and engagement (Figure 10). It is important to also acknowledge, appreciate, and share tweets from other users by using the Reply, Like, and Retweet buttons, respectively<sup>3</sup> (Figure 11). Important tweets can also be bookmarked for future reading. Finally, it is important to use Hashtags, which are Twitter keywords, and powerfully allow conversations of similar topics to be combined (Figure 12). The commonly used hashtag for nuclear cardiology is **#CVNuc**.

One of the biggest fears of users not active on Twitter is that it will be a big time sink, and further add to our daily work load, similar to emails and inbasket messages. However, being cognizant of who we follow, managing our lists wisely, using hashtags to find content, and avoiding spam and trolls, can make our Twitter usage efficient, bring joy to our practice, and also allow us to stay abreast with the ever-changing literature around us (Figure 13).

Our **@JNCjournal** Twitter efforts have been quite successful with ~ 20,000 impressions per month. This success would not be feasible without the support of our Editor-in-Chief, Dr. Iskandrian, the hard work of the entire Social Media Team at JNC (Drs. Niti R. Aggarwal, Nav Bajaj, Sarah Cuddy, Ross Farris and Stephen Clarkson), and off course tweeters like you.

Happy Tweeting to all!

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### The Era of Social Media

- 2/3 of all cardiology journals on Twitter
- 68% of them tweet daily
- 70% of Editors in Chief on Twitter
- 85% of all health care professionals on social media



Figure 1. Ubiquitous presence of social media in present times.

### Current JNC Endeavors

- ✓ Every JNC article is now highlighted with a tweet
- ✓ Podcasts
- ✓ Considering: Twitter chats & Journal clubs



Figure 4. Summary of current JNC endeavors on Social Media after its launch in January 2019.

### The Era of Social Media

- Participation by Journals helps with:
  - Improve journal metrics: citations, impact factor, almetric score
  - After joining twitter, 64% journals had increase in impact factor
  - Broader reach and increase readership
  - Better engagement
  - Improve cross specialty sharing



Figure 2. Importance of Social Media presence for medical journals.

### Sign up for Twitter

Sign up at [www.twitter.com](http://www.twitter.com)

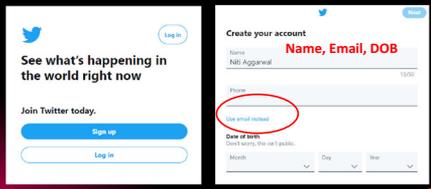


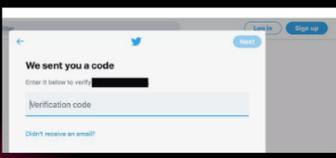
Figure 5. Sign up for Twitter-part A.

### JNC Profile



Figure 3. JNC’s dedicated Twitter handle: @JNCjournal.

### Sign up for Twitter



Create a password

Add profile picture and bio

**Yay!! You are officially on Twitter!**

Wait for verification code to email / phone, then enter it



Figure 6. Sign up for Twitter-part B.



Figure 7. Create your profile and a brand.

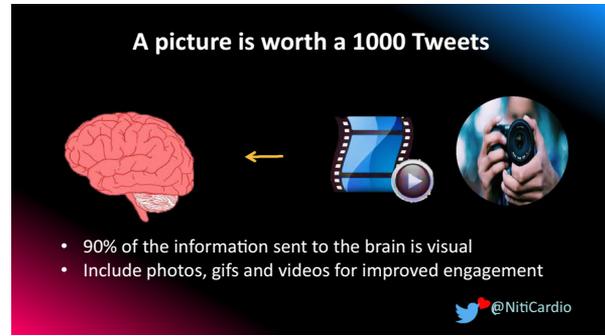


Figure 10. Include images for improved engagement.

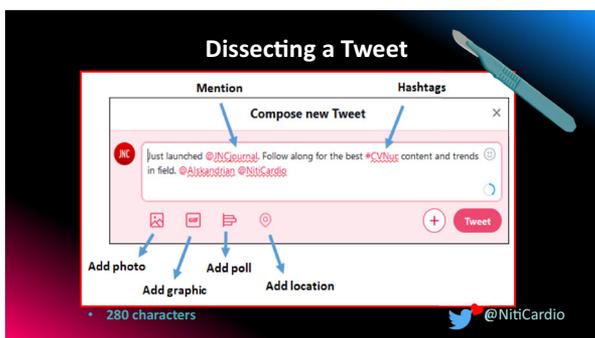


Figure 8. Dissecting a tweet.

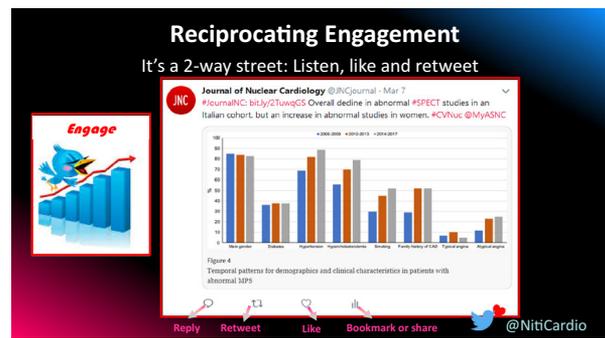


Figure 11. Reciprocating engagement.



Figure 9. Keys to successful tweeting.

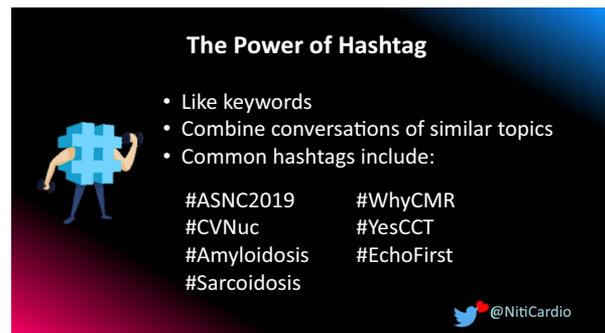
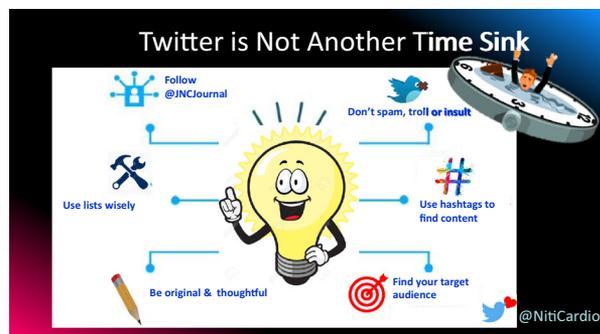


Figure 12. Power of Hashtag.



**Figure 13.** Twitter is not a time sink, and tips for improved efficiency.

**Disclosure** *Niti R. Aggarwal has no conflict of interest to disclose.*

### References

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