

SOCIAL MEDIA UPDATE: THE LAUNCH OF @JNCJOURNAL

As mentioned in the January-February 2019 issue,¹ the Journal of Nuclear Cardiology has recently expanded its presence on Social Media, and started with posting journal-related activities on the ASNC twitter account (@MyASNC).² This has allowed us to increase the journal's visibility, quickly disseminate new articles to readers globally, thereby promoting your manuscripts further.

Our first 18 tweets generated 300 retweets and over 18,000 impressions.

Given our success, we have now launched a new handle dedicated to the journal activities (@JNCjournal),³ which will allow us to better tailor our content to the interests of our readers. In addition, this handle will also allow us to analyze dedicated Twitter analytics, better understand our strengths and weaknesses, and further improve the journal's online reach. Although presently limited to original and review articles, we hope to expand to other manuscript categories, and hold journal clubs in the near future. As of March 18, 2019, the journal account already has 53 followers. To stay up-to-date with the latest journal content, and not miss important publications in the field, please follow us at @JNCjournal. Also do not forget to retweet any content you like and help us share the knowledge.

If you have been hesitant to jump on the fast-moving social media train so far, we have a few myth busters for you.

1. Myth: Social Media is just a fad, and I don't need to join.

- a. Social Media, and in particular Twitter, is one of the fastest growing demographics in the world. There are currently 3.3 billion active users on Twitter, with over 300,000 users added daily. On a daily basis, 126 million users access Twitter

worldwide. It also seems to be very popular in the Cardiology community, and has become the new and very powerful way to communicate, network, educate, and advocate. Furthermore, it is a great tool to promote your research, stay abreast scientific content, recruit for clinical trials, advocate, and has also started to be recognized for academic promotions.⁴ It has essentially transformed the cardiology community,⁴ and all major journals now have a Twitter presence and are engaging in debates and journal clubs.

2. Myth: I can barely stay on top of my email and inbasket; who has time for another time-sink mobile application?

- a. Although one cannot guarantee that the use of Twitter will not make you more attached to your favorite mobile device, it does not have to be. Being active on Twitter does not have to increase your electronic screen time. One could limit themselves to 5 minutes a day, potentially while waiting for the bus, or on the elevator. It allows one to quickly scroll past articles and comments of lower interest, and focus on more pertinent topics. In the event, you come across an interesting article, but are unable to read it at that moment, you can easily bookmark it, and return to it at a more convenient time.
- b. Furthermore, unlike email and electronic health records, one is not required to read every message or even log in daily. Many users may be more active on Twitter around conferences, such as #ASNC2019, and may not log in for a few days at a time during less active periods.

3. Myth: I only have a few followers, so it is useless for me to post anything.

Twitter has a very powerful reach, and disseminates information using the "many-to-many" method of engagement (Figure 1). So even if you have a few followers, if one of them with a stronger Twitter presence retweeted your tweet, then the message is disseminated

to a large number of people. The power of Twitter is in retweeting.

4. Myth: I need to be tech-savvy to be a part of this technology

One of the reasons for popularity of Twitter is its ease of use. Most users are simple, non-technical people.

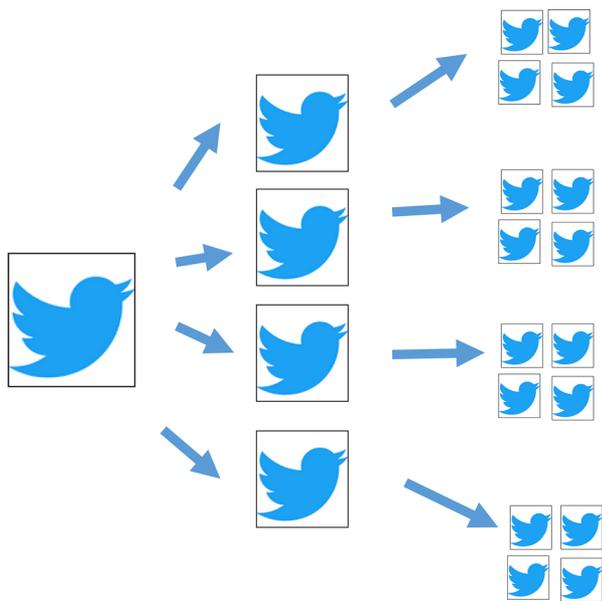


Figure 1. Twitter’s “many-to-many” method of engagement.

Once you understand the basic Twitter lingo, you will be a pro in no time.

For those new to Twitter, we have put together a simple 101 guide to get you started.

First let us start with the essential components of a tweet (Figure 2).

Tweet = A simple text limited to 280 characters that conveys your message, and may include links, photos, graphics, or even a poll.

Engagements = Likes and Retweets.

Impressions = Users that retweeted your tweet multiplied by the number of their followers.

Hashtag = Keywords that can be used to group topics, and can be later used to search. While there are several predefined keywords for you to use, you can also create them. Common examples include #CVNuc, #SPECT, #PET, #ASNC2019.

Handle = Username of the tweeter. For our journal, we use @JNCjournal.

Mention = One may choose to include individuals or organizations in the tweet, to bring the message to their attention. The tweet will also be visible to all your followers.

Next, let us say you see an interesting tweet, and want to share it with your followers (also termed **Retweeting**). (Figure 3).

1. First find the tweet you like.
2. Then click the retweet button (🔄) at the bottom of the tweet.

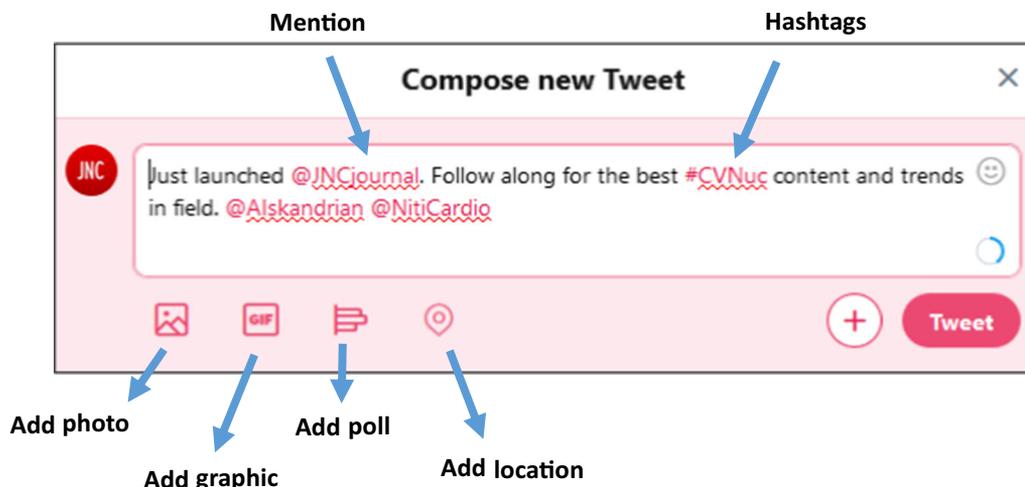


Figure 2. The essential components of a tweet.

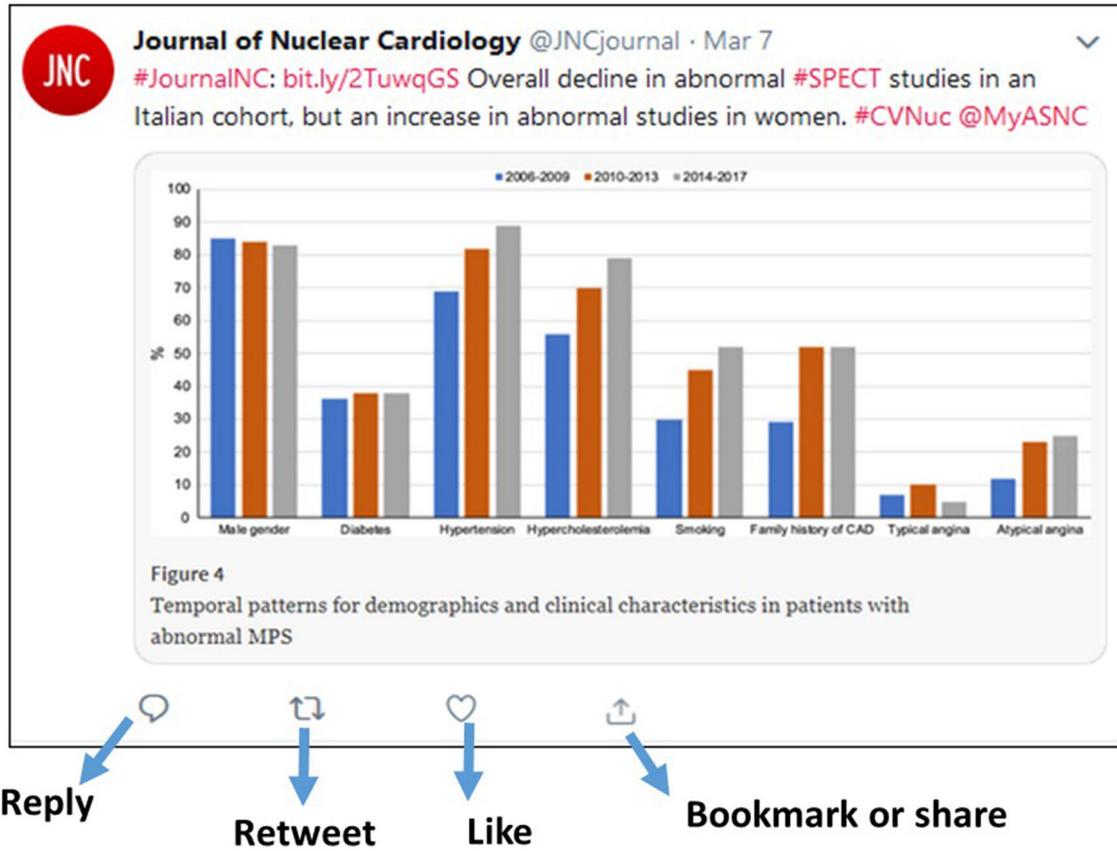


Figure 3. Retweet, reply, and like features.

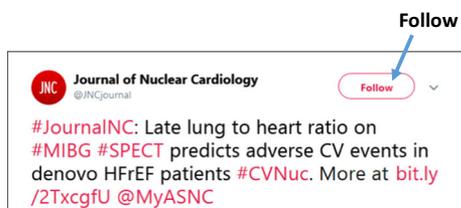


Figure 4. Following an account.

3. A pop-up will show the tweet you are about to retweet.
4. You can insert a message for your followers (such as “This is a great summary of the topic, and a must read”) or just retweet as is, by clicking on the retweet button.

Similarly, you can also choose to reply (🗨️) to the tweet or simply like (❤️) by clicking the corresponding buttons.

Finally once you decide you do not want to miss tweets by a member or account, say @JNCjournal, and wish to follow them then you can follow the steps below (Figure 4).

1. Find a tweet from the account you would like to follow, and click on the tweet.
2. It will open in a new pop-up window.
3. Then in the top right, click on the follow button.
4. You now follow the @JNCjournal account, and all tweets from this account, appear as your “feed.”

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References

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3. Journal of Nuclear Cardiology. <https://twitter.com/JNCjournal>
4. Parwani P, Choi AD, Lopez-Mattei J, Raza S, Chen T, Narang A, Michos ED, Erwin JP, Mamas MA, Gulati M. Understanding social media. *J Am College Cardiol* 2019;73(9):1089-93. <https://doi.org/10.1016/j.jacc.2018.12.044>.

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