



The Role of Social Media in Scientific Publishing

JTH Retreat | March 2, 2020

Overview of JTH Social Media Strategy

- › Reach out to authors when they are accepted with social media guide
 - Encourage self-promotion
 - Provide tools
- › JTH Social Media Editor acquired in September 2019
 - Amplify social reach of articles on Twitter
 - Interact and build community online
 - Engage in conversations to learn more about needs of authors/readers
- › Supplemental postings from ISTH and Wiley social media channels: Twitter/Facebook/LinkedIn/Instagram

Expand the Reach of Your Research:
Share Your JTH Article on Social Media

Congratulations on having your manuscript accepted for publication!

When your article is published, please share it through social media, including Twitter, Facebook and LinkedIn. By promoting your work through your social networks online, your research will receive the greatest visibility and reach.

jth

Your Social Media Plan of Action

WILEY

Why Tweet for Science?

- › Promote your research and the (niche) field
- › ECR: promote your work
- › Counteract “fake science”
- › Networking among colleagues
- › Promote research within field and beyond
- › Find science jobs
- › Hear about new papers in field
- › Education to
 - Funders
 - Public
 - Other people



Why Interact With @JTHJournal?

- Promote JTH journal and ISTH
- Communicate science and papers
- Outreach nurses, surgeons, doctors, other scientists, patients, public
- Promote ISTH congresses
- Community
- Education
- Discuss with peers (more)
- World Thrombosis Day
- Bring other blood journals together
- Online-> IRL meet ups and networks



Lemarie Catherine
@CatLemarie

Thank you [@JTHJournal](#) !
First paper of my PhD student!!
Proud PI moment!

JTH [@JTHjournal](#) · Feb 20

New review: Najem et al & @CatLemarie @UBO_UnivBrest describe how #inflammation and venous #thrombosis #VTE are linked through various cytokines. Some are pro-thrombotic while others dissolve #clots Promising for new therapies? #bloodeducation bit.ly/2HDBNvR



jth Journal of Thrombosis and Haemostasis

jth.isth.org • [@jthjournal](#)

4:05 AM · Feb 20, 2020 · [Twitter Web App](#)

Our Aim

- › More tweets and more interactions with experts
- › Discussion about the science (in-depth)
- › Dianne can facilitate; authors should lead discussion
- › Tweet about other related papers
- › Enhance community and engagement
- › Increase activity in Europe and Australia
- › Less activity from ECR, AE and PI should stimulate Twitter usage



Examples of Engagement

Tweet activity



JTH @JTHjournal
New article for **#worldcancerday**
#worldcancerday2020 #cancer patients are
at risk for venous **#thrombosis #VTE**
Marshall & **@AnnieYoung3674** et al
@warwickmed show **#coagulation** factor Xa-
inhibitor rivaroxaban reduced VTE vs. placebo
after 6 months. <https://bit.ly/2vOLWDc>
<pic.twitter.com/5yill5GOQL>

Impressions	2,135
Total engagements	251
Media engagements	119
Link clicks	90
Likes	14
Detail expands	13

Example: World Thrombosis Day

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate	
jth	JTH @JTHjournal · Oct 21 New article: #thrombosis is common during #ECMO and Meyer et al @UTHealth show #blood flow amplifies phospholipids on #Platelets and their #EV in vitro. Also, low and high flow triggers Tissue Factor expression on leukocytes and EV. bit.ly/2VXN00B pic.twitter.com/GNIZxAO8fZ View Tweet activity			8,991	45	0.5%	Promote
jth	JTH @JTHjournal · Oct 9 A2 #ClotChat #WTD19 : What is venous #thrombosis #VTE ? See below: pic.twitter.com/rFHgDt3VU View Tweet activity			5,451	153	2.8%	Promote
jth	JTH @JTHjournal · Oct 9 #ClotChat A1 - a thread (1/3): Smallest #blood cells, #platelets , are crucial to stop #bleeding (#hemostasis) #blooducation pic.twitter.com/OYbAaecgp6 View Tweet activity			5,205	152	2.9%	Promote
jth	JTH @JTHjournal · Oct 9 👉 One of most shared and important articles ever published in @JTHjournal. #ClotChat twitter.com/isth/status/11... View Tweet activity			4,802	47	1.0%	Promote
jth	JTH @JTHjournal · Oct 13 #WTD19 Young ♀ on oral contraceptives 👉 are at risk for venous #thrombosis twitter.com/JTHjournal/sta... View Tweet activity			4,272	44	1.0%	Promote
jth	JTH @JTHjournal · Oct 9 A1 (2/3) #Thrombosis happens in #blood vessels when the smallest #blood cells, #platelets , are too active clot and obstruct vessel which is life-threatening Thrombosis			3,935	131	3.3%	

Engagements

Showing 31 days with daily frequency

Engagement rate

1.8%

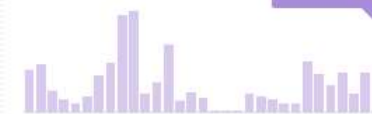
Oct 31
2.4% engagement rate



Link clicks

508

Oct 31
26 link clicks

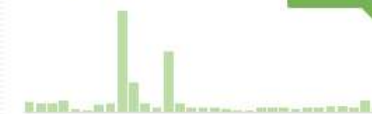


On average, you earned **16 link clicks** per day

Retweets

342

Oct 31
4 Retweets



On average, you earned **11 Retweets** per day

Likes

597

Oct 31
10 likes



On average, you earned **19 likes** per day

What Are the Numbers?

Referrals to JTH website in 2019:

Referrer Service Name (First)		Visits		Page Views		Unique Visitors	
1.	Google Search	225,253	32.0%	353,838	27.8%	183,808	39.6%
2.	PubMed/PMC	174,175	24.7%	343,944	27.0%	116,223	25.0%
3.	Unspecified	171,721	24.4%	297,500	23.4%	115,002	24.8%
4.	Google Scholar	69,450	9.9%	113,921	8.9%	54,341	11.7%
5.	Other	20,424	2.9%	43,479	3.4%	16,262	3.5%
6.	Bing	11,510	1.6%	19,794	1.6%	9,548	2.1%
7.	Institutions and Library Services	10,300	1.5%	25,682	2.0%	8,176	1.8%
8.	Twitter	7,398	1.1%	10,265	0.8%	5,049	1.1%
9.	Facebook	4,025	0.6%	6,262	0.5%	3,640	0.8%
10.	Yahoo Search	3,242	0.5%	5,367	0.4%	2,746	0.6%
11.	International Society on of Thrombosis and Haemostasis	2,260	0.3%	7,442	0.6%	1,865	0.4%
12.	CoagBase	1,647	0.2%	12,964	1.0%	938	0.2%

- › Note 'Unspecified': Sometimes Google is unable to verify a referral source, particularly when using a URL shortener (bit.ly) as we often do.
- › This is just the original referral. Does not capture secondary shares.
- › We have seen a marked increase in overall visits to JTH since September, but that coincided with other changes.

Impressions & Engagement Over Time

Impressions Per Month

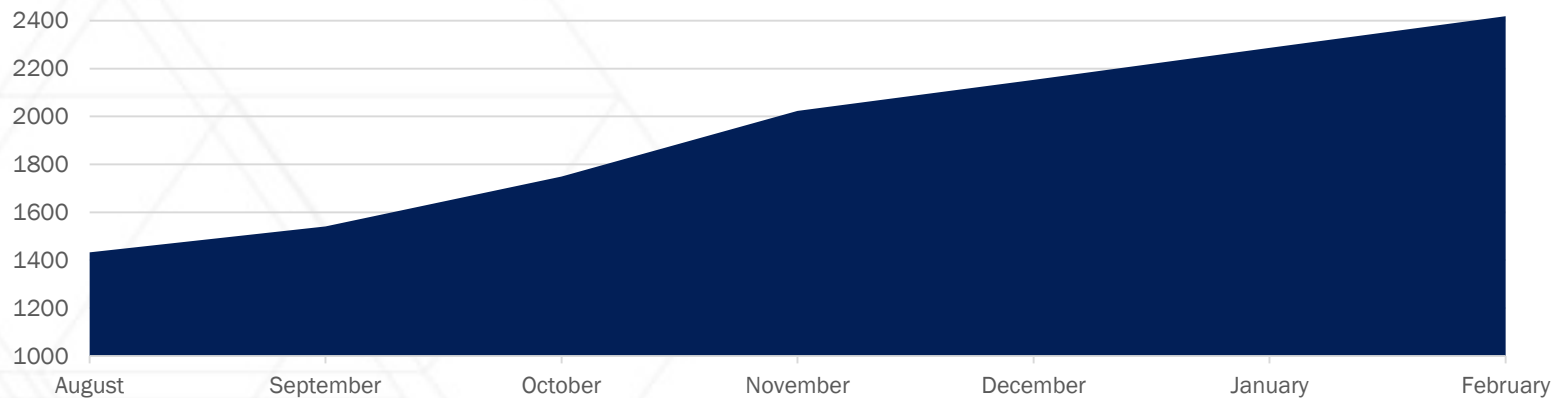
- › Aug 2019: 4,456
- › Sept 2019: 39,000
- › Oct 2019: 106,000 (WTD)
- › Nov 2019: 57,000
- › Dec 2019: 62,000
- › Jan 2020: 85,000
- › Feb (26): 61,000

Link Clicks Per Month

- › Aug 2019: 5
- › Sept 2019: 269
- › Oct 2019: 508
- › Nov 2019: 447
- › Dec 2019: 405
- › Jan 2020: 560
- › Feb (26): 573

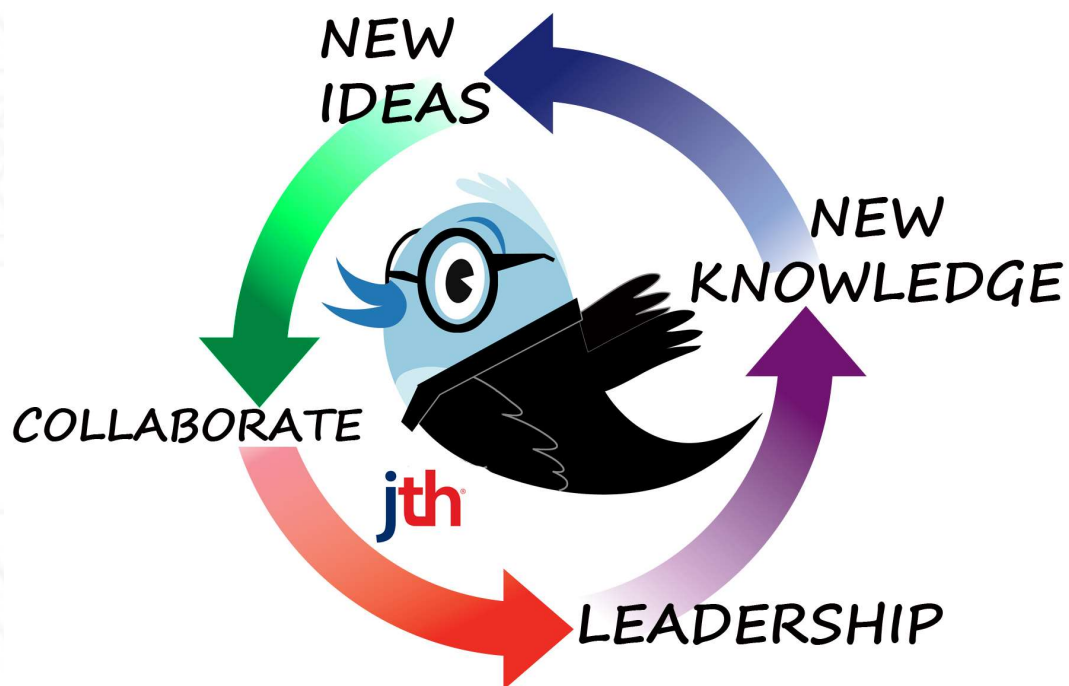
2,700+
clicks since
Sept

Followers: 2,420+



Social Sharing = More Citations?

- › New research coming from *RPTH* will show a modest positive correlation between social sharing and citations.
- › More research needed on overall impacts.

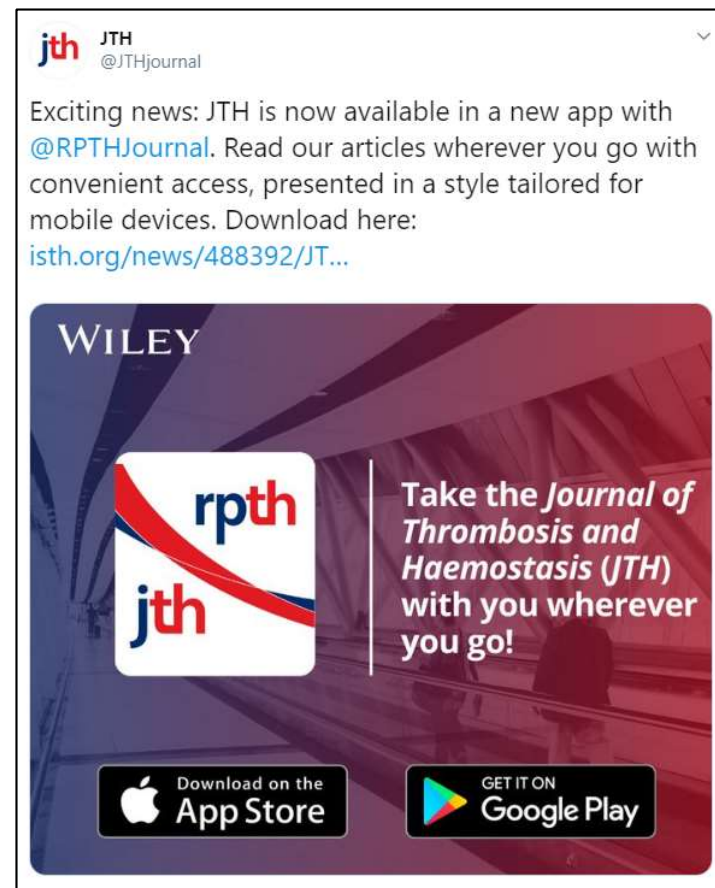


Questions?

See you online!

- › @JTHJournal
- › @JHMorrissey
- › @DavidLillicrap
- › @DianvanderwalDr
- › @LukeBlount
- › @ISTH
- › @RPTHJournal
- › @ThrombosisDay
- › @WileyOnc_Hem
- › @WileyGlobal

Also, don't forget to download the new app!



The image shows a screenshot of a tweet from the account @JTHjournal. The tweet text reads: "Exciting news: JTH is now available in a new app with @RPTHJournal. Read our articles wherever you go with convenient access, presented in a style tailored for mobile devices. Download here: isth.org/news/488392/JT...". Below the text is a promotional graphic for the app. The graphic features the Wiley logo at the top left, the RPTH and JTH logos in the center, and the text "Take the Journal of Thrombosis and Haemostasis (JTH) with you wherever you go!". At the bottom of the graphic are two buttons: "Download on the App Store" and "GET IT ON Google Play".