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BIRMINGHAM**

Social media

Olena Zimba, MD, PhD

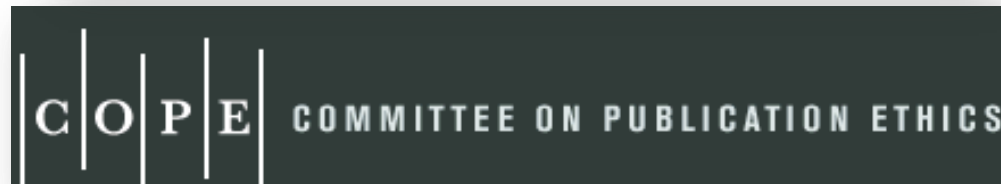
Associate Professor of Medicine

Armen Yuri Gasparyan, MD, PhD, FESC

Associate Professor of Medicine

Member, World Association of Medical Editors

Ethics of scholarly promotion



Retraction Watch

Tracking retractions as a
window into the scientific
process

[Home](#) / [About COPE](#)

Core practices



10. Post-publication discussions and corrections

Journals must allow debate post publication either on their site, through letters to the editor, or on an external moderated site, such as PubPeer. They must have mechanisms for correcting, revising or retracting articles after publication

Latest resources

[Author admits failure to credit other authors](#) (Case)

[Allegations related to multiple papers and journals](#) (Case)

[Institution wants to retract despite ongoing legal proceedings](#) (Case)

[View all Post-publication discussions and corrections resources](#)

San Francisco Declaration on Research Assessment

General Recommendation

1. Do not use journal-based metrics, such as Journal Impact Factors, as a surrogate measure of the quality of individual research articles, to assess an individual scientist's contributions, or in hiring, promotion, or funding decisions.

6. Greatly reduce emphasis on the journal impact factor as a promotional tool, ideally by ceasing to promote the impact factor or by presenting the metric in the context of a variety of journal-based metrics (e.g., 5-year impact factor, EigenFactor [8], SCImago [9], h-index, editorial and publication times, etc.) that provide a richer view of journal performance.

7. Make available a range of article-level metrics to encourage a shift toward assessment based on the scientific content of an article rather than publication metrics of the journal in which it was published.

8. Encourage responsible authorship practices and the provision of information about the specific contributions of each author.

Importance of social media for rheumatology journals


Table 2 Peer-reviewed rheumatology journals with a social media function declared in their Editorial Boards

	Name of the journal	Registered SM function in the Editorial Board?	Appointment or designation
1	<i>Aktuelle Rheumatologie</i>	×	
2	<i>ACR Open Rheumatology</i>	✓	SM editor
3	<i>Acta Reumatológica Portuguesa</i>	×	
4	<i>Advances in Rheumatology</i>	×	
5	<i>Annals of the Rheumatic Diseases</i>	✓	SM editor
6	<i>Archives of Rheumatology</i>	×	
7	<i>Arthritis & Rheumatology</i>	×	
8	<i>Arthritis and Rheumatism</i>	×	
9	<i>Arthritis Care & Research</i>	×	
10	<i>Arthritis Research & Therapy</i>	×	
11	<i>Baillière's Clinical Rheumatology</i>	×	
12	<i>Best Practice & Research in Clinical Rheumatology</i>	×	
13	<i>BMC Musculoskeletal Disorders</i>	×	
14	<i>Clinical and Experimental Rheumatology</i>	×	
15	<i>Clinical Rheumatology</i>	×	
16	<i>Current Opinion in Rheumatology</i>	×	
17	<i>Current Rheumatology Reports</i>	×	
18	<i>Indian Journal of Rheumatology</i>	✓	Digital editor
19	<i>International Journal of Rheumatic Diseases</i>	×	
20	<i>JCR: Journal of Clinical Rheumatology</i>	×	
21	<i>Joint Bone Spine</i>	×	
22	<i>Journal of Orthopedics & Rheumatology</i>	×	
23	<i>Journal of Rheumatology</i>	×	
24	<i>Lupus</i>	×	
25	<i>Lupus Science and Medicine</i>	✓	SM editor
26	<i>Modern Rheumatology</i>	×	
27	<i>Nature Reviews Rheumatology</i>	×	
28	<i>Osteoarthritis and Cartilage</i>	✓	Associate editor, social media, and correspondence
29	<i>Pediatric Rheumatology</i>	×	
30	<i>Reumatologia Clínica</i>	×	
31	<i>Rheumatic Disease Clinics of North America</i>	×	
32	<i>Rheumatology</i>	×	
33	<i>Rheumatology International</i>	×	
34	<i>RMD Open</i>	✓	SM advisor
35	<i>Scandinavian Journal of Rheumatology</i>	×	
36	<i>Seminars in Arthritis and Rheumatism</i>	×	
37	<i>British Journal of Rheumatology</i>	×	
38	<i>Journal of Rheumatology</i>	×	
39	<i>Turkish Journal of Rheumatology</i>	×	
40	<i>Zeitschrift für Rheumatologie</i>	×	

Clinical Rheumatology (2019) 38:1785–1789
<https://doi.org/10.1007/s10067-019-04586-2>

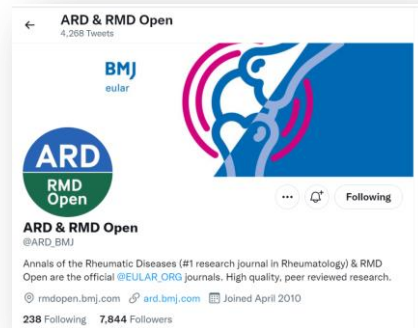
PERSPECTIVES IN RHEUMATOLOGY

Challenges for social media editors in rheumatology journals: an outlook

Carlos Pineda¹ · Iván Pérez-Neri² · Hugo Sandoval³ 

Received: 31 March 2019 / Accepted: 29 April 2019 / Published online: 16 May 2019
 © International League of Associations for Rheumatology (ILAR) 2019

Q1 & Q2 rheumatol jnls on Twitter



Q1 & Q2 rheumatol jnls on Twitter



Platforms for tracking social media metrics



<https://www.altmetric.com/>



<https://plumanalytics.com/>



Enter your search term here...

[Solution home](#) / [Getting Started with Altmetric](#) / [Altmetric Attention Score](#)

How is the Altmetric Attention Score calculated?

Modified on: Wed, 10 Mar, 2021 at 1:30 PM

- Altmetric combats gaming by avoiding metrics that are easily gamed (e.g. Facebook likes, YouTube views), and by employing anti-gaming measures, including ignoring repeated mentions of the same article by the same account, and detecting and ignoring Tweets that exhibit the hallmarks of gaming.

News	8
Blog	5
Policy document (per source)	3
Patent	3
Wikipedia	3
Peer review (Publons, Pubpeer)	1
Weibo (not trackable since 2015, but historical data kept)	1
Google+ (not trackable since 2019, but historical data kept)	1
F1000	1
Syllabi (Open Syllabus)	1
LinkedIn (not trackable since 2014, but historical data kept)	0.5
Twitter (tweets and retweets)	0.25
Facebook (only a curated list of public Pages)	0.25
Reddit	0.25
Pinterest (not trackable since 2013, but historical data kept)	0.25
Q&A (Stack Overflow)	0.25
Youtube	0.25
Number of Mendeley readers	0
Number of Dimensions and Web of Science citations	0

<https://help.altmetric.com/support/solutions/articles/6000233311-how-is-the-altmetric-attention-score-calculated->

MeSH

MeSH



Limits Advanced

Full

Send to:

Social Media

Platforms that provide the ability and tools to create and publish information accessed via the INTERNET. Generally these platforms have three characteristics with content user generated, high degree of interaction between creator and viewer, and easily integrated with other sites.

Year introduced: 2012

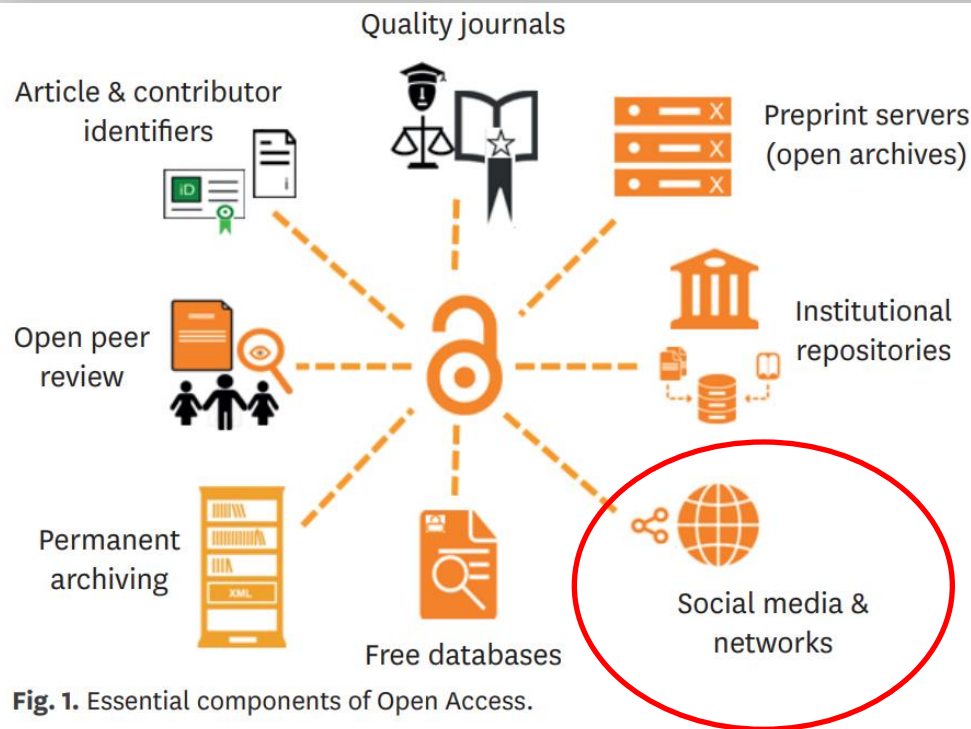


Fig. 1. Essential components of Open Access.

<https://doi.org/10.3346/jkms.2019.34.e184>

J Korean Med Sci. 2019; Jul 15;34(27):e184
<https://doi.org/10.3346/jkms.2019.34.e184>
 eISSN 1598-6357-pISSN 1011-8934

JKMS

Special Article
 Editing, Writing &
 Publishing

Check for updates

Comprehensive Approach to Open Access Publishing: Platforms and Tools

Armen Yuri Gasparyan¹, Marlen Yessirkepov², Alexander A. Voronov³,
 Anna M. Koroleva⁴, and George D. Kitas^{1,5}



Scopus

81,119 document results

TITLE-ABS-KEY ("social media")

	Document title	Authors	Year	Source	Cited by
<input type="checkbox"/> 1	Users of the world, unite! The challenges and opportunities of Social Media	Kaplan, A.M., Haenlein, M.	2010	Business Horizons 53(1), pp. 59-68	5907
	View abstract View at Publisher Related documents				
<input type="checkbox"/> 2	Critical questions for big data: Provocations for a cultural, technological, and scholarly phenomenon	Boyd, D., Crawford, K.	2012	Information Communication and Society 15(5), pp. 662-679	2114
	View abstract View at Publisher Related documents				
<input type="checkbox"/> 3	Sentiment analysis and opinion mining	Liu, B.	2012	Synthesis Lectures on Human Language Technologies 5(1), pp. 1-184	1772



? About this Attention Score

In the top 5% of all research outputs scored by Altmetric

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Citations



Readers on



Users of the world, unite! The challenges and opportunities of Social Media

Andreas M. Kaplan^{*}, Michael Haenlein

ESCP Europe, 79 Avenue de la République, F-75011 Paris, France

KEYWORDS

Social Media

Abstract The concept of Social Media is top of the agenda for many business executives today. Decision makers, as well as consultants, try to identify ways in



Scopus

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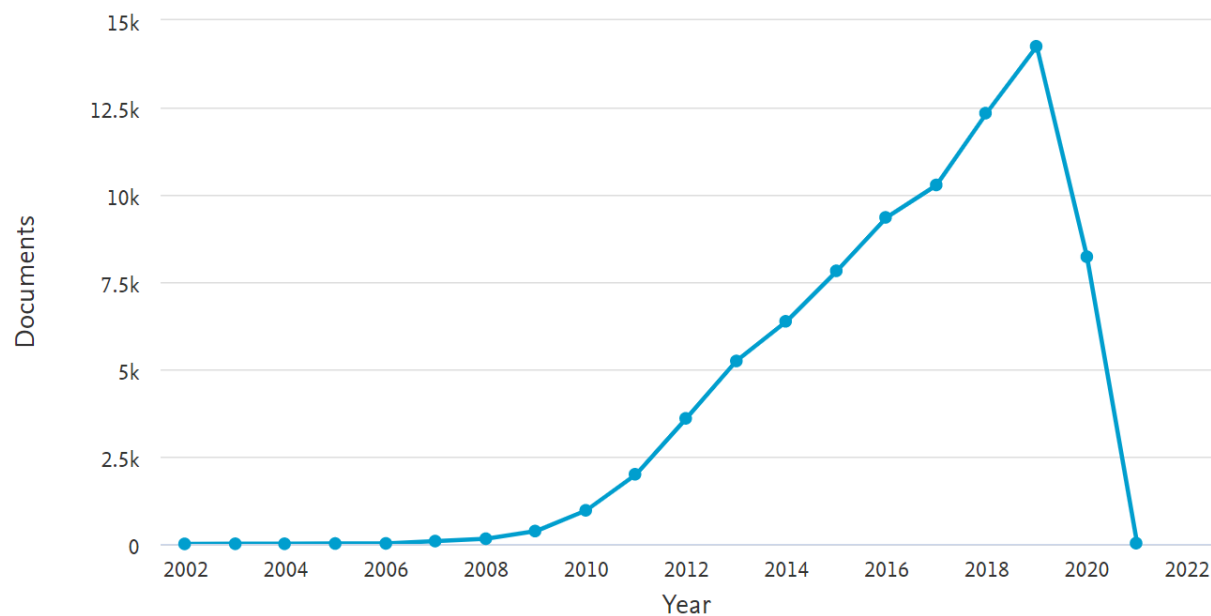
TITLE-ABS-KEY ("social media")

Source ↓

Documents ↑

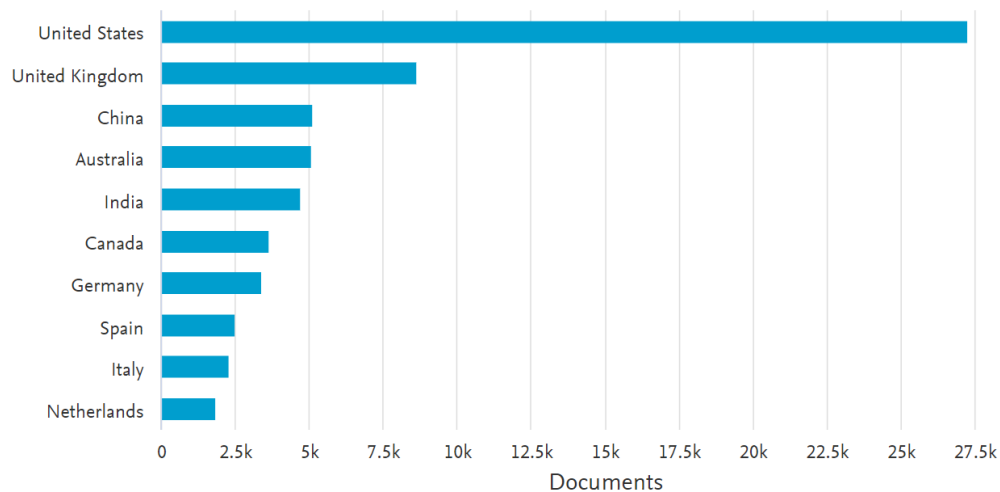
<input checked="" type="checkbox"/> Lecture Notes In Computer Science Including Subseries Lecture Notes In Artificial Intelligence And Lecture Notes In Bioinformatics	2416
<input checked="" type="checkbox"/> ACM International Conference Proceeding Series	1255
<input checked="" type="checkbox"/> Journal Of Medical Internet Research	773
<input checked="" type="checkbox"/> Ceur Workshop Proceedings	747
<input checked="" type="checkbox"/> Computers In Human Behavior	687
<input type="checkbox"/> Advances In Intelligent Systems And Computing	621
<input type="checkbox"/> Plos One	582

Documents by year



Documents by country or territory

Compare the document counts for up to 15 countries/territories.





Scopus

81,119 document results

TITLE-ABS-KEY ("social media")

Filter by keyword

Filter: 搜索结果数

<input type="checkbox"/> Social Media	(46,162) >	<input type="checkbox"/> Editorial	(1,595) >	<input type="checkbox"/> Organization And Management	(935) >	<input type="checkbox"/> Crowdsourcing	(709) >
<input type="checkbox"/> Social Networking (online)	(20,121) >	<input type="checkbox"/> Middle Aged	(1,576) >	<input type="checkbox"/> Disasters	(927) >	<input type="checkbox"/> Standards	(696) >
<input type="checkbox"/> Human	(17,327) >	<input type="checkbox"/> Human Experiment	(1,533) >	<input type="checkbox"/> Learning Algorithms	(923) >	<input type="checkbox"/> Advertising	(695) >
<input type="checkbox"/> Humans	(11,623) >	<input type="checkbox"/> Social Networking	(1,522) >	<input type="checkbox"/> Online System	(920) >	<input type="checkbox"/> NATural Language Processing	(695) >
<input type="checkbox"/> Article	(8,498) >	<input type="checkbox"/> Interpersonal Communication	(1,507) >	<input type="checkbox"/> Teaching	(908) >	<input type="checkbox"/> Social Behavior	(693) >
<input type="checkbox"/> Internet	(6,599) >	<input type="checkbox"/> Medical Information	(1,449) >	<input type="checkbox"/> Deep Learning	(897) >	<input type="checkbox"/> Public Relations	(688) >
<input type="checkbox"/> Female	(6,280) >	<input type="checkbox"/> Statistics And Numerical Data	(1,384) >	<input type="checkbox"/> Utilization	(897) >	<input type="checkbox"/> Videorecording	(685) >
<input type="checkbox"/> Male	(5,649) >	<input type="checkbox"/> Review	(1,381) >	<input type="checkbox"/> China	(895) >	<input type="checkbox"/> Trust	(682) >
<input type="checkbox"/> Twitter	(5,094) >	<input type="checkbox"/> Surveys And Questionnaires	(1,381) >	<input type="checkbox"/> Awareness	(878) >	<input type="checkbox"/> Mobile Application	(681) >
<input type="checkbox"/> Adult	(5,025) >	<input type="checkbox"/> Public Health	(1,371) >	<input type="checkbox"/> Sales	(875) >	<input type="checkbox"/> Health Survey	(677) >
<input type="checkbox"/> Priority Journal	(4,985) >	<input type="checkbox"/> Commerce	(1,351) >	<input type="checkbox"/> Text Mining	(871) >	<input type="checkbox"/> Electronic Commerce	(669) >
<input type="checkbox"/> Data Mining	(4,521) >	<input type="checkbox"/> Surveys	(1,348) >	<input type="checkbox"/> User-generated Content	(869) >	<input type="checkbox"/> Social Network Analysis	(667) >
<input type="checkbox"/> Facebook	(3,827) >	<input type="checkbox"/> Forecasting	(1,341) >	<input type="checkbox"/> Ethics	(868) >	<input type="checkbox"/> Health Knowledge, Attitudes, Practice	(663) >
<input type="checkbox"/> Social Network	(3,478) >	<input type="checkbox"/> Publication	(1,324) >	<input type="checkbox"/> Natural Language Processing	(863) >	<input type="checkbox"/> Gender	(662) >
<input type="checkbox"/> Sentiment Analysis	(3,093) >	<input type="checkbox"/> World Wide Web	(1,307) >	<input type="checkbox"/> Depression	(861) >	<input type="checkbox"/> Online Social Medias	(662) >
<input type="checkbox"/> Psychology	(2,829) >	<input type="checkbox"/> Child	(1,300) >	<input type="checkbox"/> Practice Guideline	(861) >	<input type="checkbox"/> Patient Care	(660) >
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<input type="checkbox"/> Procedures	(2,741) >	<input type="checkbox"/> Information Retrieval	(1,206) >	<input type="checkbox"/> Motivation	(849) >	<input type="checkbox"/> Instagram	(642) >
<input type="checkbox"/> Big Data	(2,648) >	<input type="checkbox"/> Human Computer Interaction	(1,190) >	<input type="checkbox"/> Health	(838) >	<input type="checkbox"/> Search Engines	(641) >
<input type="checkbox"/> Education	(2,466) >	<input type="checkbox"/> Information Management	(1,156) >	<input type="checkbox"/> Medical Research	(817) >	<input type="checkbox"/> Social Aspects	(641) >
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<input type="checkbox"/> United States	(2,311) >	<input type="checkbox"/> Privacy	(1,139) >	<input type="checkbox"/> Computational Linguistics	(796) >	<input type="checkbox"/> Visualization	(638) >
<input type="checkbox"/> Questionnaire	(2,167) >	<input type="checkbox"/> Note					

Social media for students

- Facebook (90%)
- Twitter (37%)
- Myspace, Google+, LinkedIn are rarely used
- 10-60 min/day on social media
- Purposes – socializing, exchanging views or ideas, and entertaining (fun), building academic profile (Twitter), research, improving language skills (Facebook)



Review

Social Media Use in Higher Education: A Review

Georgios Zachos *, Efrosyni-Alkisti Paraskevopoulou-Kollia and Ioannis Anagnostopoulos

Department of Computer Science and Biomedical Informatics, School of Sciences, University of Thessaly,
35131 Lamia, Greece; frini@dib.uth.gr (E.-A.P.-K.); janag@uth.gr (I.A.)

* Correspondence: gzachos@sch.gr; Tel.: +30-223-102-8628

Received: 14 August 2018; Accepted: 1 November 2018; Published: 5 November 2018



Abstract: Nowadays, social networks incessantly influence the lives of young people. Apart

SoMe tools in medical education

- Blogs (blogging vs essay writing)
- Wikipedia
- Twitter
- Facebook

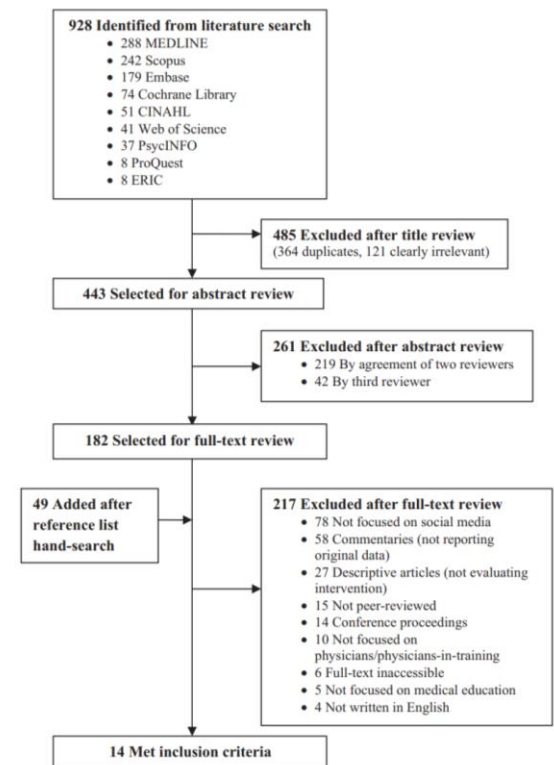
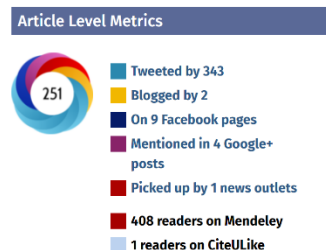
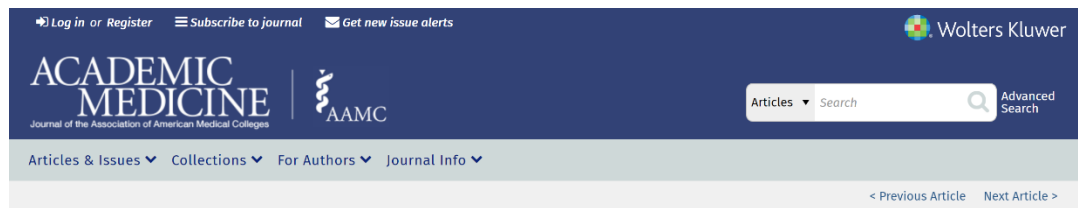


Figure 1 Flowchart for search strategy and review of English-language, peer-reviewed studies: educational interventions for physicians or physicians-in-training using social media tools published through September 12, 2011.

TweetChats for education

Table 1. Twitter Chat Formats and Examples.

Chat goal	Sample format	Example
Discussion of a new, popular, or timely topic	An open forum with several pre-specified questions posed to participants from a chat host.	#MedEd (31)
Informal teaching or professional development	A discussion of several pre-specified questions by both invited expert moderators and chat hosts	#pulmCC (7)
Journal club	A discussion among participants from the general Twitter audience and invited moderators (often journal editors or study authors) with questions posed by chat hosts and participants	#NephJC (32)



MEDICAL TEACHER
<https://doi.org/10.1080/0142159X.2019.1598553>



TWELVE TIPS

Twelve tips for developing and implementing a medical education Twitter chat

Andrew J. Admon^{a,b}, Viren Kaul^c, Sushma K. Cribbs^{d,e}, Elizabeth Guzman^f, Odalys Jimenez^f and Jeremy B. Richards^g

SoMe for editors (research groups)

- ✓ **Official journal account moderated by a professional**
- ✓ **Consult accounts of top journals**
- ✓ **Expand network to have an impact (followers)**
- ✓ **Follow relevant societies (COPE, EULAR, ACR) and users/influencers**
- ✓ **Regularly check and block unethical users**
- ✓ **Careful (unbiased) selection of articles for promotion**
- ✓ **Focus on articles of the same journal only**
- ✓ **Avoid promoting articles with links to pharma**
- ✓ **Twitter handles of authors can be tagged in tweets**
- ✓ **Avoid copyright violation, recheck CC licenses**
- ✓ **Delete personal, biased comments**



COPE

4,619 Tweets



Following

COPE

@COPE

Promoting integrity in scholarly research and its publication.

📍 12,500 members worldwide 🔗 publicationethics.org 📅 Joined March 2009

908 Following **10.1K** Followers



Followed by DARU J Pharm Sci, Pakistan Journal Of Surgery and Medicine, and 361 others you follow



OASPA

2,749 Tweets

Open Access Scholarly
Publishers Association



Following

OASPA

@OASPA

Representing our community of scholarly publishers & related organisations, we work to support open access becoming the predominant model of publication.

🔗 oaspa.org 📅 Joined October 2009

438 Following **8,871** Followers



Followed by Pakistan Journal Of Surgery and Medicine, Edinburgh Open Science Initiative, and 278 others you follow



EULAR

4,024 Tweets

congress.eular.org

eular²³
EUROPEAN
CONGRESS OF
RHEUMATOLOGY
—
31 MAY – 3 JUNE

WELCOME TO EULAR 2023

eular



Following

EULAR

@eular_org Follows you

The European Alliance of Associations for Rheumatology.
The registration for [#EULAR2023](#) Congress will be available soon!

Non-Governmental & Nonprofit Organization Zurich, Switzerland
 eular.org Born 1947 Joined March 2011

1,583 Following 17.7K Followers



Followed by Dra. Claudia Rita Uña, Canadian Autoinflammatory Network, and 998 others you follow



MJR

107 Tweets



Following

MJR

@MJR_journal Follows you

MJR is an international, peer-reviewed platinum open access journal aims to publish innovative evidence-based articles in all fields of the rheumatic diseases.

📍 Greece 🔗 mjrheum.org/home 📅 Joined April 2018

1,025 Following 867 Followers



Followed by Dra. Claudia Rita Uña, Francisco Benavides 🇪🇸, and 363 others you follow

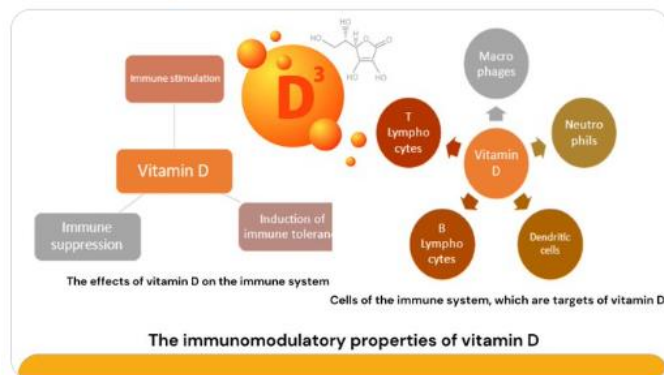


MJR @MJR_journal · Sep 18

#VitaminD is a likely immunomodulatory agent:

- ✓ immune stimulating properties
- ✓ induction of immune tolerance
- ✓ vitamin D deficiency may be related to the development of autoimmune diseases

Read more bit.ly/3eZ5FXt



9 18

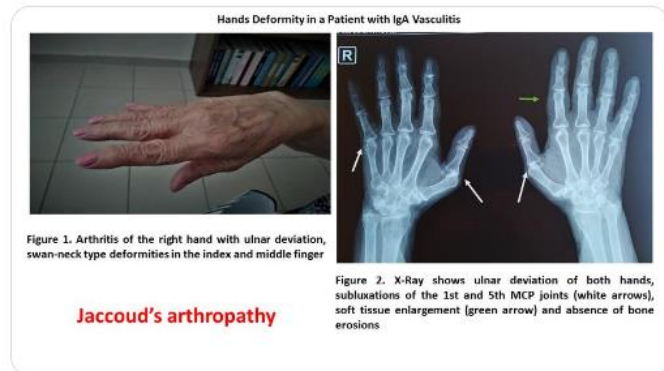


MJR @MJR_journal · Sep 11

Jaccoud's arthropathy in a patient with #IgAvasculitis

- ✓ symmetrical swan-neck type deformities without erosions
- ✓ can be present in rheumatic fever, SLE, Sjogren's syndrome
- ✓ no specific treatment other than the underlying cause

bit.ly/3qrxtGn



16 25



MJR @MJR_journal · Apr 21

The Special Issue on Spondyloarthritis is Online! - mailchi.mp/8b1cab09b71c/m...

1 4



MJR @MJR_journal · Apr 11

MJR: The March 2022 issue is Online - mailchi.mp/485cf6ee511b/m...

2 4



MJR @MJR_journal · Jan 14

MJR: The December 2021 issue is Online - mailchi.mp/5a16dd8db068/m...

1



MJR @MJR_journal · Jul 6, 2021

The NEW ISSUE of MJR is out!

- 👉 Biologic Therapies and Autoimmune Phenomena
 - 👉 Discrete Choice Experiment Studies in Rheumatoid Arthritis Biological Medicines
 - 👉 Musculoskeletal Disorders in Chronic Obstructive Airway Diseases
- And much more!
- Get it here: mjrheum.org/current-issue



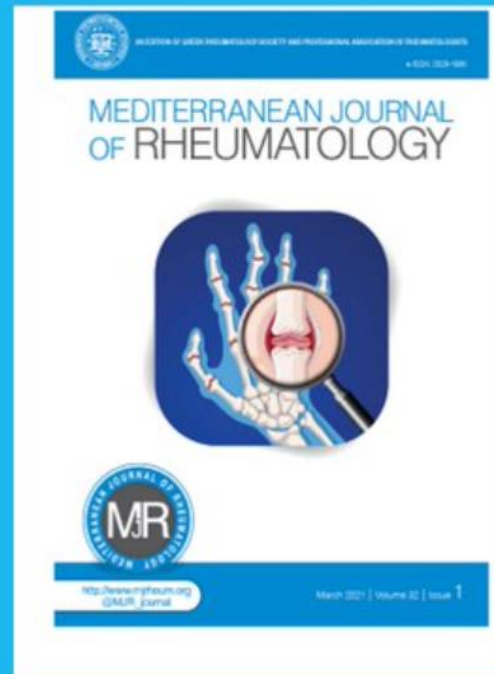
10 14



MJR @MJR_journal · May 22, 2021

...

Mediterranean Journal of Rheumatology is now indexed by @embase Elsevier. The list of all Embase-indexed journals bit.ly/3wwEVkB
Congratulations to all authors, reviewers, editorial board members for their professional support, ethical promotion of the published content



3



7



15



SoMed: post-publication promotion



PubMed Central archiving: a major milestone for a scholarly journal

Armen Yuri Gasparyan , George D Kitas
Affiliations + expand
PMID: 32573562 PMCID: PMC7219645 DOI: 10.31138/mjr.31.1.3
Free PMC article

No abstract available

FULL TEXT LINKS

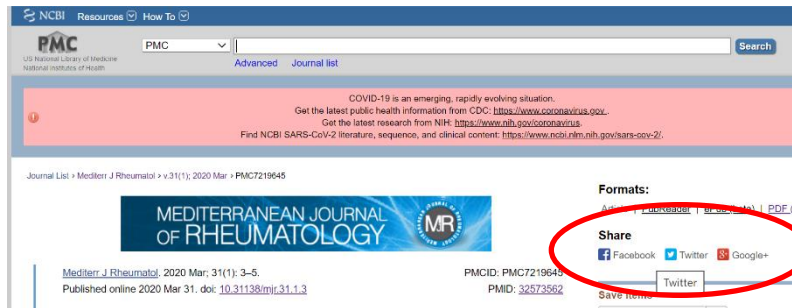
Twitter Full text

ACTIONS

Cite

Favorites

SHARE



Twitter immediacy effect

- **Feeds grow immediately upon posting an article links**
- **Tweets with short professional comments value more**
- **Retweets create more resonance than Likes**
- **Tweets with open access links are more influential**
- **Tweets are publicly visible**
- **Tweets are more in numbers and influence more than Facebook mentions**
- **There is no association between tweets and citations(?)**

“Twitter offers scholars the opportunities to “push” their research, rather than depending on other people to “pull” it from academic publications”

PLOS ONE

RESEARCH ARTICLE

Using social media to promote academic research: Identifying the benefits of twitter for sharing academic work

Samara Klar^{1*}, Yanna Krupnikov², John Barry Ryan², Kathleen Searles³, Yotam Shmargad⁴

1 School of Government & Public Policy, University of Arizona, Tucson, AZ, United States of America,

2 Department of Political Science, Stony Brook University, Stony Brook, NY, United States of America,

3 Manship School of Mass Communication & Department of Political Science, Louisiana State University, Baton Rouge, LA, United States of America, **4** School of Government & Public Policy, University of Arizona, Tucson, AZ, United States of America

* klar@email.arizona.edu





his story, and as is frequently the case, for teaching us how to be better doctors.

**Inginia Genao, MD, and
Dowin Boatright, MD, MBA, MHS**

I. Genao is associate professor of internal medicine, Yale School of Medicine, New Haven, Connecticut; email: Inginia.genao@yale.edu; Twitter: @inginiagenao.

D. Boatright is assistant professor of emergency medicine, Yale School of Medicine, New Haven, Connecticut.



**OPEN ACCESS, RESEARCH COMMUNITIES, AND A DEFENSE AGAINST
PREDATORY JOURNALS**

Received: March 29, 2021

Accepted: March 30, 2021

Jeffrey Beall <https://orcid.org/0000-0001-9012-5330>

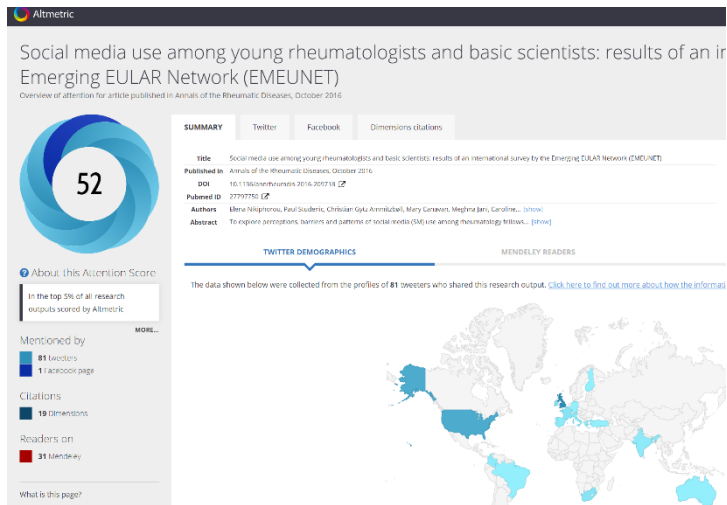
¹Auraria Library, University of Colorado, Denver, CO, USA (retired)

***Corresponding author:** Jeffrey Beall, MA, MSLS;

Twitter handle: @Jeffrey_Beall; **E-mail:** jeffrey.beall@ucdenver.edu



SoMe for young rheumatologists



- N=233
- 6 hours /week
- 91% use Facebook
- Reasons - communicating with friends/colleagues (79%), receiving news updates (76%), entertainment (69%), rheumatology clinical (50%) and research (48%) updates
- 30% felt they need skills to professional use SoMe

Clinical and epidemiological research

CONCISE REPORT

Social media use among young rheumatologists and basic scientists: results of an international survey by the Emerging EULAR Network (EMEUNET)

Elena Nikiphorou,¹ Paul Studenic,^{2,3} Christian Gytz Ammitzbohl,⁴ Mary Canavan,⁵ Meghna Jani,⁶ Caroline Ospelt,⁷ Francis Berenbaum,⁸ on behalf of EMEUNET

Handling editor: Tore K Kvien

► Additional material is published online only. To view please visit the journal online (<http://dx.doi.org/10.1136/annrheumdis-2016-209718>).

For numbered affiliations see end of article.

Correspondence to: Dr Elena Nikiphorou, Rheumatology Department, Whiston Hospital, Macclesfield

ABSTRACT

Objectives To explore perceptions, barriers and patterns of social media (SM) use among rheumatology fellows and basic scientists.

Methods An online survey was disseminated via Twitter, Facebook and by email to members of the Emerging European League Against Rheumatism Network. Questions focused on general demographics, frequency and types of SM use, reasons and barriers to SM use.

Results Of 233 respondents (47 countries), 72% were

objectives included gaining insights into why and how various SM sites are/are not being used.

METHODS

A set of themes around the use of SM were identified by a group of Emerging European League Against Rheumatism (EULAR) Network (EMEUNET) fellows from different countries and were used for developing the survey questions. EMEUNET is part of EULAR, and is a European network of young rheumatologists addressing edu-

Technical tips for tweeting

- **240-character limit. Photos, videos, links can be attached.**
- **Use trendy hashtags for facilitating thematic networking (#COVID_19, #Rheumatology, #RheumatoidArthritis, #lupus)**
- **Tag Twitter handles of interested users/organizations (@WHO, @eular_org, @EMEUNET).**
- **Shorten URL links - bitly.com or tinyurl.com**
- **Choose proper time for tweeting**
- **Tweet regularly without stacking (bot activity)**

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Rheumatology
INTERNATIONAL

REVIEW



Social media for research, education and practice in rheumatology

Olena Zimba¹ · Olena Radchenko¹ · Larysa Strilchuk²

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Abstract

Online social networking offers numerous opportunities for continuing medical education, professional development, and scholarly collaboration. Available social media channels proved useful for expanding education and research perspectives, particularly in rapidly developing academic disciplines such as rheumatology. Although there are numerous advantages

Hashtags for analytics

#hashtags.org

Welcome Guest

Rheumatoidarthritis

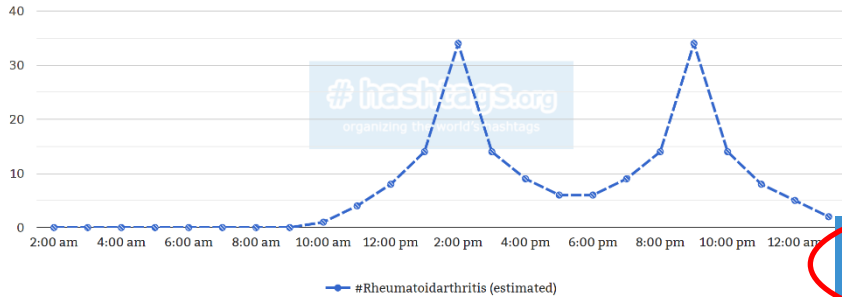


Analytics ▾ Articles ▾ Dictionary ▾ Support ▾ Profile ▾

#Rheumatoidarthritis 24-hour Trend Graph

Estimated Tweets per Hour (based on 1% Sample)

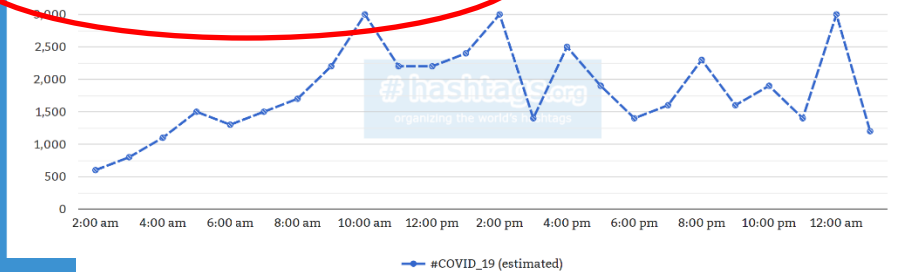
Timezone: America/Chicago



#COVID_19 24-hour Trend Graph

Estimated Tweets per Hour (based on 1% Sample)

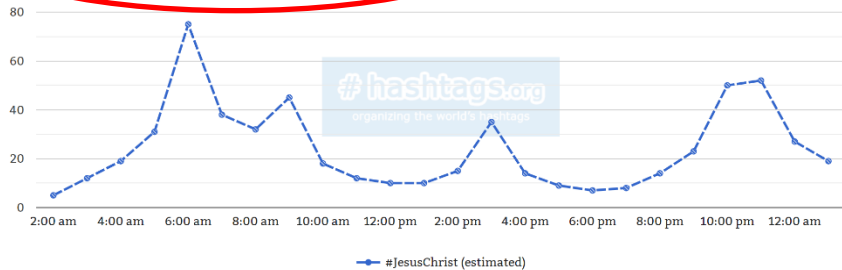
Timezone: America/Chicago



#JesusChrist 24-hour Trend Graph

Estimated Tweets per Hour (based on 1% Sample)

Timezone: America/Chicago



Examples of unacceptable online behavior and violations of ethics

Distribution of unchecked information, insulting comments, and defamation
Misrepresentation in the listing of professional credentials
Confidentiality breach by posting materials violating patients' privacy
Blurring boundaries of patient–physician relationship
Use of social media for inappropriate practice, e.g. prescribing without a legitimate physician–patient relationship
Cyberbullying on social media

Acceptable strategies

Keeping high standards of online communication and responsible use of social media
Accountability, honesty, and information quality control
Drafting guidelines on professional standards and codes of ethics related to online professionalism and patient–physician interaction
Protecting patients' privacy by information security provisions
Posting only non-identifiable content to preserve patient anonymity
Keeping personal and professional accounts separately
Disciplinary actions for violations of online professionalism (license restriction, suspension, or revocation)




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Conclusions

- ✓ **Scholars should be skilled to actively use social media**
- ✓ **Target journal selection can be based on social media (alternative) metrics**