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# Social Media Guide for Authors

How to Use Social Media to  
Promote Your Research Paper

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Dove Medical Press



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## Why engage on Social Media Platforms?

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**Social Media Platforms** are used to disseminate information online and allow for unprecedented interconnectivity between people. Studies have shown that **Social Media mentions** of medical research papers are associated with an **increase in number of academic citations**<sup>1</sup>.

As an **author of a research paper**, your subject-matter expertise makes you ideally placed to promote your paper on the Social Media Platforms.

This guide will show you:

- Which are the best Social Media platforms to post content on
- How to build your social media following
- What kind of content you can post on each of the Social Media platforms
- Social Media Etiquette

Dove Medical Press is here to support you and to help you **keep the conversation going**. We're committed to disseminating your research to the widest, and most appropriate audience possible.

We work with journal editors and authors to reach a global digital audience daily on our Social Media accounts that stretch across Facebook, Twitter, LinkedIn, Instagram and YouTube.

Below you can find out how you can join these platforms and share your expertise with other fellow researchers in the field.

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<sup>1</sup> <https://pubmed.ncbi.nlm.nih.gov/28483467/>



## Creating your Social Media Accounts

### Choosing the best channel

Use your time effectively and **focus on one or two social platforms** from the list below.

**Facebook** is widely used by researchers, PHDs, and authors to connect, follow or search for relevant information. **Dove Medical Press has over 13,000 followers on this channel.**

What you can do:

1. Create a personal Facebook account and post a link to your latest research papers
2. Follow/like us on Facebook so you can see when your research paper has been promoted on our page and **re-post** it on your page, to reach a wider audience.
3. **Tag us** when you post a link to our website.

**Our Facebook profile** details:

@DoveMedicalPress

<https://www.facebook.com/DoveMedicalPress>

**LinkedIn** is a social platform where you can manage your professional identity. A platform where you can build and engage with your professional network. It also offers access to knowledge, insights, and opportunities in your field of interest. **Dove Medical Press has over 2,300 followers on this channel.**

What you can do:

1. Create a personal LinkedIn account and post updates about your research papers
2. Re-post from our LinkedIn profile page. **Follow us on LinkedIn and re-post** our updates on your profile.
3. Join a medical LinkedIn Group (search groups by keyword, for example “healthcare”, “oncology”, etc.) and participate in the discussions. A LinkedIn Group could be a good way to generate buzz around your research.

**Our LinkedIn profile** details:

@DoveMedicalPress

<https://www.linkedin.com/company/dove-medical-press>



## Social Media Accounts

**Twitter** is widely used by researchers, PHDs, and authors to connect or follow experts and interesting personalities online. It's a fast-paced social network where you can find the latest news, and information. You can follow conferences, seminars, and events unfolding in real-time through participants' tweets and updates. **Dove Medical Press has more than 3,000 followers on this channel.**

What you can do:

1. Create a personal Twitter account and tweet a link to your research paper
2. Follow us on Twitter so you can see when your research paper has been promoted on our page and **re-post** it on your page, to reach a wider audience.
3. **Tag us** when you post a link to our website.

**Our Twitter profile** details:

@DovePress

<https://twitter.com/DovePress>

**YouTube** is a social platform where you can watch videos, upload original videos, join online communities, or become a subscriber of YouTube Channels. **Dove Medical Press has over 24,500 subscribers on this channel.**

What you can do:

1. Create a personal YouTube account
2. **Subscribe** to our YouTube Channel and keep an eye on the video abstract of your paper. Share our videos (video abstracts) on Facebook or Twitter, to reach a wider audience.

**Our YouTube profile** details:

@DovePress

<https://www.youtube.com/user/dovepress>

**Instagram** is a social platform where you can share photos and videos with family, friends and colleagues. **Dove Medical Press has a new account with close to 100 followers on this channel.**

What you can do:

1. Create a personal Instagram account
2. **Subscribe to our Instagram account** and tag us when you take pictures at a conference, seminar, or event.
3. Contact us before attending an event on behalf of Dove Medical Press and give us a heads-up about your attendance. You can share photos from the event directly with us via email and **we can post an update** on our Instagram page.

**Our Instagram profile** details:

@DoveMedicalPress

<https://www.instagram.com/dovemedicalpress/>



## Building your community

### Spreading the word

When you've created your accounts, 'follow' or 'like' the Dove Medical Press accounts, as well as industry experts, influencers in your field of research, and related businesses, professional bodies and societies.

Spread the word among your **peers and colleagues** and ask other fellow researchers to do the same. **Follow** them, share their content and encourage them to **share your content** in return.

Placing links to your social media profiles in your email signature is a great way to make people aware of your accounts.

You should also make the most of in-person and virtual **conferences**. Collect social media account details of participants then follow up by following, liking, sharing, and engaging with them. To engage while you are at the conference, be sure to use **event hashtags** and comment on conference content.

### Working with your Dove contact

Don't forget to let us know when you have created a new social media account by sending an email to our Marketing Specialist - Ozana Corkery ([ozanacorkery@dovepress.com](mailto:ozanacorkery@dovepress.com)). Dove Medical Press is invested in increasing the visibility of your research, and **we can help you** in several ways, including:

- **Promoting your research** from the Dove Press Social Media accounts, encouraging people to 'follow' or 'like' your published material.
- **Sharing and engaging** with the content you post

### Create a content plan

Vary the types of content you post, e.g. videos, infographics, pictures. Here are a few ideas to get you started:

- Share interesting infographics, research, or news articles from external sites.
- Share videos, interviews, and press releases related to your field of research.
- Provide academic development advice, personal insights on issues your audience is interested in.
- Promote a key conference or event you are attending.



## Top tips for creating compelling social media posts

A **strategy** for maintaining your account is as important as the plan for getting it off the ground.

Use **hashtags** to make your tweets and Facebook posts findable, though don't use more than two (three at most) per post. Use **event-specific hashtags** to engage in conversations happening in real-time and **create a hashtag for your research** so that you can keep track of conversations happening around it.

Use **handles (@ 'username')** to link to relevant people, organizations or groups. It's a great way for them to discover you and start following you.

Use **images** to help your post stand out. Use **a screenshot** of the article's abstract or take a photo of the event/ person/ place you are posting about. Pro tip: use images that are **copyright-free** from image repositories like Unsplash or Canva.

### Post regularly

Post on your social media accounts **frequently**. A good rule of thumb is one to three posts/ re-posts per week on Facebook, one-two on LinkedIn and three to five on Twitter.

You can check your account weekly to make sure you reply to comments and messages as soon as possible.

Contact us if you notice any issues or you've come across negative comments or controversial messages. Legitimate academic debate is a good thing, when it comes to trolls and any offensive posts – it's best not to engage.

### Respect Social Media Etiquette

Be **polite**, **honest**, and **respectful**. Use retweets, handles, or comments to give credit whenever appropriate. And don't publish content or material protected by copyright without obtaining written permission from the owners.

It's not always easy to give social media accounts the attention they require. That's where tools like [Hootsuite](#) can help.

This tool allows you to **schedule content** ahead of time, and lets you monitor messages and mentions from one place, rather than having to log into multiple accounts each time.