

Engaging Social Media Posts Can Help Promote Your Study: Overview, FAQ, and Tips

CORR is making great strides on social media, where our Twitter account, [@clinorthop](#) has seen steady increases in followers and Twitter impressions. We plan on promoting your work on our Twitter and Facebook pages, but in the meantime, we'd love for you to be proactive in promoting your work on your own personal social media accounts.

What is Twitter?

Twitter is an online news and social networking site where people communicate in short messages called tweets. Tweeting is posting short messages for anyone who follows you on Twitter, with the hope that your words are useful and interesting to someone in your audience. To learn more about Twitter, click here: <https://www.lifewire.com/what-exactly-is-twitter-2483331>

Don't have a Twitter account?

[Join Twitter](#) and follow the instructions on how to create an account.

How Does Twitter Work?

After creating an account, tell your friends that you are on Twitter to build up a following slowly. To develop a Twitter feed, find someone interesting and press "Follow" to subscribe to their tweets. Go to your account at Twitter.com to view your Twitter feed, which is continually changing as people post.

Tip: Follow [@clinorthop](#) and we will retweet and like your work!

Want to Tweet about your study? Good! Here's an easy one to get you started:

Read my latest research on [TOPIC], published with [@Clinorthop](#). [LINK TO PAPER].
#OrthoTwitter

This tweet includes the study topic, *CORR*'s Twitter handle, and a popular hashtag in orthopaedics. By adding the hashtag #OrthoTwitter to your tweet, your tweet will appear among other tweets with the same hashtag, meaning interested readers looking for orthopaedic content will see your tweet.

Because you added *CORR*'s Twitter handle, *CORR* can retweet your Tweet to its 12K+ followers, bringing more eyeballs to your paper. Finally, this tweet includes a link so followers can read your work!

Easy enough, right?

Yes. But you can do more to get accumulate likes and retweets, which will bring more eyeballs to your paper. You have 280 characters to play with. Use that amount of space to entice the reader to read your work.

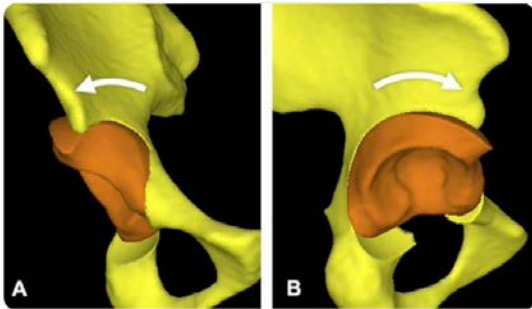
Tip: Include an appealing finding from the **Results** or **Discussion** sections of your Abstract. Alternatively, you can add a sentence from the **Background** of your Abstract for context and

then tie in an interesting finding from the **Results** section of your Abstract or the body of your study.

Here are two examples:



ICYMI: Researchers performed a virtual PAO using finite-element models for standing pelvic position to clarify whether lateral rotation of the acetabulum normalizes joint contact pressure in dysplastic hips ... what did they find? [#orthotwitter](#) [#hips](#) [journals.lww.com/clinorthop/Abs...](#)



7:46 AM · Jan 3, 2022 · Twitter for iPhone



Surgeons often recommend surgery for tennis elbow if symptoms persist despite nonsurgical management

But a new systematic review found that ~ 90% of people w/ untreated tennis elbow achieve symptom resolution @ 1 year [#OrthoTwitter](#) [@Wolters_Kluwer](#) [@AAOS1](#) [journals.lww.com/clinorthop/Ful...](#)



8:43 AM · Dec 11, 2021 · Twitter Web App

Tip: If you find that adding background and an interesting finding takes too many characters, try pulling a sentence from the Results or Discussion sections of your study that may be of interest to your followers. Copy and paste it to your tweet. Include relevant hashtags on words in the sentence that other researchers may be following or tag (or @ mention) other companies or individuals who may be interested in your work. For example, the Tweet on the right @ mentions [@wolters_kluwer](#) and [@aaos1](#). Both of those accounts will be notified that they were mentioned and could potentially retweet to their thousands of followers.

Important: Be sure to include the link to your published paper at the end of the tweet. Keep in mind, adding a link takes up about 30 characters.

Does your study include figures?

If your study includes an x-ray or easily discernible graph, add that to your tweet. Save the figure to your computer. Then click the image icon on the bottom left of the Tweet box (see below). Find the image saved on your computer. The image should appear in your tweet.

×



Hospital-at-Home Care Seems Like a Winner, but is it Safe for Our Patients?

Everyone can reply



Tweet

What if my paper does not include a figure?

If the paper does not include a figure, consider adding a public domain image from [pexels.com](https://www.pexels.com) or create a pull quote template using [Canva](https://www.canva.com), or any other graphic design platform.

Tip: Use images that are relevant to your post or pull a quote from the paper that is easily digestible for the reader.

Here are two examples:



Why am I tweeting again?

Remember, tweets can boost your paper's Altmetric scores and get more people interested in your study. The study you worked so hard to publish!



What Influences Patient Satisfaction after TKA? A Qualitative Investigation

Overview of attention for article published in Clinical Orthopaedics & Related Research, May 2020



About this Attention Score

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

SUMMARY

Twitter

Dimensions citations

So far, Altmetric has seen 178 tweets from 154 users, with an upper bound of 477,813 followers.

Showing items 1-100

1 2



My Clinical Outcomes
@MyClinOutcomes

RT @DNBernsteinMD: An excellent paper reinforcing the importance of having a shared clinical decision-making discussion to set patient expe...

11:43AM



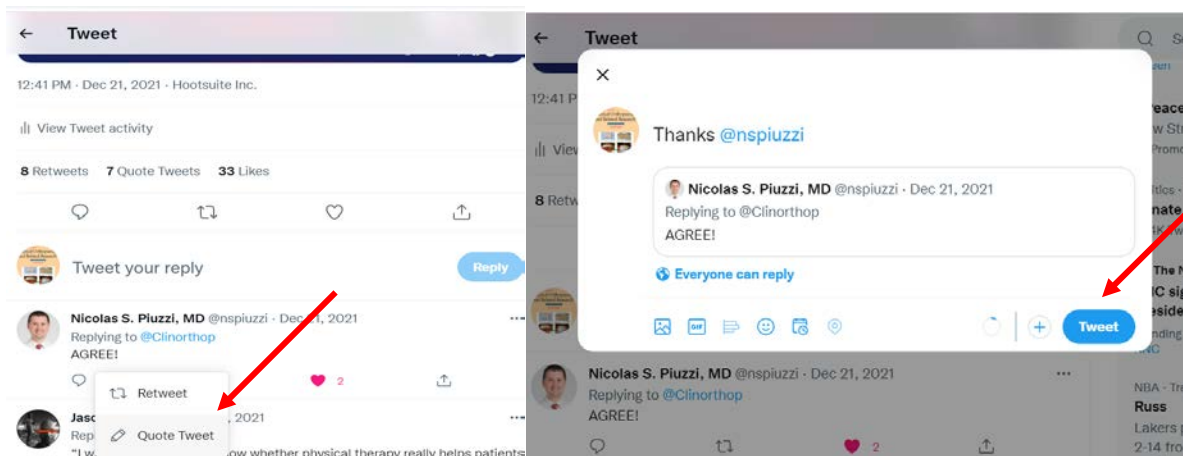
Deepu Bhaskar
@depurho

I tweeted and someone commented on my tweet. What should I do?

If the comment is relevant to the topic, retweet it. If you want to reply to the comment hit the reply icon. If you want to retweet it and add your comments, quote tweet it.

How do I Quote Tweet?

Click the retweet button below the comment you want to quote tweet. There will be two options: Retweet and Quote Tweet. Click on Quote Tweet (below, left). After clicking Quote Tweet, you are brought to a new tweet box that will let you tweet above the retweeted comment. Click the blue Tweet icon on the bottom right, and then you are done (below, right):



I am not getting any retweets or likes. What should I do?

If you are new to Twitter, getting mentions takes time. You need to build your audience. Give yourself a couple of weeks to gain more followers. Talk to your friends. Let them know you have a Twitter handle. Ask them to follow you and that you will follow them back.

Tip: If you are a Twitter veteran and your post is not gaining any traction among your followers, do some troubleshooting: Is my tweet too scientific? Does my tweet include an image? Does my tweet ask a question that entices readers? Does it reveal a new finding? Did I include some background of my study so readers have some context? Does my tweet include a hashtag or @mention relevant people or organizations?

Bonus Tip: Key stats to consider when posting (from [Hootsuite](#)).

- One-quarter of American users check Twitter several times a day
- Watch time on Twitter has increased 72% since last year
- 42% of American users check Twitter at least once day
- The average time a user spends on Twitter is about 15 minutes per visit