EON

Editorial Office News

Summary of the 2011 European Conference: Changing Landscapes in Oxford

by Michael Willis

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The damp, grey, blustery chill of autumn has yet to arrive in force in the United Kingdom but, as in previous years, the sun shone bright and clear upon St Hugh's College, Oxford, for this year's European conference. The September issue of *EON* reported that this year's North American conference was the largest conference yet, and it was particularly pleasing that the European conference was similarly full to capacity, with 60 registered delegates (the conference is typically smaller and shorter than its American counterpart). Although the great majority were from the United Kingdom eight other countries were represented, six of them in mainland Europe.

Following a welcome by **Michael Willis** on behalf of the ISMTE and conference committee, **Elizabeth Blalock** initiated formal proceedings with a survey of the Society and its activities to date. The meeting then launched into the first of the two morning plenary sessions, the theme for both being 'Changing landscapes' – first in open access (OA), and then in peer review.

Open Access

Caroline Sutton (Co-Action Publishing, OASPA) initiated the first session by repeating to a large extent her presentation from the North American conference, this time with a shifted focus towards the European position. Originating from the USA but living and working in Scandinavia, Caroline was well-qualified to examine issues from both sides of the 'pond'. She anticipated this to be her last-ever presentation of the case for OA given that, as she sees it, this is now something taken for granted within

2011 European Conference *continued*

the industry. She explored how arguments for OA have shifted in recent years, particularly drawing attention to the often-overlooked point that OA is about free access to *and* free re-use of publications. She examined some of the philosophy underlying OA, for example that 'Knowledge is no longer property but a node within a network', and the argument that an article's usage will dictate its value. The role of the publisher within this changing landscape is to contribute to the infrastructure of knowledge rather than to the knowledge itself.

Steven Hall (Institute of Physics Publishing, IoPP) followed this by explaining how IoPP and other commercial publishers are facing up to the challenges of OA. Publishers have generally responded initially with denial, moving through stages of anger, bargaining and depression and concluding with some form of acceptance. Steven outlined the favoured approach now as being one of constructive engagement in the debate, starting with a clear and transparent communication of policies, tagging publications with rich metadata to enable funders to maximise the return on their funding, and offering a sustainable 'gold' OA model on all relevant journals. Bearing in mind the subsequent discussion of peer review, Steven also cautioned against bringing a discussion of peer review models into the OA debate; there is no necessary relationship between model of peer review and article funding.

Training and Resources

After refreshments **Jason Roberts** gave a brief synopsis of the role and remit of the Society's Training and Resource Committees, amply illustrated by reference to the materials already available on our website (www.ismte.org/Resource_Central and www.ismte.org/ISMTE_Training_and_Education).

Peer Review

By pure coincidence the [UK Government's response](#) to the Parliamentary Science and Technology Committee's report on scientific peer review was published 30 minutes before the second morning session on peer review, which thereby proved to be about as topical as we could have envisaged, and the speakers referred to both the report and the Government's response in their presentations.

In the context of the turbulent times through which scientific peer review appears to be passing, **Adrian Mulligan** (Elsevier) launched the session on peer review by presenting a broad survey of results from studies on perceptions of peer review, particularly among academics. It was well-illustrated with figures and case studies ranging from the staggering (one peer review undertaken on average every 22 seconds in 2009) to the bizarre (the case of the journal *Rejecta Mathematica*, which takes pride in publishing papers rejected from all other journals; significantly it has published 12 papers in two issues in the past three years). Perhaps despite the impression often given, studies undertaken by Elsevier of author and reviewer behaviour indicate that both groups overwhelmingly favour single-blind peer review above other models.

Crisis or no crisis in this area, an enlightening study of how the *British Medical Journal* (*BMJ*) has responded to the various challenges was given by **Trish Groves** (editor-in-chief, *BMJ Open*), who described two trials conducted by the journal which showed that reviewers were generally more reluctant to participate in open peer review, although

2011 European Conference *continued*

whether a paper proceeded through closed or open peer review (where the reviewers' comments would be published alongside the article) did not affect the quality of the peer review itself. Trish demonstrated that *BMJ Open* seeks to be as 'open' as it feasibly can, both as a gold OA journal and by publishing previous versions and all reviews (unedited, just as they are submitted) alongside all published articles.

A variety of post-lunch optional workshops enabled delegates to consider day-to-day difficulties in editorial offices. **Jason Roberts** discussed the increasing number of guidelines available to the scientific community for reporting on research; **Diana Epstein** looked at methods for increasing the involvement of editorial board members; and **Andy Collings** from PLoS talked through various strategies to attract authors (attracting the right kind of authors, the workshop concluded, was just as important as attracting more authors). More refreshments followed a brief time of feedback, after which a further set of workshops gave delegates the opportunity to consider mechanisms for pre-screening or triaging submissions (led by **Michaela Barton**); strategies for managing poor or excessive copy flow (**Michael Willis**); or ways to build up the loyalty of reviewers (**Sherryl Sundell**). Feedback from those attending suggested that the workshops provided many useful ideas, the one often-mentioned disadvantage being was that it wasn't possible to attend all of them.

Collaboration

A central objective of the ISMTE is to facilitate networking among those working in the field, an objective which was amply met in a number of ways. In previous years the

European conference has hosted an 'Ask the Expert' session, but on this occasion we transmuted it into an 'Exchange Forum', along the lines of the North American conference. The presupposition is that, to a lesser or greater degree, the delegates are the experts and will benefit from each other's experience and advice. Extended refreshment breaks also contributed to the opportunities for networking, regaling each other with tales of editorial woe and success, and quizzing the speakers about issues raised in the main sessions.

Dinner

A new departure this year was a pre-conference dinner, essentially a substitute for a post-conference cheese and wine reception held in previous years, and available at no additional charge to all who wanted to sign up. Given that a significant proportion of delegates have to travel to the conference from some distance, staying overnight beforehand, the dinner permitted people to meet each other before the main proceedings and to make the most of the time available. The dinner, held at the Quod restaurant in central Oxford, was full to capacity and it was particularly welcome to have some of the conference speakers present. The highlight of the evening was a guest speaker from the Council of European Association of Science Editors (EASE), **Professor Eva Baranyiová,** who enlightened diners with her tales of the unexpected in 40 years of editing a journal through the era of Communism, the Velvet Revolution and recent years, each epoch presenting challenges all of its own. Given that there is some overlap in the interest of our members, ISMTE is exploring with EASE ways of providing reciprocal benefits to our

2011 European Conference

continued

Caroline Sutton, OASPA, and Steven Hall, IoPP, presenters for the OA update.

Jason Roberts presents on reporting guidelines.

Group photo of the workshop on involving editorial board members.

Trish Groves, *BMJ*, and Adrian Mulligan, Elsevier, present on the changing landscape of peer reiew.

2011 European Conference *continued*

members. If you are an EASE member and happen to be at next year's conference in Tallinn, look out for a parallel session run by ISMTE members on journal metrics and reporting.

contributing to the next, do consider joining the committee. We would welcome your involvement and contribution most warmly.

Michael Willis
Chair, ISMTE European Conference
Committee 2011

Sherryl Sundell
Michaela Barton
Louise Skelding
European Conference Committee 2011

The Future

This year's European conference was successful in many ways. Our vision for next year - the Society's fifth birthday - is that we have more sessions (perhaps extending the conference length), more first-rate speakers, yet more highly relevant topics and, of course, more attendees. If you benefited from this year's meeting and would like to be involved in

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Submit a Poster
for the 2012 ISMTE Conference

You have unique experiences and perspectives to share with your peers at the 2012 ISMTE Conferences' poster sessions.

What are you doing with social media for your journal? How are you using podcasts to draw readers to certain articles? Does your journal operate with an open access model? How did you make the transition? What is your journal doing to optimize citations? Have you dealt with plagiarism, author issues, conflicts of interest, or other ethical issues that you have learned from and could share with others? Are you working to enhance your journal's online presence? What are you doing? Have you conducted a readership survey? How? What metrics do you provide for your editorial board meetings? Have you ever conducted a virtual editorial board meeting? How does your journal use iThenticate? And much more!

Information

* Prepare your proposal: a title, the objectives (What 3 things will someone learn from your poster?), and an abstract of no more than 200 words presenting your topic.
* Submit your proposal online at www.ismte.org by **March 1, 2012**

Twitter 101

by Sarah Bidgood
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When Kristen Overstreet, *EON* editor, asked me to write a short article addressing 'how to tweet,' two opposing thoughts crossed my mind. The first was that Twitter™ is too simple to occupy more than a few sentences, let alone paragraphs. The second was that I would never manage to discuss all the applications of Twitter in one short text. To my mind, this paradox is at the crux of both why the use of Twitter is so widespread and why so many of us are so hesitant to begin using it: We read the ease of Twitter as an indication of its uselessness, while wondering with trepidation just why it has attracted so many prominent devotees (think The White House!).

In this short article, I will demonstrate how these two characteristics can exist simultaneously in one technology. I will show first how easy it is to get started on Twitter, and second, how many different and powerful implications this will have for the marketing of your journal. I hope by the end you will be able to see the value of Twitter without being overwhelmed by it.

A Brief Overview

What Is Twitter?

Twitter was started in 2006 as an online social networking tool that allows users to send and read brief posts. As of this year, Twitter now boasts more than 200 million users, making it a powerful piece of digital marketing equipment because of the massive audience it reaches (from Wikipedia).

What Is a Tweet?

A *tweet* is a text-based message of 140 characters or less sent from www.twitter.com or another social media management platform.

What Is a Twitter User?

A Twitter user is someone who sends or receives tweets. Each user creates a unique handle that may or may not correspond to their actual name (@example) from which they send tweets.

What Is a Mention?

A *mention* is when a user refers to another user by including their handle in a tweet. For example, at the ISMTE conference I tweeted: 'Congratulations @Overstrk! Kristen Overstreet has been announced as the recipient of the first Jason Roberts Founder's Award! #ISMTE #Day2 .' Then www.twitter.com alerted Kristen that I mentioned her (@Overstrk) in my tweet.

What Is a Retweet?

A *retweet* is when another user tweets something you have already tweeted. Retweeting does not mean typing verbatim what another user has already written. Retweeting is accomplished simply by clicking

Twitter 101   *continued*

on the 'retweet' icon on the upper-right of someone else's tweet.

What Is a Hash Tag?

A *hash tag* (#Example) is an optional way of organizing tweets according to theme or content. Using a hash tag is essentially a way of ascribing a metadata tag to your tweets. You can make up your own hash tag or try one others are using. For an example of a hash tag, search #ISMTE on www.twitter.com to bring up all the tweets ISMTE 2011 conference attendees sent using this hash tag.

What Is Live Tweeting?

Much like live blogging, *live tweeting* means posting key quotes and content on a Twitter feed for followers to read in real time. Live tweeting is often used at conferences or presentations to update non-attendees on what is being said. Unlike live blogging, live tweeting facilitates interaction with other users, encouraging dialog through retweets and mentions and in the form of questions. For a PDF transcript of live tweets from the ISMTE conference, please e-mail me at swbidgood@gmail.com.

What Does Shrinking URLs Mean?

Shrinking URLs means taking a long URL and running it through one of many different shrinking tools (available online for free) to create a shorter URL, which can then be pasted into a tweet. The advantage to using short URLs in the world of Twitter, where virtual real estate is limited (to 140 characters/tweet!), is it allows users to save space while creating a stable link. Additionally, a shorter URL is aesthetically more appealing than a long, clunky URL. For example, consider this: www.nytimes.com/2011/09/23/world/middleeast/irans-president-mahmoud-

ahmadinejad-rails-against-the-west-in-united-nations-speech.html?_r=1&hp versus this: http://ow.ly/6CbBq. Both are the same link.

The metrics functions of certain social media management websites require users to shorten URLs before including links in their tweets. This protocol allows such websites to track more effectively how many individuals follow a particular link.

(For a more in-depth but potentially overwhelming glossary of Twitter terminology, please visit http://ow.ly/6nGB1)

How Can I Start Using Twitter?

Step 1: **Join Twitter**. This part could not be easier. Go to www.twitter.com. A box on the right-hand side of the screen will prompt you to enter your name, e-mail address, and a password, which will let you sign up for the service. It's completely free and very self-explanatory.

Step 2: **Join a free Social Media management platform** (I recommend www.hootsuite.com). After signing up for HootSuite's free service, you will be prompted to import your Twitter account information so you can access it from this third-party website. By using a tool like HootSuite, you can schedule your tweets to send automatically at specified times during the day or night, allowing you to have more free time from 9 to 5 to work on other projects. You can also use HootSuite to run reports to determine which demographics are reading your tweets, how visitors are accessing your links, and what content resonates most with your target audience based on their online reactions.

The Value of Twitter

Now that you know the basics of Twitter, the next question is, why should you use it?

Twitter 101 *continued*

Twitter provides several advantages over traditional forms of advertising, which makes it an invaluable asset to any marketing strategy.

First, Twitter provides an exact picture of how well a marketing campaign is working and whom it is reaching: By looking at the free analytics provided by a social media management website, users can determine not only how many mentions a given twitter handle has (see above) or how many times a particular tweet has been retweeted, but also whether your tweets are reaching your target audience. For smaller journals who do not necessarily have a dedicated marketing department, Twitter's ease of use lets regular employees do a lot at no cost.

Second, Twitter conveys important information to users in an easy-to-consume format, so your message is more likely to be read by more people. Indeed, readers who don't have time to read a journal cover-to-cover might be more likely to pick up a copy if the journal tweets a PDF of the current month's table of contents.

Third, Twitter is interactive, allowing a journal to communicate with its readers in real time. Do you want to know which articles your readers like best? Ask them on Twitter. Are you curious about how changes in formatting and content will go over with your key audience? Tweet your question. Most traditional marketing methods available to an average-sized journal are retrospective: Editors and authors try new graphics or brands and find out how consumers feel about them only after their implementation. Twitter allows smaller journals without the funds to run test market research to gauge prospectively how readers feel about new directions in their content and branding.

Fourth, Twitter forces users to articulate their messages carefully. Because Twitter limits users to 140 characters per tweet,

determining whether a piece of information is worth tweeting, and if so, how to convey it succinctly, becomes vital. The practice of tweeting, whether from an office or in a live setting, is an exercise in distilling the most valuable components of a given thought. The limitations of Twitter as a vehicle for communication require users to think critically about why and what they are tweeting.

Twitter's ease of use in many ways obscures its power as a marketing tool. I hope to have underscored here, however, both how easy it is to get started on Twitter and why it can benefit users in our industry. If deployed in the right way, Twitter becomes a technology on which it is worth spending time and effort during the work day. Without overwhelming average users, it can easily be channeled into something much greater than a way to keep your friends up-to-date on your weekend plans.

Appendix

For an exceptional example of how technology and medical journals can use Twitter as an effective marketing tool, check out @Clin_Chem_ACC, the official Twitter feed for the journal *Clinical Chemistry*. Bob Sumner, who presented on social media marketing's applications in the world of academic publishing at ISMTE 2011, manages the feed. It illustrates vividly how to put the terms and techniques described in this article into practice. To view the fledgling Twitter feed for my journal, the *Journal of the American Society of Echocardiography*, please visit @JournalASEcho.

Editor's note: Please also see the Taming Technology column in this issue for more information on social media.

"It's Time for a Special Issue": Words of Doom Transformed

by Rachel Ann Russell
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The professors are so excited. The zueOsolator will allow them to see the exact pressure created in the heart of the atom at a whole new range of temperatures! What glorious results are being generated! Before long they come to me and say, 'It's time for a special issue! This will not only attract many papers and readers, *it is for the good of the field*! Rachel, it is for the good of the world!'

For years all I could do was hold on for the ride and the inevitable heartache—the missed deadlines, the false promises, the anger of ordinary authors faced with delayed publication because of the special authors, the bitter anger of the special authors who follow the rules and meet the deadlines and then are forced to wait for six months for the stragglers to get their papers ready, the stress of the editors suddenly editing 20 or more papers in the time they would normally edit six to eight.

Then several years ago our journal became available online, as well as in print, as I am sure is true of nearly everyone by now. I provide the PDFs, which are posted online on our society website and on GeoScienceWorld (GSW; hosted by Highwire Press). As a member of GeoScienceWorld, HTML is extracted from the PDF and then we are on the Web with a ton of features.

Special issue articles no longer need to be printed all at once. As each paper accepted to the special issue finishes production, it can be published in the issue it is ready for and then be added to the special collection page via links and a little HTML coding. On our GSW homepage (http://ammin.geoscienceworld.org) is a link to 'View Special Collections' and here is an example of one special issue: http://ammin.geoscienceworld.org/misc/virtual_special_list.dtl. [We also have collections which do not have editors but are topically related or related by type (*e.g.*, book reviews).]

I convinced people to try publishing special issue articles exactly as any other article, but then also linked into an online collection that grows over time. Now the idea is gaining momentum. Here's what I have learned (so far) to ensure a successful special issue:

1. Make sure the special associate editors organizing the section start out with a clear vision for how they are going to end up with papers: Are they obtaining papers from speakers at a specific workshop or meeting? Are they recruiting papers personally? Are they relying upon what happens to be submitted?

2. Start with benchmarks. You can always change them, but I strongly recommend starting with clarity on how long the special associate editors are going to recruit papers and work on the special section: A three-year term? A year to recruit papers, then however long it takes to get them all in publication (or rejected)? Any benchmarks are fine to start with, but having clear communication upfront will prevent people from being stuck for life, taking care of a specific section of your journal.

3. Set expectations: The first few papers for the special section will publish together with a preface or introduction explaining the importance of the topic—or not. Just start out having an agreed-upon production plan.

Special Issue

4. Create a page for the special issue on your website. My website is very much under my control. To create a page for the collection was a matter of me learning some HTML and learning the Highwire Press 'maintenance site' tools. After the initial set up, each subsequent published paper that goes *live* gets added to the page. The cost is nothing but my time to paste in titles, authors, and add a link to the paper. The webmaster for my society adds a link on the society website to the collection; again a task under our control, easy, and no cost but time. Check out the process of adding a page to your website and how that will work before the project goes too far.

5. Create a way to track the special issue submissions in your peer-review system. I do this by creating a *tag* for these submissions on the manuscript tracking system. The tag (or label) for the special section should be only a few words; something catchy and easy. Authors recruited for the special section are directed to

click on the tag when they submit their papers. Authors who don't belong but who are curious can click the help file and learn about our special issues and, who knows, maybe a seed is planted for the future.

6. Keep the workload for the special associate editors manageable. If there is more than one special associate editor, I suggest you alternate assigning papers to them, unless an author specifically requests one or the other. It also is possible before they start they will know exactly the titles and authors of the papers to be submitted and will give you a list with the assignments.

I hope these suggestions encourage other people to find an easier (and cheaper) way to create special sections. Please feel free to contact me to discuss this more—perhaps others are doing this and can add more tips.

New Podcast!
[Image Manipulation in Scientific Publishing: Interview with Liz Williams, PhD](#)

In the second installment of our "Interview with an Expert Series," Kathy Brister explores the important ethical issue of image manipulation with Liz Williams, PhD, Executive Editor of *Journal of Cell Biology*. This lively discussion will introduce you to the importance of understanding how inappropriate manipulation of images could be affecting the scientific integrity of your journals. Listen now to learn:

- · How the altering of images in scientific literature has evolved over the years
- · Which types of images are the most vulnerable to manipulation
- · Why it's important to have an image manipulation policy and proactive screening process
- · What tools are necessary to detect image manipulation.

And be sure to join our discussion about this podcast on the ISMTE Discussion Forum. Look for the post "Image Screening—All or Nothing or Something in Between?".

Using Free Applications to Implement a Social Media Plan

by Robert Sumner
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People are talking about your content online. They are searching for your content online. Why not make it easier for them to both access your material and discuss it in the proper light?

The best way to do this is through the effective use of social networking outlets. Facebook and Twitter™ are the two biggest and most effective of these outlets. These websites are the first stop for most Internet users. They feature hundreds of millions of users in all age and background brackets, who utilize the sites not just to discuss pop culture or their day-to-day minutiae, but also to discover content. You may already publish your content online, you may already have an RSS feed to constantly update your subscribers with new content, and you may already send an e-TOC to your subscribers every time you publish new content. By properly utilizing social networking outlets, however, you can use your content to drive conversations on Twitter and Facebook. Your content can be used to potentially discover new users. You can make your journal a breaking news source, giving an instant marketing push behind every published paper that will connect readers both old and new with your material. This is all very possible, and can easily be done with a few simple daily tasks, and this marketing push can be done with zero added cost.

You will first need to set up a Facebook fan page for your journal and a corresponding Twitter feed. It's best to utilize both networks. Twitter is a more effective conversation-driving avenue; Twitter users are three times more likely to create and share content as the general US population.[1] However, Facebook's audience completely dwarfs Twitter's user base, plus people are more likely to click links that appear on their Facebook wall than from their Twitter feed.[1] Constructing a customized version of these pages is relatively easy, but at the same time, it's not essential. Most of the users of these websites view content via their own Facebook wall or Twitter feed, but it is important your pages look professional because these users will only be interested in legitimate content, and a strong Facebook fan page and Twitter home feed with backgrounds and avatars that properly correspond with your brand will establish this legitimacy.

Once you're created these pages, it's critical you utilize social networking applications like Hootsuite (www.hootsuite.com) or Tweetdeck (www.tweetdeck.com). These applications are

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[1] http://www.readwriteweb.com/enterprise/2011/07/the-business-impact-of-social-media.php
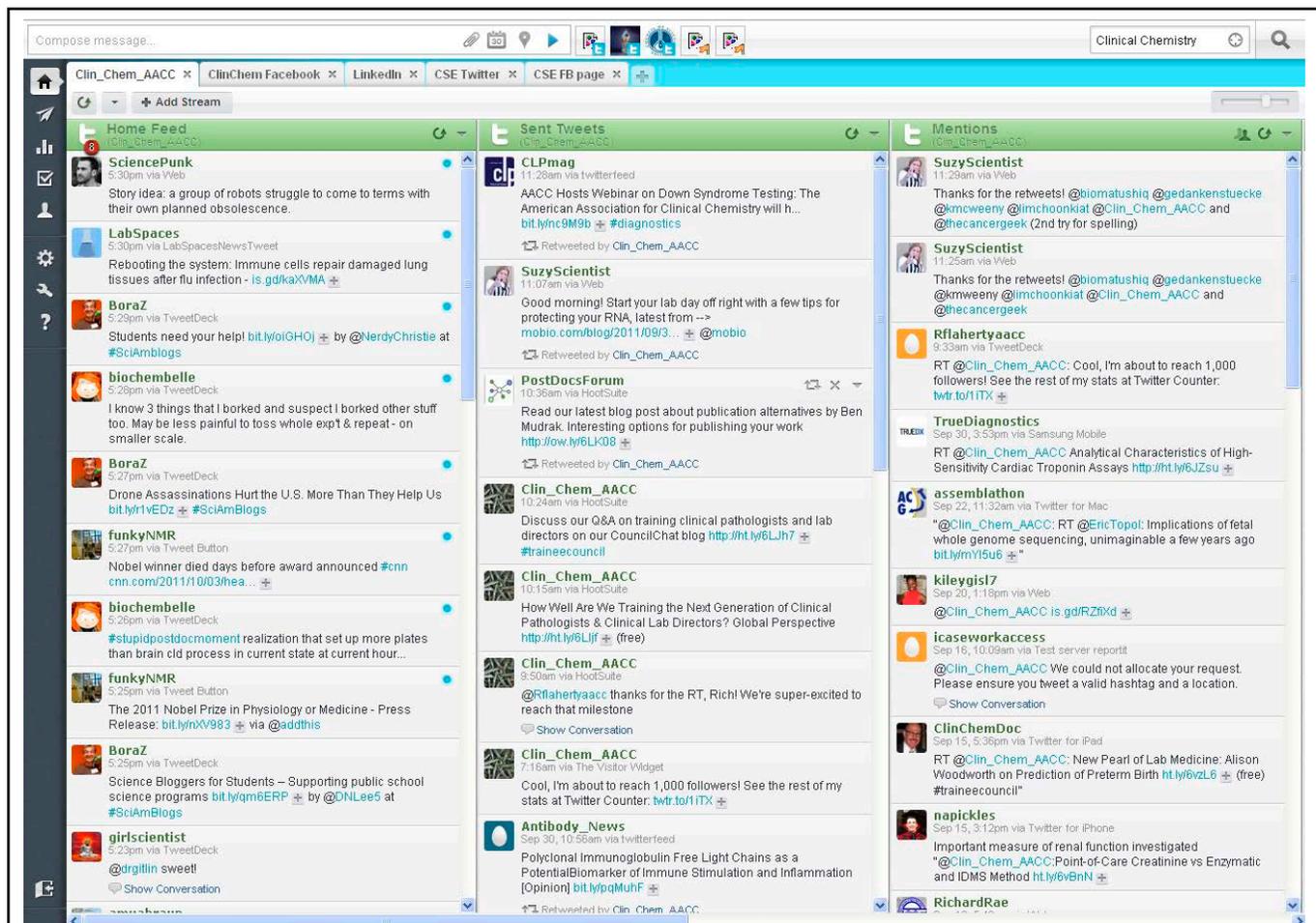
Implement a Social Media Plan

Figure 1. Hootsuite's display is fully customizable, giving you the ability to see your timeline, your tweets, and your mentions without clicking anywhere else. Tabs at the top of the screen allow you to cycle through all of your social networks.

essential to effectively posting your content to Facebook and Twitter simultaneously; they shorten all URLs you post, which is crucial to adhere to Twitter's 140-character limit, and all URLs can be tracked. They provide simple ways to schedule the posting of material and they have easy search functions that can provide you with content your followers will crave, even if it isn't from your journal.

Hootsuite and Tweetdeck are both free programs to use, albeit in the case of Hootsuite, free in a slightly-limited sense. There are more powerful statistical analysis

capabilities with the premium version of Hootsuite, which runs about $6 per month or higher depending on the added features. Hootsuite is Web-based, so you can open your account from any Web browser and access all of your material. Tweetdeck is a desktop application that must be installed to your machine.

For our journal, *Clinical Chemistry*, we utilize the free version of Hootsuite. The website will house both your Facebook fan page and your Twitter feed (as well as your LinkedIn profile and your Myspace page and many other social

Implement a Social Media Plan   *continued*

networking profiles; see Figure 1). You can cycle between networks by clicking their respective *streams* that appear as tabs at the top of the screen. This way you can both monitor your Facebook wall to see if your users are commenting on your material and view your Twitter feed, which features several streams simultaneously: a stream of your timeline, a stream of the tweets you made, and a stream of the mentions (all of the tweets that link to your feed) and retweets (re-posting of content you previously posted) that your tweets garnered. We publish papers ahead of print just about every day, and as soon as a paper is added to our publish-ahead-of-print website, we shrink the URL link in Hootsuite's link window, add the title (a shortened version if it exceeds the 140-character Twitter limit), and

post it to both Twitter and Facebook simultaneously. Hootsuite will prompt you with further options for posting to your Facebook wall, giving you the ability to use a thumbnail image from your link along with the ability to change the title of your URL.

After a few weeks of posting these links to both websites, we found our global audience was not able to access our material effectively via Twitter because our posts were appearing during hours in which they weren't using Twitter. So we began scheduling these posts so they also appeared 12 hours after they were initially posted. This can easily be done via Hootsuite's scheduling option. Simply copy and paste the same post material (be sure to use the same URL) into the window and schedule the post 12 hours after it initially was

Most Popular Links

1	http://ht.ly/6vj15 http://james.westgard.com/the_westgard_rules/20... New from the Westgard Rules: Error Rates at the POC http://ht.ly/6vj15	**17** clicks
2	http://ht.ly/6lBjp http://www.aacc.org/publications/clin_chem/podc... All of our podcasts are free to download. Find them all here: http://ht.ly/6lBjp	**13** clicks
3	http://ht.ly/6lymo http://well.blogs.nytimes.com/2011/09/29/why-do... Our editor-in-chief @Nader_Rifai recommends this @paulinechen blog post Why Doctors Or...	**13** clicks
4	http://ht.ly/6G9po http://www.traineecouncil.org Have you signed up for our #traineecouncil yet? It's free and gives you access to tons of materi...	**8** clicks
5	http://ht.ly/6lyKP http://www.nytimes.com/2011/09/27/health/27pape... Also from @NYTimes Far From Any Lab, Paper Bits Find Illness http://ht.ly/6lyKP	**8** clicks
6	http://ht.ly/6HzbL http://www.clinchem.org/cgi/reprint/clinchem.20... Whole-Genome Sequencing Informs Treatment: Personalized Medicine Takes Another Step F...	**7** clicks
7	http://ht.ly/6lrTz http://www.clinchem.org/current.dtl Our October 2011 issue is now available online. Check it out! http://ht.ly/6lrTz	**6** clicks
8	http://ht.ly/6JZsu http://www.clinchem.org/cgi/content/abstract/cl... Analytical Characteristics of High-Sensitivity Cardiac Troponin Assays http://ht.ly/6JZsu	**6** clicks
9	http://ht.ly/6iRl7 http://media.aacc.org/Shows/Pearls/Young-Haymon... Pearls of Lab Medicine are short lectures on analytes. Here's Shannon Haymond on Drugs of ...	**5** clicks

Figure 2. Find out which links are generating the most interest among your followers and fans with this built-in list that can be produced anytime.

Implement a Social Media Plan *continued*

posted. You can utilize the scheduling feature in many ways. If you are not able to monitor your networks constantly, you can simply schedule your tweets once a day, and still provide your users with content in regular intervals.

One of the things you will discover when implementing a social media plan is a few posts a week is not enough. You will need to curate your timeline with material that is outside of the scope of your journal. Because our journal content is relatively small, it is important for us to follow users or other people interested in our material who are providing their own content that might interest our readers, and then re-post or retweet that material. You can

find these users by searching for key terms corresponding to your journal content. It can be tricky deciding what material is fit to retweet. Look for work mentioning contributors to your journal. Find news articles highlighting advances your journal's audience might enjoy and retweet them. We tend to stray from posting major science findings other journals have published, simply because we don't want to affix our journal's name to any science that hasn't been approved by our editors. When you retweet material, you are showing your audience your journal supports this information. There is a breadth of information in the areas of employment, training, and education that are perfect to
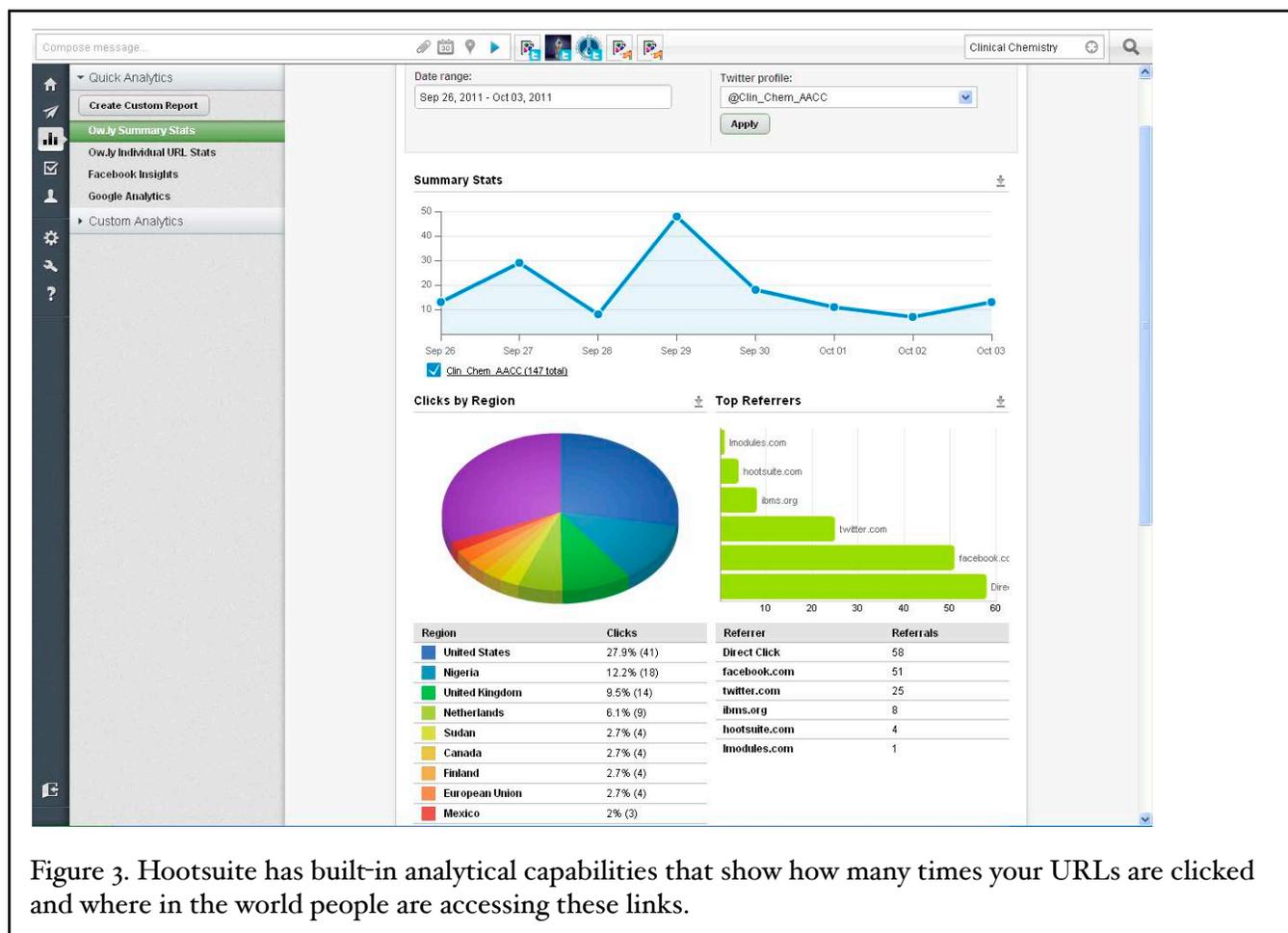
Figure 3. Hootsuite has built-in analytical capabilities that show how many times your URLs are clicked and where in the world people are accessing these links.

Implement a Social Media Plan   *continued*

tweet about, as they do not come with any ethical concerns. It is important to keep content fresh and in the minds of your users, so the more posts the better. Try soliciting your editors and contributors to let you know about material that could be interesting to your users.

To find ways to drive the conversations on Twitter, enter portions of your journal website's URL into the search field. It will gather all of the tweets that have posted material from your website, even if these users did not include the actual URL in their tweets. People who show up in these searches are oftentimes good people to follow, and by retweeting their posts of your links, you are showing your followers your content has received the legitimacy of an unsolicited recommendation. We perform these searches to find out if people are discussing our material, and oftentimes, we find discussions of our material that does not appear in our mentions stream. (See Figure 2.)

The most important aspect of Hootsuite and applications of its ilk is the analytical functionality. You can find out how many people are clicking your links and where in the world they are clicking them from. The data gleaned from here can influence how and when you tweet. Plus it's great information to send to your editors to show just how strong your social media influence is. (See Figure 3.)

With these free tools at your disposal, there is no reason why you can't start connecting your content with readers old and new, and with a strong social media presence, your journal is primed for what I feel is the future (and maybe even the present) of content distribution.

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It's Looking Pretty Good

by Glenn Landis
Managing Editor
Journal of Clinical Oncology
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I almost died on my first day on the job. After the usual inaugural duties of finding a desk, getting a phone and computer, etc., my first job as Editorial Assistant at American Society of Clinical Oncology (ASCO) was sorting manila files of rejected manuscripts in a filing cabinet. "Glenn, make sure they are all in order," she said. Not a problem. She left the room. Reaching for the top drawer, I pulled the five-foot filing cabinet on top of me and fell to the ground. I was already pinned under one cabinet when more started to fall on me. Not on my first day! I pushed back and righted the whole row. Turns out that all the manuscripts were in the top drawer and nothing was below—it was top heavy. I came home from work and my wife asked, "How was your first day?" I was crushed by some cabinets but otherwise it's looking pretty good.

An office with heat and electricity was a perk. Previous to my employment at ASCO, I worked on a medical project in Lhasa, in the Tibet Autonomous Region of China. Working with the local hospital doctors, nurses, and staff in a tri-lingual environment (English, Mandarin, Tibetan), we surveyed and treated congenital heart disease in children. Since the office building didn't have heat where we worked and taught English, staff would open the windows during the colder months to let the warmer outside air rush into the building.

It was a fascinating experience on every level.

Aside from my Lhasa experience, I earned my Bachelor's degree in English-Writing from Slippery Rock University, Pennsylvania, and more recently received my Masters in Publishing from George Washington University. My initial experience with publishing was much earlier than that, though. My father was a reporter for Reading's local newspaper, *The Reading Eagle*, for 40+ years (he naturally ended his career writing the obituaries). In my teen years I created and mailed newsletters for my Boy Scout council. After my Lhasa experience and my education, I was primed to work with authors, editors, and reviewers from different locations using different languages.

Ken Kornfield, senior managing editor, who hired me, is still my boss. We have enjoyed watching the journal we work on, *Journal of Clinical Oncology* (*JCO*), evolve over this period. The Impact Factor was 8.530 and now is 18.970. The 1,200 submissions we used to get, by mail, in quadruple kit, now are above 5,000 and everything is online. Moving beyond the lawn dart-esque filing cabinets, the *JCO* has utilized Bench>Press since 2004, and more recently ASCO employed a lot of emerging office technology, including Cisco's WebEx. With WebEx, it's amazing to share screens or instantly set up conference calls with our editor-in-chief, who is located in

It's Looking Pretty Good

Boston, and our 24 editors from around the world.

My personal responsibilities include supporting Ken and Terry Van Schaik, publisher, in various projects. One area I specialize in is reporting different metrics associated with the *JCO* from the simple first submission to first decision timeframe to calculating estimated print page usage in "under review" content. Additionally, I work on *JCO*'s Special Series, which is a collection of review articles addressing a particular cancer treatment mode or disease. Along with my work on other parts of the journal, I thoroughly enjoy working with the editors and authors to create something like these topic-specific issues.

Our editorial team takes a lot of pride in the peer-review process. Generally, manuscripts are reviewed by a disease-specific associate editor who suggests peer reviewers (we find two), makes a decision recommendation, or presents the manuscript at a conference call. The editor-in-chief reviews all decisions from all the associate editors and handles manuscript submissions

himself as well. Additionally, to help our reviewers and editors do a thorough review, *JCO* requires a redacted protocol for all phase II and III clinical research. With this information, we hope it provides a more complete picture of how the clinical trial was conducted.

Now 10 years later, I still remember the old office building and that filing cabinet: how I used to be surrounded by faxes, manila folders, and piles of paper; how the fax machine was the most important piece of office equipment; how the FedEx pick-up was the most important event every day; how dark moments like the September 11 attacks and wonderful moments like announcing the birth of my two children involve details about my employment at ASCO (I still have voicemail messages saved of my children telling me something funny from four years ago). It has been fascinating to see publishing in general and JCO specifically develop over this time period.

Calendar of Events

Project Management for Publishing
2 November 2011
London, UK
www.alpsp.org

2011 European Meeting of ISMPP
"Trends, Transparency, and Trust: From Insights to Action"
15-16 November 2011
Alderley Park, Cheshire, UK
www.ismpp.org/education/eu_meeting.html

Editorial Manager User Group Meeting
28-29 November 2011
London, UK
www.editorialmanager.com/

11th EASE Conference
8-10 June 2012
Tallinn, Estonia
www.ease.org.uk/

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