

Objectives

To better promote the publication of an article utilizing an author's/institute's already built-in social media following on Twitter potentially resulting in a more impactful social post and awareness of Genetics in Medicine on Twitter.

1. Determine a method to obtain and store author provided Tweets/Twitter handles
2. Identify how many articles included a Tweet/Twitter handle(s)
3. Compare the number of manuscripts and Twitter posts with author provided Tweet/Twitter handle(s) to those without and measure the impact of the posts (engagements, retweets and impressions)

Background

Social media is a main component of marketing for societies and their publications, and implementing and maintaining a consistent social media presence that can be considered impactful requires dedicated editorial staff. But, the question remains as to how we can ensure a social post results in the highest measurable impact for the publication and return on invested time for editorial staff.

Purpose

To determine whether tweets that include author/institutional Twitter handles collected by editorial staff have resulted in a measurable impact in comparison to tweets that do not. Genetics in Medicine (GIM), the official journal of the American College of Medical Genetics in Genomics (ACMG), set out to capitalize on its authors' social media presence and influence to attempt to reach a larger but still relevant audience.

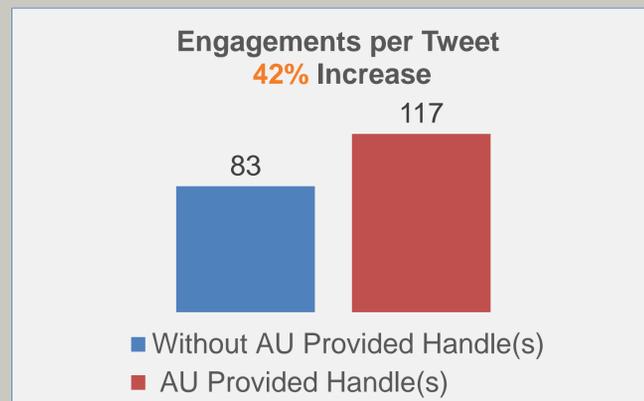
Methods

Starting in April of 2017, GIM included an option for authors to provide a Tweet and/or Twitter handle(s) at the initial submission stage of a manuscript within GIM's content management system. Editorial staff stored this information in an Excel file. When the article published online staff would include the provided Twitter handle(s) with the editor approved Tweet in a GIM social media post typically within 1-3 days of the article's online publication.

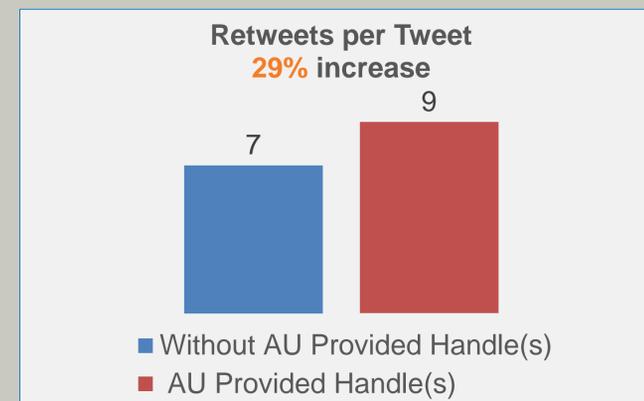
Manuscripts Submitted	Manuscripts with Twitter Handle(s)	Manuscripts with Tweet
968	184 (19%)	144 (15%)

Results

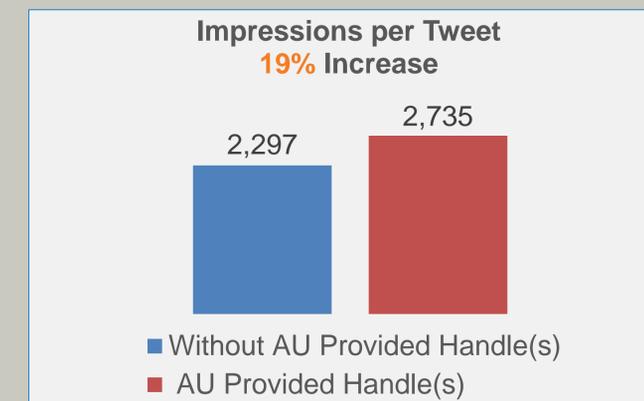
Twitter posts containing author (AU) provided Tweets/Twitter handles resulted in more engagement, retweets and impressions than Twitter posts that did not contain AU provided Tweets/Twitter handles.



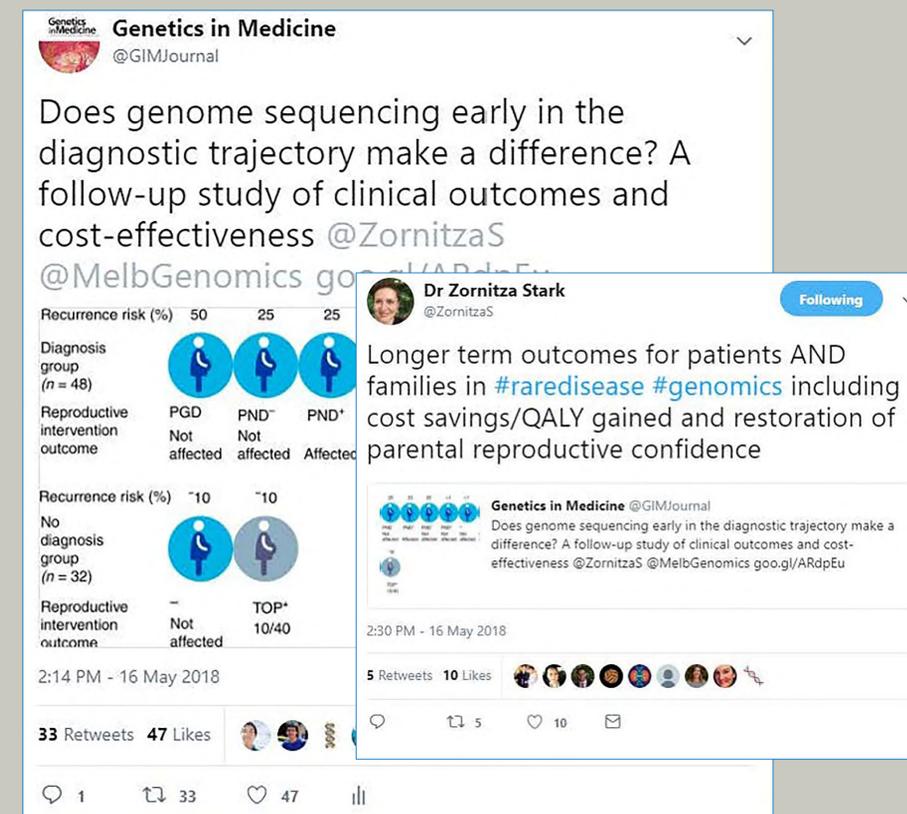
Engagements (total number of times a user interacted with a Tweet) on average resulted in 117 engagements per Tweet when the AU handle was included versus 83 engagements per Tweet when there was no AU handle included in the post, a 42% increase in engagement.



Retweets (sharing GIM's social post to the users own followers) on average resulted in 9 retweets per Tweet when the AU handle was included versus 7 retweets per Tweet when there was no AU handle included in the post, a 29% increase in retweets.



Impressions (total number of times tweets about the search term were delivered to Twitter streams) on average resulted in 2,735 impressions per tweet when the AU handle was included versus 2,297 impressions per tweet when there was no AU handle included, a 19% increase in impressions.



Conclusion

Although an additional task for the editorial staff, authors have been willingly providing tweets and Twitter handles at initial submission. GIM's social media following continues to grow, and the inclusion of author provided Tweets/Twitter handle(s) is just one aspect assisting in awareness of GIM's social media presence and promotion of publications. GIM's rate of impressions and mentions is consistent in relation to the steady increase of followers each month*

- 105k+ impressions on average a month
- 60 @GIMJournal mentions on average a month (22 GIM social posts on average a month)
- 5% monthly increase in followers (100+ a month)

*data from January 1, 2018 – June 14, 2018

Limitations

- A social post may otherwise have resulted in high-impact metrics based on the interest and popularity of the topic.
- Four tweets with AU/institutional Twitter handle(s) and 22 without were posted with ad resulting in some paid impressions, not affecting overall results