

SOCIAL MEDIA GUIDELINES FOR *AJHP* AUTHORS

Congratulations on the publication of your article in *AJHP*.

Just like you, we want your article to be as widely read as possible. Both *AJHP* and *ASHP* will promote your article through our social media channels. To help you additionally promote your article, we have created the following social media guidelines. You are under no obligation to act on these, and we understand that authors are comfortable with different media, so please adopt whichever of these recommendations best suit you and your work.

General Guidelines

- Refer to the abstract of your article in *AJHP*. The purpose, results, and conclusion are good starting points for finding content to include in your social media posts.
- Distill the essential message, finding, or implication into a concise description using words the average reader will understand.
- Include a link to the article after your message. The message should serve as a hook for the reader to click on the link to read your abstract or article (if the article has open access).
- Keep your posts brief and to the point. Research has shown that shorter posts (around 100 characters) are shared more often. Although there are no length restrictions for Facebook or Google+ posts, social posts on professional content should range from 30 to 100 words, or 1-3 sentences.
- Use proper grammar and spelling. Avoid using all caps, which is perceived as shouting, and “textspeak,” which can come across as unprofessional. It’s okay to use some shortcuts to save space—for example, using an ampersand (&).
- To conserve characters, use a URL shortener such as [bitly](#) to make the URL of your article as short and neat as possible.
- Include hashtags (or keywords such as those listed in the article abstract) in your post to help readers find your article and related content; hashtags and keywords can be integrated into the post or listed at the end.
 - To make a single word into a hashtag, put the pound symbol (#) before the word (e.g., #hyperglycemia,).
 - To make a 2-word phrase into a hashtag, remove the space between the words (e.g., #antimicrobialstewardship or #AntimicrobialStewardship).

Tips for Twitter

If you have your own Twitter account:

- Tweet the article after it’s been published online, and include a link to the article.
- Limit the length of your tweet, link included, to no more than 120 characters to keep some space in reserve so others can easily retweet your message.
- Let key colleagues with Twitter accounts know the article is online. Ask them to either retweet your initial tweet or post their own tweet about the article.

- Ask your organization and department colleagues to retweet your initial tweet.

If you do not have your own Twitter account:

- Ask your organization to tweet about your article, including a link to the article.
- Ask your department colleagues with Twitter accounts to either retweet your organization's tweet or retweet the tweet about the article from @AJHPOfficial.

Example Tweets:

- Staff shift is 1 predictor of increased error risk in automated compounding of IVs at #pediatric hospital, bit.ly/28nZEXd
- Integrating ID/HIV clinic services and #SpecialtyPharmacy services allows for continuity of care, bit.ly/1YVYITy #HIV
- Dr. Chris Canva shares her findings in a study of #AntimicrobialStewardship programs in hospitals in AJHP, bit.ly/28naP6

Tips for Facebook

If you have your own Facebook account:

- Share a link to the article as a status update on your homepage.
- Write a post about the article on the pages of relevant group pages to which you belong.
- Ask your organization and department colleagues to write a post about your article on their homepages (and ask them to tag you in their posts).

If you do not have your own Facebook account:

- Ask your organization and department colleagues to write a post about your article on their homepages.
- Ask the administrators of key working groups that you are involved with to write a post about your article on their Facebook pages.

Example Facebook Posts:

- A recent study in which I compared 2 methods of optimizing automated dispensing cabinets (ADCs) is featured in AJHP. See which ADC optimization method our research found to have the most positive effect, bit.ly/1YVYaBc
- Is there a relationship between vancomycin dosage and corresponding serum vancomycin trough concentrations in pediatric patients with cystic fibrosis? That's what my colleagues and I in the Department of Pharmacy at the University of Michigan wanted to find out. You can learn about our findings in this month's issue of AJHP, bit.ly/1YVYxyZc
- In a recent study, Menezes and Bailey compared different methods of optimizing automated dispensing cabinets (ADCs). In their study, 8 ADCs were optimized over 6 months. Read their findings in the January issue of AJHP, bit.ly/1YVYxyZc

Tips for LinkedIn

- Write a status update announcing publication of the article and provide a link to it.
- Add the article to your profile. You'll find a dedicated section for Publications, where you can list the article title, publication date, publisher name, link, authors' names, and a description of the article.

Additional Venues

- **Blog Entry:** Consider writing a blog post including a link to your article. Blogs are a good way to ensure a wider readership of your article. Your blog post should be as visible as possible on search engines, especially Google, as this will generate a lot of the traffic to your site. Think of keywords that best sum up your post and repeat them throughout your text (just don't overdo it!) and in the post title. The trick is to use words that you think people will search for when looking for the type of content you are posting.

A blog entry should be 750--1,500 words. An entry should be written to engage your audience, offering a point of view to spark dialogue with your readers. You may wish to post the entry on [ASHP Connect](#) (ideally), your own blog, or your organization's blog.

- **Author Video:** Consider posting an author video on a live streaming platform, such as Facebook Live, Twitter, or Periscope, in which you share highlights of the article. Your video content will help build your reputation as a thought leader in the pharmacy field.
 - Ask viewers to comment on your live stream to increase engagement.
 - Promote the live stream in advance to your followers, and mention the article in the video.
 - Ask your organization to help cross-promote the video in advance on its Facebook page and other social networking sites.
- **Research Gate:** Post the metadata or keywords for your article on [ResearchGate](#) as a way of maximizing the routes through which your article can be found and accessed.
- **Email Signature:** Add a reference and link to your article at the end of your email signature. This is the simplest and, in many ways, most effective means of communicating your new work to colleagues you collaborate with, who are more likely to cite your work.

We wish you much success in promoting your article. If you have any questions regarding any of these recommendations, please [email us](#).