Social media usage by medical journals: Implications for publication planning

Objectives: Recent data suggest the magnitude of social media usage (SMU) surrounding publication of a medical journal (MJ) may provide a potential tool to inform authors as to the impact of their work on social media. The objective of this study was to determine the nature and magnitude of SMU by MJs that may have implications for publication planning, measuring using an representative therapeutically area.


Results: Social Media Usage By Oncology Journals as Assessed By Twitter Activity

- The objective of this study was to determine the extent of social media usage by medical journals that may have implications for publication planning using broad-based oncology content.

- The sample included 10 Oncology MJs and 10 Leading General MJs.

- Oncology MJs were selected based on overall impact factor, Oncology journals were selected from a random sample of Oncology MJs that may have implications for publication planning using broad-based social media.

- Social media usage by medical journals was compared to other health care organizations.

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