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Getting the Word Out: Developing a Multichannel Social Media Strategy for Publication-Based Initiatives

Abstract
OBJECTIVES
The objective and implementation of a multichannel social media strategy that incorporates a variety of outlets to promote publication awareness and manuscript dissemination.

RESEARCH DESIGN AND METHODS
An analysis of the social and quantitative parameters associated with various social media outlets was conducted to identify the most effective social media platforms for increasing awareness of new publications. All publication activities disseminated through multiple channels including Facebook, Twitter, and LinkedIn were assessed for manuscript views, comments, and citations. Social media outcomes were analyzed for all publication activities from January 2010 to January 2011. The impact on knowledge dissemination and awareness was also examined using traditional metrics of journal impact.

RESULTS
A positive correlation between publication promotion through social media channels and relative awareness. Preliminary analysis of other therapeutic areas including cardiovascular disease, rheumatology and pain, awareness was driven through Twitter, followed by Facebook and LinkedIn (>10% variance over baseline). The results were consistent across all therapeutic areas, with the greatest increase in awareness from January 2010 to January 2011.