

Expand the Reach of Your Research:

Share Your RPTH Article on Social Media

**Congratulations on
having your manuscript
accepted for publication!**

When your article is published, please share it through social media, including Twitter, Facebook and LinkedIn. By promoting your work through your social networks online, your research will receive the greatest visibility and reach.



Your Social Media Plan of Action



WILEY



Facebook

1

When your manuscript is published, share a brief description and a link to your article on your Facebook page. Be sure to use the hashtag #RPTH. To obtain the widest reach, make it a 'public' post.

[\(Learn how to post publicly\)](#)

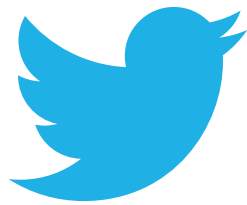
2

Share and/or like a post about your article from the [International Society on Thrombosis and Haemostasis \(ISTH\) Facebook page](#) or [Wiley Oncology & Hematology Facebook page](#). Remember to follow both social channels.

3

Incorporate a relevant image. Attach it to your Facebook post for better visibility and longevity. Please ensure you have the right to repost an image.





Twitter

1

Be sure to follow [@ISTH](#), [@RPTHJournal](#), [@JTHJournal](#), [@WileyOnc_Hem](#), [@ThrombosisDay](#) and RPTH Editor-in-Chief Mary Cushman at [@MaryCushmanMD](#)

2

Write a 'tweet' about your manuscript with a link to the webpage. Include the hashtag [#RPTH](#) and/or tag [@RPTHJournal](#). Need help crafting the perfect tweet? [Here's a good resource](#). Use a url shortener like [bit.ly](#) or [ow.ly](#)

3

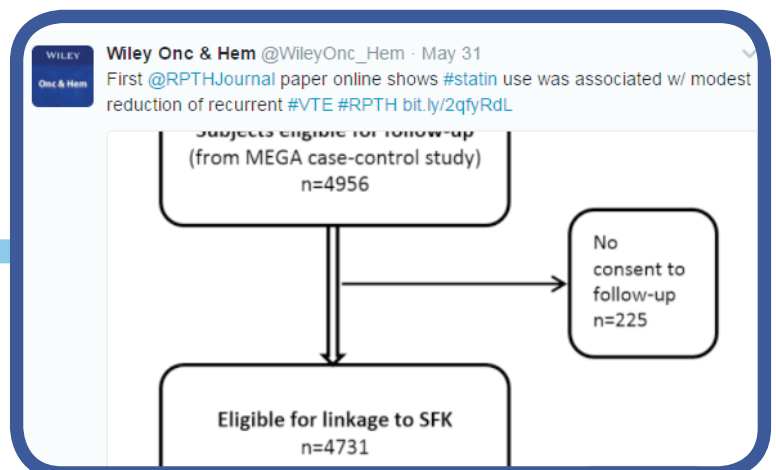
If [@RPTHJournal](#), [@ISTH](#), or [@WileyOnc_Hem](#) tweets about your research, retweet it to magnify the impact.

4

Engage with other RPTH authors or leaders. A list of RPTH Associate Editors and Editorial Board members on Twitter is attached.

5

Attach a relevant image to expand your tweet's visibility and reach.



LinkedIn®

1

Write a brief summary about your manuscript and share it with a link to your paper.

2

Join the **ISTH group** to post about your paper and engage in further discussions.

3

Attach a relevant image to expand your reach.

Don't Miss the First RPTH Article to Publish in Early View

Don't miss the first Research and Practice in Thrombosis and Haemostasis (RPTH) article to publish in early view, titled, "Statin Use and Risk of Recurrent Venous Thrombosis: Results from the MEGA Follow-up Study," showing statin use associated with ... [Show more](#)

rpth research and practice
in thrombosis and haemostasis™

ISTH
International Society
on Thrombosis and
Haemostasis

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ORIGINAL ARTICLE

**Statin use and risk of recurrent venous thrombosis:
results from the MEGA follow-up study**

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First published: 25 May 2017 [Full publication history](#)

DOI: 10.1002/rth2.12003 [View/save citation](#)

Cited by (CrossRef): 0 articles [Check for updates](#) [Citation tools](#)

[Funding information](#)



Browse Early View Articles
Online Version of Record
published before inclusion
in an issue

Tips on images:

Post photos/images: Each network has a specific size for images, so it's best to optimize them for each channel, especially if you are using the same image across multiple networks. Consider using an image associated with your research. A post image is always recommended. If you're experienced in resizing images, here's a [helpful listing of social media image sizes](#) to help you maximize your space.

Rights to images Remember to confirm whether or not you have the rights to use the images that you post on your social accounts.

Social Media Best Practices



- 1. Add value.** Your goal is to position yourself and RPTH as a thought leader in the space. Share content that is relevant to your audience. The best content is engaging, insightful and acts as a resource for more information about your research.
- 2. Be brief.** Facebook allows for lengthy posts, but posts between 100 and 250 characters receive 60% more likes, comments, and shares.
- 3. Use multimedia.** Images and video play well on Facebook. Find a great image to illustrate your post and you'll likely see higher engagement.
- 4. Pay attention to comments.** As a general rule of thumb, engage and respond to all comments professionally. Use comments as way to connect with your fans and engage.
- 5. Include a photo.** Whenever possible include a photo – either the thumbnail from a link or something you add to the actual post. This increases engagement.
- 6. Ask a question.** Pose thought-provoking questions to your fans. This is a great way to increase engagement. At a loss? Try “What do you think?” You’ll be surprised at the replies.



Twitter

- 1. Brevity is best.** Tweets are limited to 140 characters, but those shorter than 100 characters get a 17% higher engagement rate.
- 2. Add value and don't spam.** Your goal is to position yourself and RPTH as a thought leader in the space. Share relevant content with your audience. Content that is engaging and insightful and acts as a resource for general information, services and your products
- 3. Frequency:** As a general rule, you should tweet at least 2-3 times per day (including weekends). Tweeting more is preferable, but make sure you are adding value. Don't be afraid to post the same item more than once (with different copy) at different times in the day or late in the week.
- 4. Be social.** Retweet and respond to people who mention your brand, and don't forget to follow fellow authors and thought leaders in the field.
- 5. Use hashtags.** Highlight key words or topics so your tweets can reach a larger audience. This is especially important when tweeting from a conference. The less generic the hashtag the better. Don't use more than 2 in an individual tweet. Pay mind to trending hashtags, and join the conversation if you can add value. If the tagged words are not part of your tweet, add the hashtag at the end.
- 6. Use multimedia.** The old adage a picture is worth 1,000 words holds true. Diversify your page with pictures and video. All imagery should be consistent with the brand's look and feel and be relevant to your followers.
- 7. Best Tweets:** Tweets that have received more engagement will appear slightly larger, so your best content is easy to find.
- 8. Pinned Tweet:** Pin one of your Tweets to the top of your page, so it's easy for your followers to see something of importance.



LinkedIn

- 1. Join groups** that pertain to your professional interest. Groups are a way to find common ground with customers, prospects and end users. Use keyword and location searches to find relevant groups.
- 2. Find groups that are active.** Join groups with active members who regularly post new content. If the group hasn't been updated within the last week, reconsider joining.
- 3. Engage in group discussions.** Post interesting content, such as articles and news stories, your own thoughts on a particular topic or even start your own discussion. Before you post, ensure that your post adds value to the Group, is aligned with the group mission and policies, and invites conversation.
- 4. Initiate a post.** There are three components relevant to a LinkedIn post:
 - **Headline:** 120 characters you're allotted to communicate basic info or propose a question.
 - **Add more details:** Provide background information. Explain why this information is important and relevant.
 - **Link:** Once you add a link, LinkedIn will populate the teaser section. You can then remove the link from your actual post, so it appears neat.
- 5. Ask Questions.** The good way to provoke discussion on LinkedIn is to ask questions. Instead of posting a headline and a link to an article, ask a question relevant to your article.
- 6. Follow Up** with those who've responded to your post. Engaging with the responses, either through posting back or liking the member's comment cultivates the conversation.
- 7. Write like you talk.** Corporate speak doesn't translate well in group discussions. LinkedIn is a social platform – the language you use should be reflective of a more casual, yet professional conversation.