Intention to Tweet: Can social media improve our scientific reach?

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Disclosures

- Advisor/Consultant
  - Precision Health Economics
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Today in science and medicine
Social media increased page views of open access articles

- PLOS articles in clinical pain sciences

the journey of a tweet

pic taken
Perfect shot caught on smartphone, too good not to share

post to twitter
Share your moment with the masses (well, your 55 followers)

retweeted
Your pic inspires some of your followers to retweet it and pass on its awesomeness

post to facebook
Post pic on Facebook, tag friends that appear in it. Causes friend to split with girlfriend.

indexed by google

uses in office email
Email from the office joker: Kevin, and it’s your picture, having traveled around the globe and now it’s back with its genius creator

entered blogosphere

submitted to social bookmark sites
Goes front page on Reddit and Digg, and Kixx. Hosting sites crash due to levels of traffic.

appears on awkwardfamilyphotos.com
All kudos lost.

forwarded or via SMS

Tagged friend unfollows you
Is page views the best outcome?

- Reach: followers; # who have seen
- Engaged: # who clicked on post
- Talking: # who created content
  - “like”, comment, retweet
- Virality: Talking/Reach
Readership-Reach mismatch?
Key takeaways

- We are at the beginning of understanding how to use social media in science and medicine
- The measured outcome, while important, may not capture the true impact of social media
- We may still be in the descriptive, not intervention, phase of learning
  - twitter followers ≠ journal subscribers
  - Taxpayers don’t read medical journals
- Inspire critical thinking and public dialog

Congratulations!