LEVERAGING SOCIAL MEDIA

*Using a **#VisualAbstract** to Disseminate Research*

5X Journal articles with a #VisualAbstract get up to 5X more exposure, and the full article is accessed at least twice as frequently.

Create your first #VisualAbstract

with the following tutorial:

Balance creativity with conveying a clear, concise message

Focus on the end user
» *What do they want to know about your research?*

Establish a clear focus
» *Narrow the message down to key points*

Review other #VisualAbstracts for ideas

Plan

Design

Seek feedback and revise

Make sure to include:

» A **title** summarizing the key question

» A **summary** of outcomes

» A **visual display** of outcomes

» **Data**, using short, descriptive phrases, units, and comparison language

» **Author** and abbreviated **citation**

» **Journal** where published

» **Optional: Add images**
Do not use images without permissions or rights

TIP

Use software like Canva, Pixir, or PowerPoint to create your #VisualAbstract

Publish

Save as a JPEG image file and share! Be sure to link to the full article and tag authors, professional societies, or high impact users.

Dr. Abbey Fingeret
Twitter: @DrFingeret

UNIVERSITY OF Nebraska
Medical Center