LEVERAGING SOCIAL MEDIA
Using a #VisualAbstract to Disseminate Research

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

#VisualAbstracts are often shared on social media to summarize research in a short, pictographic format. The goal is to highlight key findings and attract readers to access the full article.

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.

Additional Resources

Ibrahim, A. (2016). A primer on how to create a visual abstract. Retrieved from https://www.surgeryredesign.com/resources

Ibrahim, A. M., Lillemoe, K. D., Klingensmith, M. E., & Dimick, J. B. (2017). Visual abstracts to disseminate research on social media: A prospective, case-control crossover study. *Annals of Surgery, 266(6)*, e46-e48.

Nikolian, V. C., & Ibrahim, A. M. (2017). What does the future hold for scientific journals? Visual abstracts and other tools for communicating research. *Clinics in Colon and Rectal Surgery, 30*(4), 252-258.

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