

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., Lillemo, 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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