Our Publications

- Open-access, news-based, controlled circulation publications
- Mix of society and proprietary titles – culture is different for each MD group
- Peer-review by editorial boards, comprising specialty MDs/audiologists
Social Media Goals

- Drive reader engagement/interactivity with our publications
- Expand our reach/increase awareness of our publications as a credible source of news for the specialty
- Generate traffic to our digital offerings: e-news, blogposts, videos, podcasts
- Create a two-way forum for discussion/information about the publication/specialty

Live Streaming: Videos

- Facebook Live interviews with study authors: 
  *Neurology Today Conference Reporter Live*

![Performance Insights](image-url)
Live Streaming: Podcasts

- ACEM Booth Events: “Stump the ER” doc podcasts/videos
- 877 Views on Facebook
- Recorded interviews with notable emergency physicians for podcast “EMN Live.”
- Posted about them in real-time, drawing crowds at our booth, reposted those videos on our website, which resulted in 652 page views.

Live Events: Twitter Chats

- A dedicated hashtag was promoted by the WHO and other organizations: #WorldHearingDay
- Hearing Journal hashtag for chat: #HearingChat
- The Hearing Journal (#HJ) invited experts to participate in Q&A about hearing health
Promoting Content: Strategy

- Data from Keyhole on the hashtag #HearingChat:
  - 210 posts; 53 users; 72,378 reach; 818,517 impressions
  - On March 3, twitter data: 21.5k impressions compared with daily average of 3.6k impressions

Themes: #IlovewhatIdo

- launched prior to the ASCO 2017 Conference on social media and at the conference.
- created landing page, banner ads promoting across LWW oncology journals
- Videos at meeting: why I chose oncology
- Posted on website, released, promoted videos every 2 weeks
- Total Impressions: 52,720; engagement: 597; retweets: 71; likes: 79
Unlike other Twitter chats, we added a twist: We shared a key fact first to serve as a context for each question. These key facts turned out to be very effectively and widely shared as well.

Bacala, Toni, 3/8/2018
Themes: ‘Best of’ Twitter Campaigns

- Emergency Medicine News tweeted over 4 days the most-read articles from each month in 2017; most-read article for each of EMN’s 20 columnists
- Created two Twitter Moments, one for the articles and one for the authors, including each article/author tweet and our followers’ comments about it.
- 15,375 daily average impressions during 4-day Twitter campaign (the daily average is about 5,000).
- The top five tweets received 22,114 impressions, but overall Twitter impressions for the length of the campaign were 61,500.
- Trending on NT; What You Missed?; Most Popular on NT

Changing Rules, Algorithms

- Facebook changed its algorithm to favor users’ friends over publishers’ posts on their News Feed. To encourage our followers to prioritize Emergency Medicine News’ posts, we created a slide show teaching them how to set their News Feed preferences.
- Slide 1: Arrow points to where to edit preferences for the News Feed.
- Slide 2: Arrow shows users where to click to prioritize who to see first.
- Slide 3: Arrow shows how to prioritize Emergency Medicine News’ posts.
- Slide 4: Arrow shows confirmation that Emergency Medicine News was selected.
Analytics: How Are We Doing...Really!

- Adobe Analytics to monitor how well each article is doing each month and over time. We use that information to:
- Boost articles with high page views across social media platforms
- Feature high-performing articles in the weekly enews and tweet/post about them again.
- Include house ads in each enews promoting our Twitter feed and Facebook page.
- Create trailers for the videos we post each month (at least four) to drive traffic to the website.
- Live tweets at conference lead to increases of 100-125 percent mentions, 90-100 percent impressions, and status as influencer.