

Journal of the American  
Geriatrics Society

# Social Media Starter Guide #AGS18

@AmerGeriatrics  
@HealthinAging  
@AGSJournal

Facebook.com/AmericanGeriatricsSociety  
Facebook.com/HealthinAging  
Facebook.com/JournalAmericanGeriatricsSociety

## Social Media Q & A

We invite you to highlight your *Journal of the American Geriatrics Society (JAGS)* scholarship using social media. If you're new to social media platforms like Twitter, Facebook, or LinkedIn, please reference *Twitter Basics* (p. 3) from the American Geriatrics Society (AGS) for some suggested ways to get started using one of the easier social media channels: Twitter.

**Q:** Why should I promote my JAGS paper on social media?





**A:** When you post or tweet, you're sharing knowledge and promoting important work that may have taken years to move from an idea to an article accepted by a major medical journal. JAGS would like to encourage you to share your work with the broadest possible audience so it can have the impact it deserves.

**Q:** Are there other reasons why I should be involved in social media professionally?

**A:** Social media allows you to educate a wide audience about geriatrics, to network, to stay current, and to become a "go to" person for information on the care of older adults. An easy place to start is Twitter. Tweeting allows you to learn from *and* to inform as many people as possible—all with only a few words and a few minutes a day.

**Q:** How do I promote my JAGS paper on social media?

**A:** Here are some suggestions for using network you may already have:

- 1) Facebook:
  - a. On the day your manuscript is published, share a brief summary and a link to your article as a post on your Facebook page (see p. 2 for an example).
  - b. Share (  Share ) or like (  Like ) a post about your article from either the JAGS (Facebook.com/JournalAmericanGeriatricsSociety) or AGS (Facebook.com/AmericanGeriatricsSociety) Facebook pages.
- 2) Twitter:
  - a. Write a tweet about your accepted manuscript. Include a hashtag (#geriatrics) to promote it to a larger audience
  - b. Share what others are saying about your manuscript by retweeting (  ) their tweets.
  - c. If @AGSJournals tweets about your work, share it among your followers by retweeting.
- 3) LinkedIn:
  - a. Write a brief summary about your accepted manuscript. Once you've logged on to LinkedIn, you can share your summary and a link to your paper using the "Share an update" (  Share an update ) feature on the homepage. If you hover over the names of any companies or individuals noted in your post, you should be able to hyperlink to their LinkedIn accounts, if available.
  - b. As your status update gets "likes" and "shares," consider engaging in discussion with those who interacted with your post. Remember, LinkedIn is a career and professional mentoring space, so try to tailor your posts so they fit those needs.

**Q:** I'm not on Twitter yet. How do I get started?

**A:** See Twitter Basics (p. 3) for more information on how to sign-up and get started.

**Q:** What should I tweet about?

**A:** A tweet about your research allows others to catch a glimpse into your work and cutting-edge geriatrics expertise.

Moving forward, you also can tweet your thoughts and comments on topics related to geriatrics, share quotes or excerpts from related research, or even post fun tweets about what you're doing in your work or personal life!

To help centralize conversations, consider adding the hashtag [#geriatrics](#) to relevant tweets. That way it's easier for interested parties to find what you're saying!

**Q:** Can you give me examples of organizations and people to follow in geriatrics?

**A:** If you're looking to use Twitter for your clinical practice or to stay in-the-know on geriatrics, we suggest you follow some of these individuals and organizations. You can also search [#geriatrics](#) to see who is currently tweeting.

Organization/Individuals	Twitter ID
The American Geriatrics Society	@AmerGeriatrics
<i>Journal of the American Geriatrics Society (JAGS)</i>	@AGSJournal
Wiley	@Wiley
AGS CEO, Nancy E. Lundebjerg	@nlundebjerg
JAGS Social Media Editor, Dr. Eric Widera	@ewidera

## Example Post on Facebook

**AGS The American Geriatrics Society**  
February 26, 2015 · 🌐

Our new position statement on care for older lesbian, gay, bisexual, and transgender (LGBT) adults is now online ahead of print in JAGS. What do you need to know about the challenges and opportunities facing geriatrics health professionals and the LGBT community? Check out our infographic for a brief recap, and learn more (and access the statement) here: <http://ow.ly/JGuQl>

**What You Should Know About Care for Older LGBT Adults**

- Protection**  
Compliance with existing regulations against LGBT discrimination in health facilities still falls below 100%.
- Comfort Being Open**  
Only 22% of older LGBT adults in supportive living facilities feel comfortable being open with staff about sexual orientation or gender identity.
- Research**  
A 2011 study found that 0.2% of articles in the PubMed database addressed LGBT health.
- AGS Recommendations**
  - 1. Create, evaluate, and update policies for equal treatment of LGBT patients regardless of age.
  - 2. Implement LGBT health training programs for professionals who treat older individuals.
  - 3. Support high-quality research addressing LGBT health and discrimination.
  - 4. Ensure care for older LGBT adults reflects healthcare and social circumstances facing these patients.

Like Comment Share

## Example Tweets

**Ken Covinsky @geri\_doc** 12/21/14  
Creating Senior friendly hospital: A system based approach [#JAGS #geriatrics online.library.wiley.com/resolve/doi?DO...](#)

**AGS American Geriatrics @AmerGeriat...** 11/11/14  
@JimPacala discusses how [geriatrics & palliative medicine can work together](#) in new JAGS article: [bit.ly/1GLNpWE](http://bit.ly/1GLNpWE)

**Diane E. Meier @DianeEMeier** 10/29/14  
Focusing Together on the Needs of the Sickest 5% [@dianeemeier JAGS online.library.wiley.com/doi/10.1111/jg...](#) [#geriatrics #palliative](#)

## Twitter Basics (from the American Geriatrics Society)

### FIRST STEPS

1. Set up an account at [www.twitter.com](http://www.twitter.com)
  - Choose a username
  - Add a short bio
  - Add a photo
2. Send out a tweet or two to put something on your page.
3. Start following people/groups.

### GOLDEN RULE OF TWITTER

All tweets must stay under 280 characters. Remember that photos help to make a post engaging but also count toward your character limit.

### COMMENTING OR REPLYING

Use the reply arrow (↩) located to the right of a person's tweet. This will bring up the @ symbol and their username in your tweet box. Use this space to reply directly to what they said. When doing this, it connects your response to theirs, and lets them know exactly what you're addressing with your post.

### MENTION SOMEONE

If you want to mention someone, talk about someone, or tweet "to" someone, also use the @ symbol plus their username when crafting an original tweet.

*Example: Instead of saying "the Journal of the American Geriatrics Society," you could say @AGSJJournal*

### (HASH)TAGGING

If you want people to find your tweets when they are using the search function, use the # symbol (referred to as a "hashtag") plus a keyword.

*Example: Reading @AGSJJournal's great new article on the future of #geriatrics*

### RETWEETING

Share someone else's ideas and links with your followers and the general Twitter population by typing "RT," before you copy and paste their Twitter handle and tweet. You may have to shorten or abbreviate their original message to keep it under 280 characters.

*Example: RT @AmerGeriatrics Gr8 new article on future of #geriatrics in @AGSJJournal!*