

Visibility of Medical Journals and Social Media

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Social media is considered an important portal through which “many communicate to many”. The role of social media in recent political uprising in the Middle East is a classical example of how powerful this portal can be in shaping lives of many.¹ Innovative web based technologies has made it possible now to interact through smartphone via social media like Facebook, Twitter etc. Mobile apps are operated by mobile operating systems. This include App Store, Google Play etc. Through this technology new information can reach people in seconds. This great potential may be of interest to editors of medical journals.

Medical journals can use social media for dissemination of results of latest research. It helps both healthcare professionals and lay people to access the data on their smartphone and laptops as soon as alert is received.² Many high impact journals are already using this facility for their visibility. This includes journals like JAMA, BMJ, NEJM, to name a few. It has been suggested that this may turn-out to be an important tool in predicting scientific impact of a journal.

The usage of social media in Pakistan is huge but do healthcare professionals use them for getting information related to new research in medicine, is yet to be established. It is also not clear if all editors of medical journals are also aware of this modality. In forthcoming conference of medical editors this area can be explored and experiences of editors of national journals may help in shaping some policy from the platform of Pakistan Association of Medical Editors and workshops can be planned as to how to use this technology for early dissemination of results of latest research that shall help in improving patient care.

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