Reasons to write a post for social media

- Your work was just published. **Congratulations!** Share the good news with your network with a link to the article.
- You hit a milestone. Create a post for your article’s anniversary, potentially about what has changed since publication or how it has informed your current research.
- Your article was mentioned in the news. **Repost the mention** with your comments on how your research informed that article.
- You have images to share. **Post a picture that’s related to your work.** For example, share a photo of your research lab or with your co-authors.
- Your article relates to an awareness day. **If a relevant awareness day or month** (such as Mental Health Awareness Day or Rare Cancer Awareness Day), post about your article using the hashtags for the day.
- You are speaking at a conference or event. **Share information about your presentation and tag the organizers in the post.** When appropriate, include a link to your article and to an event registration page.
- Your article has been cited frequently. **Share this success with your network,** which could bolster these metrics even more.
- Your work was included in a collection. **Reshare or create a post,** tagging the affiliated journal and/or society.

For Twitter best practice, see our full guide here.