

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.



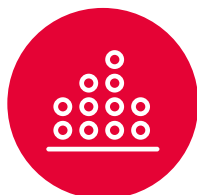
You have images to share.
Post a picture that's related to your work. For example, share a photo of your research lab or with your co-authors.



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](#).