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](#).