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European Journal of Sport Science gears up its social media

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EDITORIAL

European Journal of Sport Science gears up its social media

Communication of one's research beyond publication in a scientific journal is crucial if we, as scientists, would like to inform behaviour, policy and decision-making (Figure 1). However, communicating research after publication is often neglected as it is considered somewhat difficult and time-consuming. Because of this neglect, communication of scientific research for public consumption is often left to traditional media which usually only report on a fraction of the research, usually the research that is considered "hot topics" or "interesting" at the time. Furthermore, communicating research through this channel comes with the potential of misinterpretation of data or cherry-picking of findings. From this perspective, social media platforms such as Twitter, Wordpress, Youtube, etc. provide researchers with an efficient means to reach, disseminate and engage with a large and diverse audience in a short amount of time, and are relatively cost-effective to administer and maintain. Moreover, social media allows for the creation, sharing and exchange of information and ideas between colleagues, increasing the potential for collaboration.

The number of published articles across the sciences and the number of subject areas using social media has increased substantially over the last 5 years (Figure 2). Medicine in particular has shown a marked increase in social media publications since 2011. Tweeting one's publications significantly increases the probability of one's work being downloaded and cited (Eysenbach, 2012; Shuai, Pepe, & Bollen, 2012). Social media has also been used as a research tool to direct users to online surveys, recruit participants, educate and provide interventions (Forgie, Duff, & Ross, 2013; Moro, 2013; O'Connor, Jackson, Goldsmith, & Skirton, 2013; Williams, Hamm, Shulhan, Vandermeer, & Hartling, 2014). Guidelines for using social media in the health sciences has also been outlined by others (Bernhardt, Alber, & Gold, 2014). In addition to this, social media workshops and symposia are being presented at all major sport science and sports medicine conferences.

In view of all of the above, *The European Journal of Sport Science* (@EurJSportSci) is gearing up its social media. @EurJSportSci has been fairly active up to now, tweeting its latest publications, snippets from past papers, most cited and most viewed papers, etc., with a steady growth in the number of followers over the last few months. To take our social media activities up a notch, @EurJSportSci will also introduce "tweet points" as part of the submission process for the journal. During the submission process, authors will have the opportunity to provide 3–5 key points from their paper with a limit of less than 100 characters for each point, and their Twitter account name to be mentioned in the tweets (+40 characters for the article link and author mention). Once the article is then published, these "tweet points" provided by the author will be tweeted by @EurJSportSci. In addition to this, we plan to engage our past authors and discuss their European Journal of Sport Science (EJSS) publications on

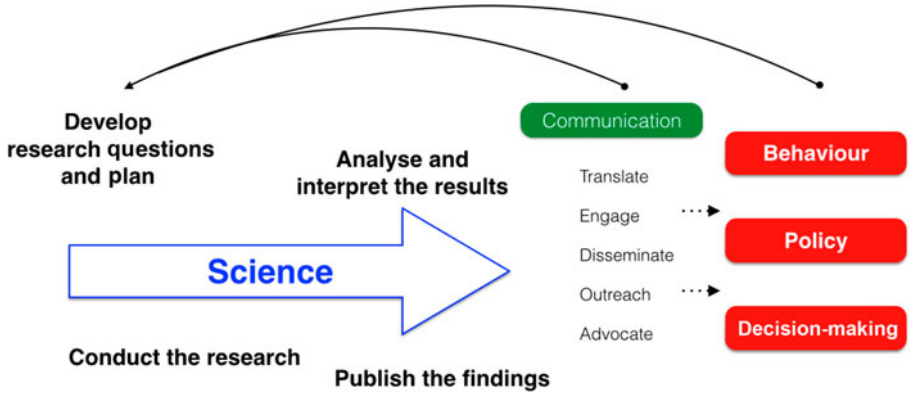

Figure 1. Communication of scientific research is key in changing behaviour, policy and decision-making of the public. (Adapted from Escape from the Ivory Tower by Nancy Baron)

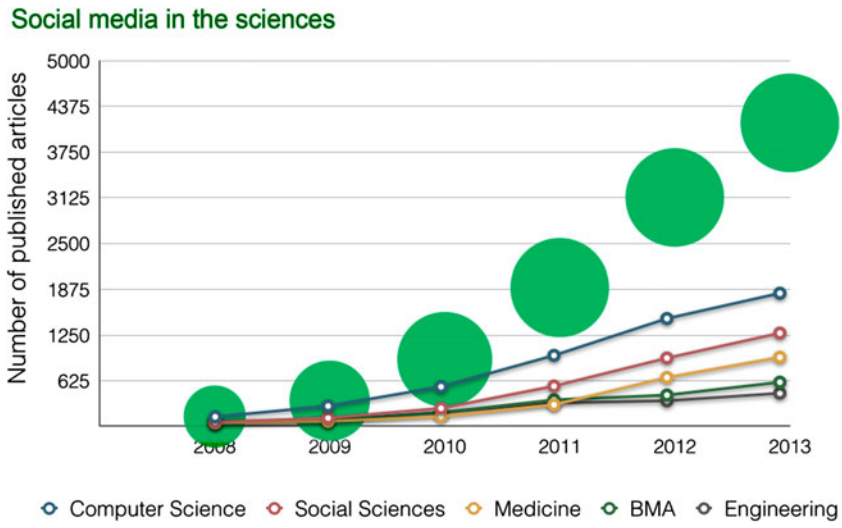

Figure 2. Number of published articles with "social media" in the title or abstract (green circle) over the last 5 years. Size of the green circle indicates number of subject areas publishing on social media. Dotted lines indicate top five subject areas and the number of publications in each area over the last 5 years.

Twitter, to provide them with maximum exposure. Given EJSS's global presence, we also plan to tweet in different languages.

As a journal, we hope to maintain our progress, and stay active in efficiently providing researchers, practitioners and the public with access to high-quality sport science.

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