Congratulations on your article’s selection for publication.

Next steps to maximize exposure of your work on social media:

- **Connect with AJMQ on social media** – AJMQ is active on LinkedIn and Twitter as @AJMQonline – follow us!

- **Read our guide** on how to use social media to share your published article.

- **Tag @AJMQonline in your Tweet**

- **Once your article has been published**, keep an eye on our Twitter account. We tweet hyperlinks to almost every published article so please remember to re-tweet!

- **Special themed issues**, if you are interested in organizing a special themed supplemental issue of AJMQ, please read over our guidelines and contact us.

- **Check out the tips below** and visit Lippincott’s author website for more resources.
It’s time to share your work with colleagues using social media. How do you craft your message?

Consider these **five tips** when sharing your work on social media:

1. **Consider separate accounts**
   Regardless of the social media outlet, having a personal account and an account for your work is a great idea.

2. **Remember the content you place on social media is how you’re viewed**
   A social media channel is more than the content you share. It’s a reflection of credibility. Peers will generate their first impressions based upon the information, photos and comments you make on your page more than the quality of the work you’ve published.

3. **The content is always important, but who is the intended reader?**
   The messages you send need to be tailored to the audience you want to reach. Am I sharing with peers? Patients who may not be in-tune with the science? Adjusting your message accordingly will generate interest and more readership.

4. **Share content frequently**
   If you want to use social media to be the voice within your specialty, remember to share content often. The more you share, the more engaged your audience will be.

5. **Humility is usually the best approach**
   Yes, your research is excellent! Keep in mind to craft your messages in a manner that is humble, neutral, and engaging.