

# PEDIATRIC PHYSICAL THERAPY

## Social Media Style Guide

### Pediatric Physical Therapy Accounts

FB: <https://www.facebook.com/PEDPT>  
Twitter: <https://twitter.com/PedPTJournal>  
Instagram: [@PedPTJournal](https://www.instagram.com/PedPTJournal)  
YouTube: <https://www.youtube.com/channel/UCcHgafcukxYICVuJdVesZw>  
PPT Home Page Link: <https://journals.lww.com/pedpt/pages/default.aspx>

- General Rules**
- Posts should be complete sentences with proper grammar. Social media norms allow some leniency with grammar, but since we are an academic journal it's more "on brand" to have correct grammar. Limit capitalization and use only a single exclamation point/question mark. Use exclamation points sparingly.
  - When we include an author's name in the tweet, and they have a doctoral degree (DPT, PhD, EdD, etc) we should refer to them as "Dr."
  - The majority of our posts should link to the current TOC because that is a "one stop shop" for multi-media. When linking to the TOC, you end the post with a phrase like: "Watch, listen, and read more here: <https://journals.lww.com/pedpt/pages/default.aspx>".
  - When posts relate to the podcast, you can link directly to the podcast page: <https://journals.lww.com/pedpt/Pages/podcastepisodes.aspx?podcastid=1>
  - YouTube videos can be shared directly by using the share link from the video.
  - Keep it simple. Many of our tweets can simply share the article title...maybe add a follow-up question or key finding.

### #Hashtags

- #pediPT should be included at the end of every post.
- 1-2 additional hashtags may be included to tag the main subject of the article (examples - #torticollis, #obesity, or #virtualreality)
- No more than 3 hashtags per post (1-2 is ideal)

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- 3-4 author-approved posts that link to the video

- 3 author-approved posts for each article
  - one linking to the podcast “Dr. Joe shares more in the Pediatric PT Journal and Podcast: [link to podcast]”
  - two that link to the journal. They could end in “Watch, listen, and read more here: [link to current issue page]”

All posts succinct, <200 characters if possible, 1-2 complete sentences, with proper grammar and the #pediPT hashtag at the end. Up to 2 additional hashtags may be added if appropriate. A total of 1-2 hashtags is ideal.

- An author-identified direct quote from each article to be posted as a graphic on Instagram.

- Author social media usernames (authors may be tagged in @PedPTJournal posts)

Twitter:

Instagram:

Other: