



ORIGINAL ARTICLE

Share or perish: Social media and the International Journal of Mental Health Nursing

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ABSTRACT: *The impact of published research is sometimes measured by the number of citations an individual article accumulates. However, the time from publication to citation can be extensive. Years may pass before authors are able to measure the impact of their publication. Social media provides individuals and organizations a powerful medium with which to share information. The power of social media is sometimes harnessed to share scholarly works, especially journal article citations and quotes. A non-traditional bibliometric is required to understand the impact social media has on disseminating scholarly works/research. The International Journal of Mental Health Nursing (IJMHN) appointed a social media editor as of 1 January 2017 to implement a strategy to increase the impact and reach of the journal's articles. To measure the impact of the IJMHN social media strategy, quantitative data for the eighteen months prior to the social media editor start date, and the eighteen months after that date (i.e.: from 01 July 2015 to 30 June 2018) were acquired and analysed. Quantitative evidence demonstrates the effectiveness of one journal's social media strategy in increasing the reach and readership of the articles it publishes. This information may be of interest to those considering where to publish their research, those wanting to amplify the reach of their research, those who fund research, and journal editors and boards.*

KEY WORDS: *editor, journal, social media, strategy, Twitter.*

INTRODUCTION

Publishing research in peer-reviewed journals is an expectation of nursing academics and clinicians (Happell & Cleary 2013; Wilson *et al.* 2013). The impact of published research is sometimes measured by the

number of citations an individual article accumulates (Knight 2014; McKenna *et al.* 2018). The number of citations per published article has an effect on the author's h-index – a measure by which an individual's journal publishing quantity and quality is scored (McKenna *et al.* 2018). As noted by McKenna *et al.* (2018), citations take time to accumulate, advantaging experienced authors over new researchers. Citations are a retrospective measure of research impact, as evidenced by the November 2018 data that the ten most cited International Journal of Mental Health Nursing (IJMHN) articles were published between July 2007 and April 2013 (CrossRef, 2019). It is easy to imagine that some of the authors of these papers (which are now aged between six and twelve years old) have moved-on with their research interests, possibly rendering their impressive citation counts redundant in regards to their recent, current, and future work.

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Social media provides a powerful medium with which information and ideas, including scholarly works, can be shared rapidly and broadly. Of the social media platforms, Twitter has been measured as the most dominant source of online attention (Dardas *et al.* 2019). Twitter was first established in 2006 by three programmers trying to find a new way to send text on their mobile phones (Picard 2011). The content of Twitter is as diverse as its 326 million monthly average users. Charlene Li (2009) famously declared that: 'Twitter is not a technology. It's a conversation. And it's happening with or without you'. Many health professionals, including mental health nurses, have joined that conversation. There are numerous examples where nurses have found Twitter to be a useful way to communicate with each other, undertake self-directed learning, and to share information and resources (Bell 2017; Morley & Chinn 2014; Smith & Watson 2016; Usher *et al.* 2014; Wilson *et al.* 2014). Twitter, along with other social media platforms, has also been used as a health education teaching tool in some instances (Ferguson *et al.* 2014; Gree *et al.* 2014; Lopez & Cleary 2018). Although there remains some resistance to uptake, scholarly use of social media has spontaneously emerged amongst many health professions, and is broadly seen as a legitimate way for academics, clinicians, scientists, and the general public to share information and communicate with each other (Smith & Watson 2016; Thelwall 2014; Wilson *et al.* 2014).

Altmetrics (or alternative metrics) are a way to assess the societal impact of research, with emphasis on social media as data sources (Shema *et al.* 2014; Smith & Watson 2016). Since 2012, a company called 'Altmetric' has been tracking and reporting on online activity regarding scholarly work (Altmetric, n.d. 1). Tracked data sources include social media (e.g. Twitter, Facebook pages, Blogs, LinkedIn, Weibo), Wikipedia pages, mainstream media sites, public policy documents, and other sources (Altmetric, n.d. 2). Now, that these online conversations can be quantified, there is an opportunity for 'real-time' feedback to journal article authors about the impact and reach of their published research.

A few years ago, the axiom 'publish or perish' was updated with a call to 'be cited or perish' (Hunt *et al.* 2010). This paper argues in favour of a new call to arms: 'share or perish'. That is, to increase the impact and reach of scholarly research articles journal boards, journal article authors and the institutions that fund and support them should consider an intentional, targeted, and scholarly social media strategy.

Furthermore, it is hoped that mental health nurses will feel encouraged and emboldened to harness social media to promote their profession, its values, and the research it generates.

In this paper, we present a brief *IJMHN* history linking the early paper versions with current digital editions, and describe the first stage of the *IJMHN* social media strategy. It will be argued that social media can be employed as a tool to amplify and accelerate knowledge transfer, and in doing so, increase the visibility and understanding of mental health nursing.

INTERNATIONAL JOURNAL OF MENTAL HEALTH NURSING

The International Journal of Mental Health Nursing (*IJMHN*) is a fully refereed, peer-reviewed journal, that provides a forum for issues of relevance to mental health nurses and mental health nursing. Although preceded by the Journal of the Australian Congress of Mental Health Nurses [1980–1990], *IJMHN* began life in 1992 initially as the Australian Journal of Mental Health Nursing [1990–1994] (Martyr 1999), then as the Australian and New Zealand Journal of Mental Health Nursing (ANZCMHN) from June 1994 (Hazelton 2001). The ANZCMHN was last published under that name in December 2001; volume 11 onwards use the name *International Journal of Mental Health Nursing* [emphasis added]. This name change was in response to subscriptions and circulation spreading well beyond Australia and New Zealand to eleven countries in Asia, North America, and Europe (Happell 2007). *IJMHN* articles have been published online since May 2002 [volume 11]. From 2008, issues going back to volume 8 [1999] were retrospectively made available online.

The last printed version of *IJMHN* was volume 24, issue 6 [December 2015]. *IJMHN* has been an exclusively online journal since the beginning of 2016, and is also supported by an iOS app. In 2019, *IJMHN* has reached volume 28. *IJMHN* has a Journal Impact Factor of 2.033 and is rated in the top 12 of nursing, nursing science, and nursing social science journals (Clarivate Analytics, 2018). This is a credit to the *IJMHN* contributing authors/researchers, the peer reviewers, and those who have served on the editorial board over the years. Like the ANZCMHN before it, the *IJMHN* is the official journal of the Australian College of Mental Health Nurses (ACMHN).

The *IJMHN* was established on Twitter using the @IJMHN handle in June 2012 by a member of the ACMHN. It was decided at the time to hand-over

control of the *IJMHN* Twitter account to the ACMHN communications and publications officer. The first @IJMHN¹ tweet was sent on 5 June 2012.

THE *IJMHN* SOCIAL MEDIA STRATEGY

In October 2016, *IJMHN* Chief Editor and ACMHN Chief Executive Officer approached an ACMHN member experienced in the use of social media, and asked whether he would be interested in being appointed as *IJMHN* Social Media Editor (McNamara 2017). It is a lofty title that tasked the holder with a very down-to-earth mission: promote the *IJMHN* and individual *IJMHN* articles online. There are dozens of available social media platforms, many of which could be used to promote journal articles (e.g. blogs, LinkedIn, Facebook). As a first step, Twitter was chosen as the platform to use and assess. The inaugural *IJMHN* social media editor made the decision to defer formal commencement of the new role until 1 January 2017, so as to have a clean data set to measure the impact of a social media strategy. The proposed *IJMHN* social media strategy was not a detailed document; the social media editor irreverently articulated only four key points in a December 2016 email:

1. Twitter is a hungry beast. @IJMHN will feed it daily with scheduled Tweets promoting *IJMHN* papers/authors.
2. @IJMHN will be cautious about entering into conversation with individuals. The *IJMHN*'s standing as a quality, respected, peer-reviewed journal will not be compromised.
3. The often-too-long-to-tweet journal article titles will be stripped of most of their jargon, and rephrased in accessible language that will readily understood by most clinicians and consumers.
4. The goal is to make tweets engaging and shareable, in the hope that it will drive more traffic to individual papers.

To achieve social media strategy goal number one, a social media management iPad app called 'Hootsuite' has been used to schedule tweets to be sent twice daily at 07:00 and 19:00 hours, Cairns, Queensland time (Queensland does not have daylight saving). A comparison of times in selected cities, excluding daylight saving variations, is shown in Table 1.

Generally, each tweet promotes an individual *IJMHN* article by way of a short description and the universal resource locator (URL), also known as the

web link. The exceptions to this rule are when a tweet promotes an *IJMHN* edition, *IJMHN* call for papers, or the *IJMHN* iPad/iPhone App. Up until November 2017, each tweet was restricted to 140 characters, meaning that often the title of the journal article was too long to fit in a tweet, requiring some editing/creativity from the *IJMHN* social media editor. Since November 2017, the length of tweets has doubled to 280 characters, making it easier to be able to copy and paste long titles into a tweet. Nevertheless, in keeping with social media strategy goal number two, there remains an imperative to attract and engage an audience. Consequently, content of tweets is not restricted to journal article titles alone. Attempts are made to entice interest in a manner in keeping with an academic source. Strategies include using an interesting quote, summarizing key points in a numbered list, including the Twitter handles of the author(s)/other relevant parties, adding a visually attractive element into tweets, and judicious use of hashtags to coincide with key events (e.g. articles about smoking cessation programmes on 31 May – World No Tobacco Day – using the campaign's hashtag: #NoTobacco). The goal is to make @IJMHN tweets visible, engaging and shareable, and point more readers towards *IJMHN* article URLs.

It is important to differentiate the *IJMHN* social media strategy from 'clickbait'. Clickbait is usually used as a pejorative term regarding sensationalism and trickery, often coupled with unreliable sources, to generate revenue (Bolton & Yaxley 2017). There is no doubt – and no shame – that the aim of each @IJMHN tweet is to whet the appetite of readers in the hope that they will click the link to read further, and/or share the tweet and article URL with others. This is done to promote new research, mental health nurse researchers, and other information related to mental health nursing in a peer-reviewed journal.

METHODS

To measure the impact of the *IJMHN* social media strategy, quantitative data for the eighteen months prior to the social media editor start date, and the eighteen months after that date (i.e. from 1 July 2015 to 30 June 2018) were acquired and analysed. Via *IJMHN*'s publisher, Wiley (<https://www.wiley.com>) Altmetric (<https://www.altmetric.com>) data related to *IJMHN* mentions online were acquired. Other sources of data came from Twitter Analytics (<https://analytics.Twitter.com>) and Twitonomy (<http://www.twitonomy.com>). We

analysed the quantitative data from these sources using commercially available spreadsheet software (Excel; Microsoft Corporation, Redmond, Washington). To simplify reporting, three years of data were accumulated into 6-month increments over the reporting period. That is, three six-month sets of data immediately prior to the *IJMHN* social media strategy commencing were compared to three six-month sets of data immediately after to the *IJMHN* social media strategy commencing on 1 January 2017.

RESULTS

Twitter activity

The first data set was extracted from the Twitonomy (2018, October) analytics website. These data measure whether a social media editor/strategy has had a measurable impact on @IJMHN Twitter activity. In the eighteen months from 1 July 2015 to 31 December 2016, 111 tweets from the @IJMHN account were

sent, 77% ($n = 86$) of which contained URLs. In the eighteen months from 1 January 2017 to 30 June 2018, 1502 @IJMHN tweets were sent, 92% ($n = 1389$) of which contained URLs. This represents a 13½-fold increase in tweets, and a 16-fold increase in shared URLs. Figure 1 represents this change graphically.

Twitter Impact

With an increase in Twitter activity, there was a considerable increase in Twitter impact. Twitter Analytics (2018, October) provide tools that allow impact to be measured in a variety of ways: retweets, likes, link clicks, and impressions per day. Impressions per day is a crude measurement that calculates how many Twitter accounts potentially saw a Tweet from a specific account – in this case @IJMHN – each day. From 1 July 2015 to 31 December 2016, @IJMHN averaged 118 impressions per day; in the eighteen months after the appointment of a social media editor, @IJMHN averaged 2839 impressions per day.

TABLE 1: *IJMHN Tweets every 12 hours at 07:00 and 19:00 Cairns time*

01:00 and 13:00	04:00 and 16:00	05:00 and 17:00	06:00 and 18:00	07:00 and 19:00	09:00 and 21:00	10:00 and 22:00	11:00 and 23:00
Abu Dhabi	Hanoi	Hong Kong	Buenos Aires	Brisbane	Auckland	Amsterdam	Cape Town
Dubai	Lima	Perth	Sao Paulo	Honiara Melbourne	Dublin	Berlin	Helsinki
Los Angeles	New York	Santiago	Seoul	Sydney	London	Madrid	Honolulu
Vancouver	Toronto	Singapore	Tokyo		Wellington	Oslo	Tel Aviv

To show how this works in an international context, a comparison of times in selected cities, excluding daylight saving variations, are shown.

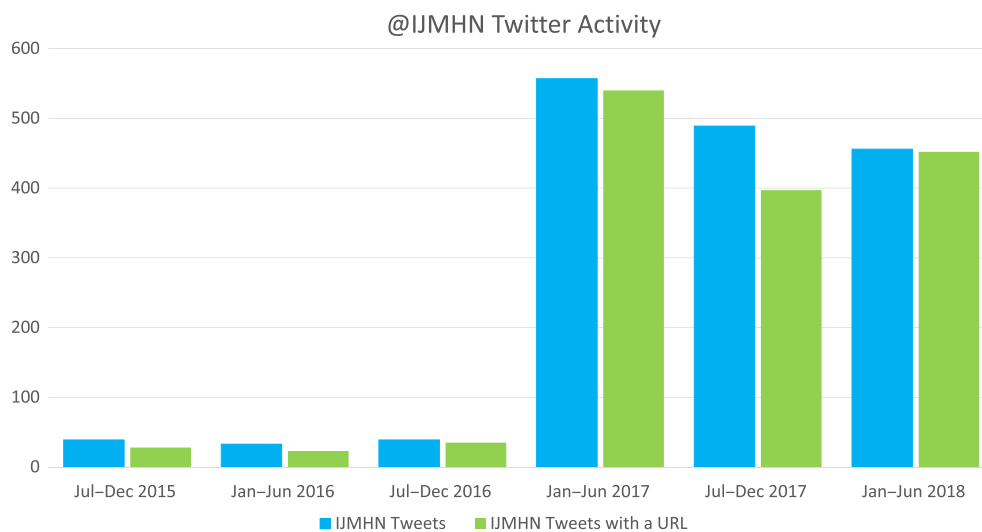


FIG. 1: *Twitter Activity before and after the commencement of IJMHN social media editor on 01/01/17. Data from Twitonomy collated in 6-monthly increments. [Colour figure can be viewed at wileyonlinelibrary.com]*

It is helpful to the @IJMHN social media strategy when Tweets are Retweeted; that is: shared by other Twitter accounts. This amplifies the reach/impression (i.e.: audience) of each Tweet. In the 18 months prior to appointment of a social media editor, @IJMHN averaged 62 retweets every 6 months; in the 18 months following the appointment, @IJMHN averaged over 2140 retweets every 6 months. Similarly, the 'likes' (a way to acknowledge or show approval) that @IJMHN attracted increased from 45 times every 6 months to 2083 every 6 months.

Most importantly, the number of times people clicked on the link (URL) of an *IJMHN* paper increased markedly too. This is keeping with the goal four of the *IJMHN* social media strategy: to drive more traffic to *IJMHN* papers. The data show that this goal has been achieved. From 1 July 2015 to 31 December 2016, an average of 129 link clicks was recorded every six months. From 1 January 2017 to 30 June 2018, this increased to an average of 2960 link clicks every six months. This 23-fold increase in *IJMHN* journal articles being accessed via the @IJMHN Twitter account represents a good return on the investment of time. Figure 2 represents these changes graphically.

Online Attention

With the emergence of social media, many health professionals have embraced platforms such as Twitter, Facebook, Blogs, and LinkedIn to network with peers and organizations, undertake and share professional

development education and resources, facilitate and amplify health promotion activities, and participate in 'the public conversation' (Bell 2017; Francis *et al.* 2018; Wilson *et al.* 2014). Since July 2014, Wiley, the company that publishes *IJMHN*, has partnered with a company called Altmetric (a contraction of 'alternative metrics') to track the online attention and activity each of its journals (Wiley, 2014). Web data (e.g. Tweets, Facebook posts, News articles etc) are mined by Altmetric to provide an understanding of which articles are being discussed, critiqued, and shared online. This examination of online communication does not replace citations as a way to measure research impact, but serves to as an additional, alternative metric (Peters *et al.* 2012; Smith & Watson, 2016).

Altmetric provides a weighted count via an automated algorithm that reflects the relative reach/impact of each source (Altmetric, 2019). To illustrate, if an article is cited in an online newspaper it will attract a higher Altmetric Attention Score (AAS) than if the same article is shared on Facebook (Altmetric, 2019; Dardas *et al.* 2019). The online table of Altmetric Attention Score default weightings as at January 2019 is replicated in Table 2.

As the *IJMHN* social media strategy is built primarily around Twitter, there are some other qualifying points regarding the Altmetric Attention Score (AAS) that need to be known. The @IJMHN Twitter account would generate a smaller AAS than an unrelated account. @IJMHN tweets count for less on the AAS because the algorithm detects and allocates a smaller

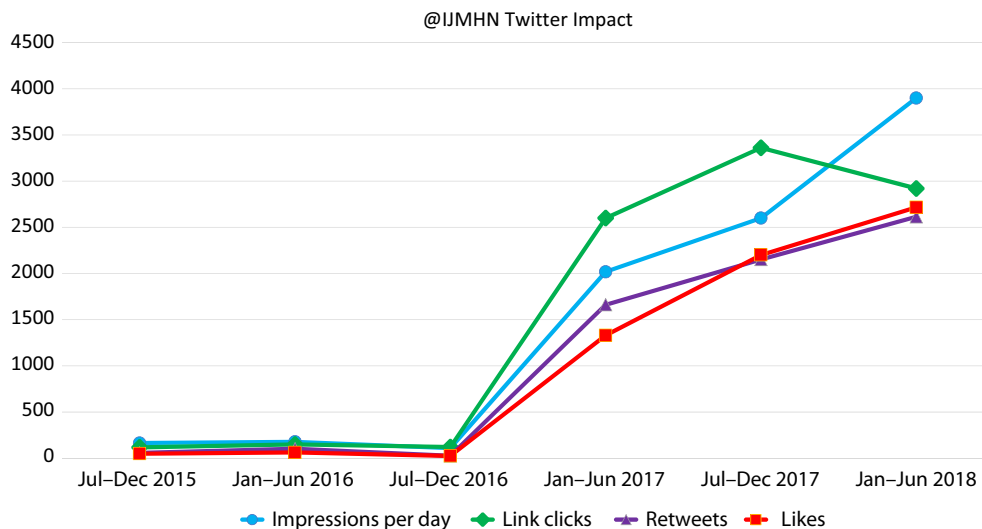


FIG. 2: Twitter Impact before and after the commencement of *IJMHN* social media editor on 01/01/17. Data from Twitter Analytics collated in 6-monthly increments. [Colour figure can be viewed at wileyonlinelibrary.com]

TABLE 2: *Altmetric Attention Score (AAS) default weightings as at January 2019 (source: Altmetric)*

Source	Altmetric Attention Score (AAS)
News	8
Blogs	5
Twitter	1
Facebook	0.25
Sina Weibo	1
Wikipedia	3
Policy Documents (per source)	3
Q&A	0.25
F1000/Publons/Pubpeer	1
YouTube	0.25
Reddit/Pinterest	0.25
LinkedIn	0.5
Open Syllabus	1
Google+	1
Patents	3

score to @IJMHN because of promiscuity (i.e. the account tweets about research output often) and bias (i.e. the account tweets about the research output papers from just one journal; Altmetric, 2019).

Despite promiscuity and bias being scoring impediments, *IJMHN* has attracted a significantly larger AAS since the social media strategy was implemented in January 2017. In the eighteen months prior to January 2017, the *IJMHN* AAS averaged 490 every 6 months. In the eighteen months following January 2017 (inclusive), the *IJMHN* AAS averaged 1317 every 6 months. However, this 169% increase in AAS coincides with a

146% increase in the number of journal articles published. This can be interpreted as meaning that the *IJMHN* social media strategy/editor alone is not responsible for all of the increase in the AAS. It can be assumed that the increase in research output has been a contributing factor. Figure 3 provides a visual representation of both the increase in AAP and the increase in published *IJMHN* papers.

Top five examples

To illustrate the currency of AAS compared to citations, it is interesting to compare and contrast the top five examples from both categories, as shown below in Table 3.

In the left column are the five most cited articles as at 19 January 2019. It is noted that the publication year of these articles ranges from 2011 to 2014. It is plausible that the research interests of some of these authors has moved-on and/or have become more sophisticated in the five to eight years that have followed publication. While in no way seeking to diminish the worth of these research outputs, what is noted that it takes time – more than four years in these instances – to attract a large amount of citations in the scholarly literature. Also, in the left column, we note that the two most recent (2014) papers attract the highest AAS.

In the right column, the starkest observations are twofold. First, all of the five most shared papers are recent. While nominally all of them are dated as per the *IJMHN* 2018 issues they were collated in, closer

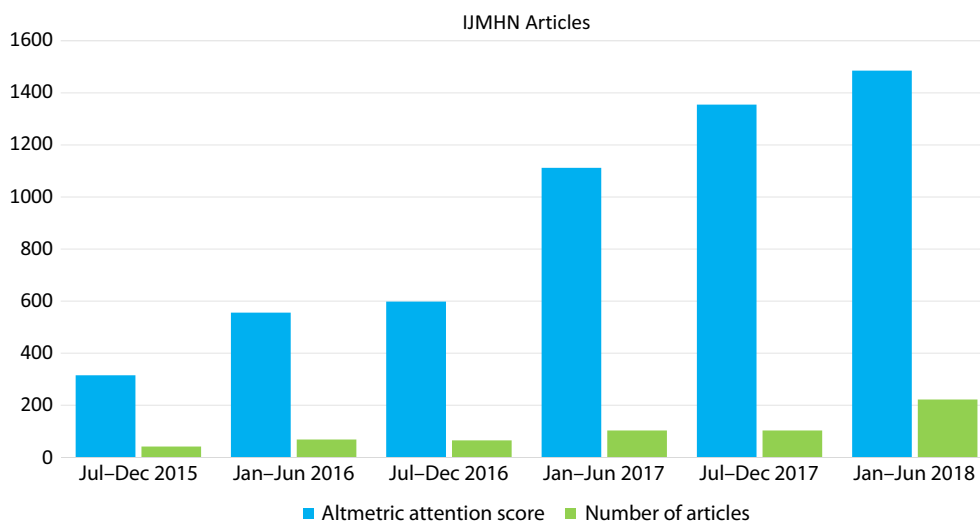
**FIG. 3:** *Altmetric Attention Score and Number of Articles published before and after the commencement of IJMHN social media editor on 01/01/17. Data from Altmetric collated in 6-monthly increments. [Colour figure can be viewed at wileyonlinelibrary.com]*

TABLE 3: Comparing the *International Journal of Mental Health Nursing (IJMHN)* five most cited articles (source: CrossRef), and five most shared articles (source: Altmetric)

Five most cited IJMHN articles, as at 17 January 2019	Citations		Five most shared IJMHN articles, as at 18 September 2018	Citations	
	AAS			AAS	
Muskett, C. (2014), Trauma-informed care in inpatient mental health settings: A review of the literature	75	52	Read, J., Harper, D., Tucker, I. and Kennedy, A. (2018), Do adult mental health services identify child abuse and neglect? A systematic review	1	226
Robson, D., Haddad, M., Gray, R. & Gournay, K. (2013), Mental health nursing and physical health care: A cross-sectional study of nurses' attitudes, practice, and perceived training needs for the physical health care of people with severe mental illness	58	1	Johnson, J., Hall, L. H., Berzins, K., Baker, J., Melling, K. and Thompson, C. (2018), Mental healthcare staff well-being and burnout: A narrative review of trends, causes, implications, and recommendations for future interventions	8	142
Barker, P. & Buchanan-Barker, P. (2011), Myth of mental health nursing and the challenge of recovery	54	15	Cusack, P., Cusack, F. P., McAndrew, S., McKeown, M. and Duxbury, J. (2018), An integrative review exploring the physical and psychological harm inherent in using restraint in mental health inpatient setting	2	84
Happell, B., Byrne, L., McAllister, M., Lampshire, D., Roper, C., Gaskin, C. J., Martin, G., Wynaden, D., McKenna, B., Lakeman, R., Platania-Phung, C. & Hamer, H. (2014), Consumer involvement in the tertiary-level education of mental health professionals: A systematic review	48	21	Procter, N. G., Kenny, M. A., Eaton, H. and Grech, C. (2018), Lethal hopelessness: Understanding and responding to asylum seeker distress and mental deterioration	–	59
Foster, K., O'Brien, L. & Korhonen, T. (2012), Developing resilient children and families when parents have mental illness: A family-focused approach	47	5	Read, J., Cartwright, C. and Gibson, K. (2018), How many of 1829 antidepressant users report withdrawal effects or addiction?	1	58

AAS, Altmetric attention score.

examination reveals that three of the papers were first published online in 2017. The other standout factor is that none of the papers have been available long enough to attract citations in double figures. As anyone who has submitted an article to a credible peer-reviewed journal knows, there can be significant delays from conducting the original research, writing and refining drafts, submitting and reviewing manuscripts, the article being published, and subsequent researchers including this citation in their published reference list. The contrast in citations between the left and the right column illustrates this, especially when we consider that the AAS data prove that the papers in the right-hand column are not being ignored. The AAS provides quantitative proof that the articles are being discussed and shared, they are just not cited in the academic literature very often (yet).

The Altmetric 'donut' and information page

Each *IJMHN* online article has a small Altmetric badge, as per the screenshot on the left side of

Figure 4. This badge displays the current AAS. The small button to the left of the number contains a link which, when clicked, provides access to a wealth of further information. This information includes how the AAS has been calculated for this specific research output, geographic and demographic information about Twitter users who have shared the link to the paper, and links back to the sources of online mentions. On this page, there is also contextual information about how the article is performing compared to similarly aged papers, and other articles from the *IJMHN*. This 'real time' feedback is useful to researchers/authors who are keen to monitor whether their article is capturing the interest of others, and want to benchmark their paper's performance. The information also offers valuable insights into to how the author(s) and/or their funding institutions can play an active role in disseminating and sharing their research.

Altmetric provides a visual representation, known as the Altmetric 'donut', of the sources of online mentions for any specific article. In the example on the right of Figure 4, the sources are Twitter, online news outlets,

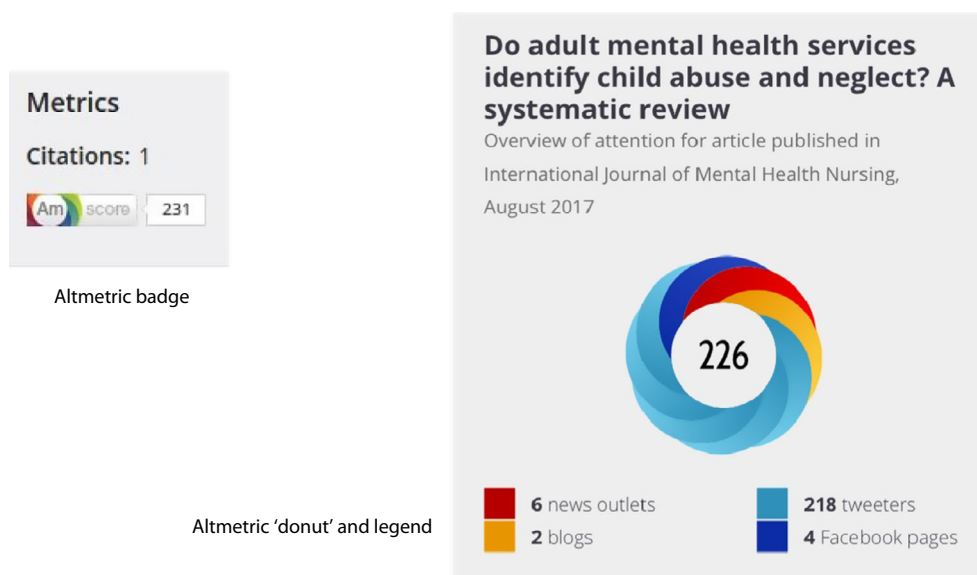


FIG. 4: Screenshot examples of [Left] the Altmetric badge and [Right] the Altmetric “donut” and legend. Suggest: go to the online version of this paper to look for and click on the badge to access further information. [Colour figure can be viewed at wileyonlinelibrary.com]

Facebook, and blogs. Other potential sources of mentions are listed in Table 2. The number in the centre of the ‘donut’ is the total AAS. The ‘donut’ serves as an attractive visual representation of a paper’s online attention in real time. For journal article authors, there are instructions on how to embed the Altmetric ‘donut’ on to a personal or professional webpage/website.

The authors of this paper strongly encourage readers to investigate the Altmetric information via clicking on the small Altmetric badge. If accessing this paper via a PC/laptop in default view, look for the button to the right of screen under the word ‘Metrics’. On a mobile device, the button may need to be accessed by clicking on the ‘About’ menu, then select the ‘Information’ tab. Wiley journals and the majority of other online academic publications will have a similar way to access this data.

DISCUSSION

The purpose of this retrospective analysis was to evaluate the impact that an intentional, targeted, social media strategy has had on the online activity related to a peer-reviewed journal. Twitter activity, Twitter impact, and article views and sharing as measured by the Altmetric Attention Score (AAS) have all demonstrated significant increases corresponding with the appointment of the social media editorial board

member and the implementation of the social media Twitter strategy. Some other journals have identified similar outcomes with the implementation of a Twitter strategy (Hawkins *et al.* 2014a,2014b; de Winter 2015). Interestingly, a randomized trial implementing a social media strategy for a cardiovascular journal did not demonstrate an increase in page views (Fox *et al.* 2015).

Previous evidence indicates that it takes time – often many years – for published research to accrue a large amount of citations. There is support for the association between the number of tweets and citations. Positive correlations between tweets and citations have been reported by a number of researchers (de Winter 2015; Eysenbach 2011; Thelwall *et al.* 2013); however, these remain weak and may be diminishing over time (Lamb *et al.* 2018). Others argue the importance of social media as a way to transform health education, meeting/conference participation, consumer engagement (Gao *et al.* 2012; Hawkins *et al.* 2014a,2014b; Ebner 2009), and information dissemination (Ross *et al.* 2011). Furthermore, we need to find ways to ensure that research is disseminated widely; to policy makers, end-users, and the general public (Thelwall 2014). It has been shown that alternative metrics allow journal owners, editors, authors, and others to gain insights into how their work is being received and shared online. These metrics are free to access, and

give 'real time' information about which platforms are being used to share research output, how often it is being shared, and by whom. With the advent of social media, this opportunity is available to all mental health nurses. Making mental health nursing research, scholarship and models of practice more visible, not just to academics and researchers, may help to stave-off Lake-man and Molloy's (2018) predictions of mental health nursing's zombification.

A decade ago, the old academic refrain to 'publish or perish' was updated to 'be cited or perish'. To increase the impact and reach of mental health nursing research, we can all play a part in an intentional, targeted, and scholarly social media strategy to promote the profession and our work. Our work and our research should not be like the proverbial light hidden under a bushel. Mental health nursing literature has a new call to arms: 'share or perish'.

CONCLUSION

The evidence reported here demonstrates that a targeted Twitter strategy has the potential to increase a journal's reach, which may enhance the potential for citations in the future. Social media metrics such as the Altmetric Attention Score (AAS) offer academics, clinicians, and journals an opportunity to monitor the impact of research and to identify topics that are popular. There is an opportunity for other journals to critique and adapt the strategies and evaluation methods described in this paper. To date the *IJMHN*, social media strategy has focused only on Twitter. In future, the *IJMHN* social media strategy could be extended to other social media platforms and benchmarked against the learnings reported here.

RELEVANCE FOR CLINICAL PRACTICE

The study articulates that there is a nexus between scholarly research and social media use. Clinicians, academics, mental health consumers, and the general public all have relatively equal access to social media. Social media can be employed as a place to consume research and a means to share it. If we choose to do so, mental health nurses – whether academics, managers, or clinicians – can improve the visibility, perceived relevance, and impact of our work and research by intentionally utilizing social media. As demonstrated by the quantitative data in this paper, the effectiveness of our scholarly use of social media can be measured and reported.

LIMITATIONS

This paper explores the impact of a mental health nursing journal social media editor and social media strategy using one social media platform. There is limited comparable research in this area. It is not known whether similar results would be produced if other journals adopt similar strategies. Similarly, the results reported here are focused on the *IJMHN* only; the results of other journals may be different. The quantitative data sources for this paper were via Altmetrics, Twitonomy, and Twitter Analytics; some may express concern about the limitations and quality of third party 'dashboard data'. To illustrate, the social media platform Google+ was included in the Altmetric data gathered for this paper, but the Google+ platform was discontinued in March 2019. That is, the AAS calculated for a specific paper in the data set that was correct on date x may be seen to be incorrect when revisited on date y . As evidenced by the discontinuation of Google+ and Storify, and loss of popularity with MySpace, social media platforms come and go. None of us can predict whether this paper's concentration on Twitter will stand the test of time. In addition, the evidence related to the measurable impact of social media remains limited and the ability to validate the measures is unclear (Hawkins *et al.* 2014a,2014b).

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Note

¹ Twitter account names begin with the @ symbol. For the remainder of the paper, @IJMHN will be used whenever referring to the *IJMHN* Twitter account. Hopefully, this will assist the reader to easily discriminate between the journal (*IJMHN*) and the journal on Twitter (@IJMHN).

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