

From the Editor

Extending the Reach with Social Media

One of the important roles of the *Journal of Extra-Corporeal Technology* (JECT) is to disseminate research and study findings generated by the perfusion community. Over the years, JECT has moved from hard copy distribution to digital distribution through the American Society of ExtraCorporeal Technology (AmSECT)/ JECT website. More recently, JECT has moved to a more open source platform (older than 6 months) with a listing on PubMed Central. The next step in the evolution of dissemination is the adoption of the visual abstract. This idea was brought up by a JECT board member, Donald Likosky, PhD, in 2017 as a way of using social media to rapidly and visually communicate the “take home message” and relevancy of an article. A visual abstract is a one-page/slide document that combines text and non-text representations to present the big picture or essence of the article that is shared to the community by social media (i.e., Twitter). The visual abstract is not meant to convey all the important information from a study, just like the full abstract is not



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a replacement for the full article. It is a fast and efficient method of getting the word out.

Visual abstracts were developed and first adopted by the *Annals of Surgery* in 2016 (1). Currently, over a dozen journals have since adopted the use of visual abstracts as a way of expanding the views and clicks of the articles within each journal issue (search #visualabstract). Figure 1 is an example of a visual abstract, using the proposed template for JECT visual abstracts. This example presents the results of a study from the *Annals of Surgery* on

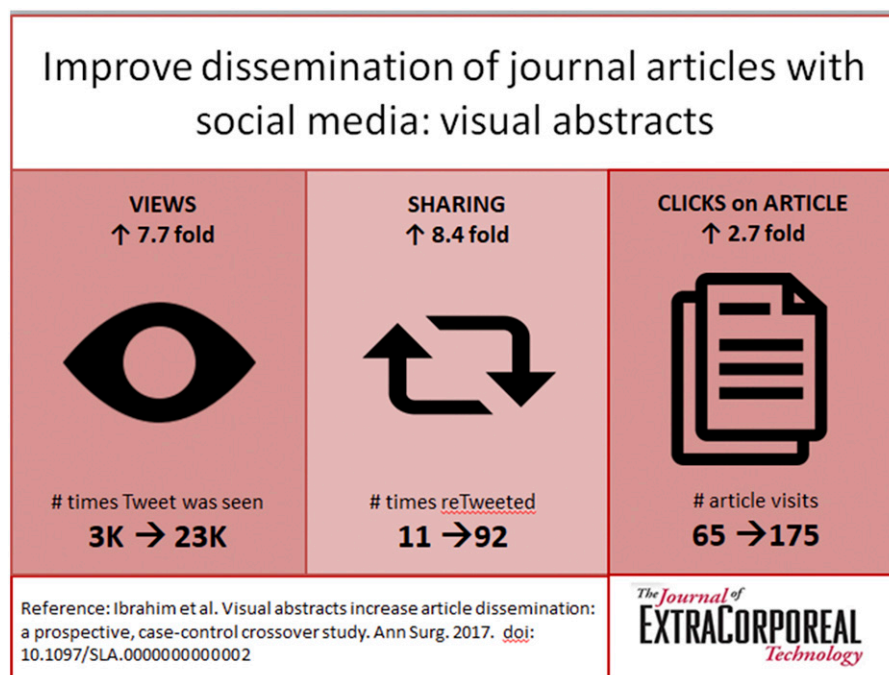


Figure 1. Example of a visual abstract.

the impact of adoption of visual abstracts on the dissemination of knowledge (1). In general, the impact has been positive.

Starting in the December 2018 issue, authors will have the opportunity to create a visual abstract for their published articles. During the initial phase, the editorial board will help authors create visual abstracts. At publication of the articles, the visual abstract will be shared via the AmSECT social media platform(s) with a direct link to the article on the JECT website. Although the creation of visual abstracts is relatively straightforward, it will require additional thought regarding how to concisely describe and visually represent the primary findings of the study. The visual representation of the findings will also be a challenging but rewarding task. Information on how to create visual abstracts will be included in the instructions to authors (under Preparing your manuscript link) on

JECT's Editorial Management homepage (<http://www.editorialmanager.com/jectjournal/default.aspx>). In the meantime, anyone interested in the how and why of visual abstracts can download a primer at: https://static1.squarespace.com/static/5854aaa044024321a353bb0d/t/5a527aa89140b76bbfb2028a/1515354827682/VisualAbstract_Primer_v4_1.pdf.

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REFERENCE

1. Ibrahim AM, Lillemoe KD, Klingensmith ME, et al. Visual abstracts to disseminate research on social media: A prospective, case-control crossover study. *Ann Surg*. 2017;266:e46–8.