

Journal of Pain TWEETING ABOUT YOUR PUBLICATION

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Congratulations on your manuscript being accepted for publication in the *Journal of Pain*! JoP would like to help promote your paper through social media, specifically on Twitter. The followers of the JoP twitter account include fellow scientists/investigators, clinicians, science writers/journalists, and people with lived experience with pain. As such, your tweets should be understandable to a broad audience.

Here is an example tweet:

Just published in the March issue of [@TheJournal_Pain](#): systematic review by [@Tyler_Mari1](#) & [@nick_fallon](#) of the effectiveness of [#MachineLearning](#) algorithms for classifying pain intensity, phenotype or treatment outcomes using EEG data. [https://www.jpain.org/article/S1526-5900\(21\)00315-1/pdf](https://www.jpain.org/article/S1526-5900(21)00315-1/pdf)

Here are some tips for crafting your two tweets:

- Tweets are limited to 280 characters (including spaces).
- For the first tweet, please use this format: “New in Advance Access: (brief description of your main findings) <https://jpain.org/xxxxx>. (We will fill in the url link once your paper is published online, so just leave <https://jpain.org/XXX> for now and we will update it).
- For the second tweet, use the same format, but do not include the “New in Advance Access” intro. This gives you a little extra room.
- For the brief description of your main findings, aim for a succinct summary of one or two of your most interesting/catchiest results. You will not be able to fit a full summary into your tweet – this is not an abstract or a results section, it is a headline to pique the reader’s interest so they click and read more. Be honest (don’t overstate), but don’t worry about including nuance in the tweet.
- Your tweets will catch more attention if they’re different, so please try to summarize differently for the Advance Access tweet and the main publication tweet.
- Whether you do or don’t have a Twitter account, you can read our previous tweets on the [@TheJournal_Pain](#) account to get a sense of how to craft the text of your tweets. An example is also shown below.

A few more notes to consider:

- If the topic you are writing about has an active online presence, consider including a hashtag that will connect your tweet to that topic. For example, you might use [#digitalhealth](#) for a paper evaluating a mobile application for chronic pain – this allows anyone who follows the [#digitalhealth](#) hashtag to see the tweet and can increase the impact and public awareness of your research!
- Please tag yourself and your co-authors in the tweet, too as well as your institution/research center
- If you have an eye-catching graphic or photo that is appropriate to include, please submit that, as well.
- The editors will review and may slightly revise your tweet text if needed to fit in the character count, fix spelling/grammar, etc.

Thank you for your time and effort. Writing tweets about your publication helps us to ensure our tweets are accurate and reflect what you think is the most important or interesting finding for the public to know about your work! **Please submit your proposed tweets within three weeks to jpain@jpain.us.** If you do not submit your own tweets, we will create tweets about your paper.