

# The Annals of African Surgery Social Media Guide

## Log in details for social media accounts

### Hootsuite

Username: [admin@annalsofafricansurgery.com](mailto:admin@annalsofafricansurgery.com)

Password: Osteophytes

### Canva

Username: [admin@annalsofafricansurgery.com](mailto:admin@annalsofafricansurgery.com)

Password: Osteophytes

### Twitter

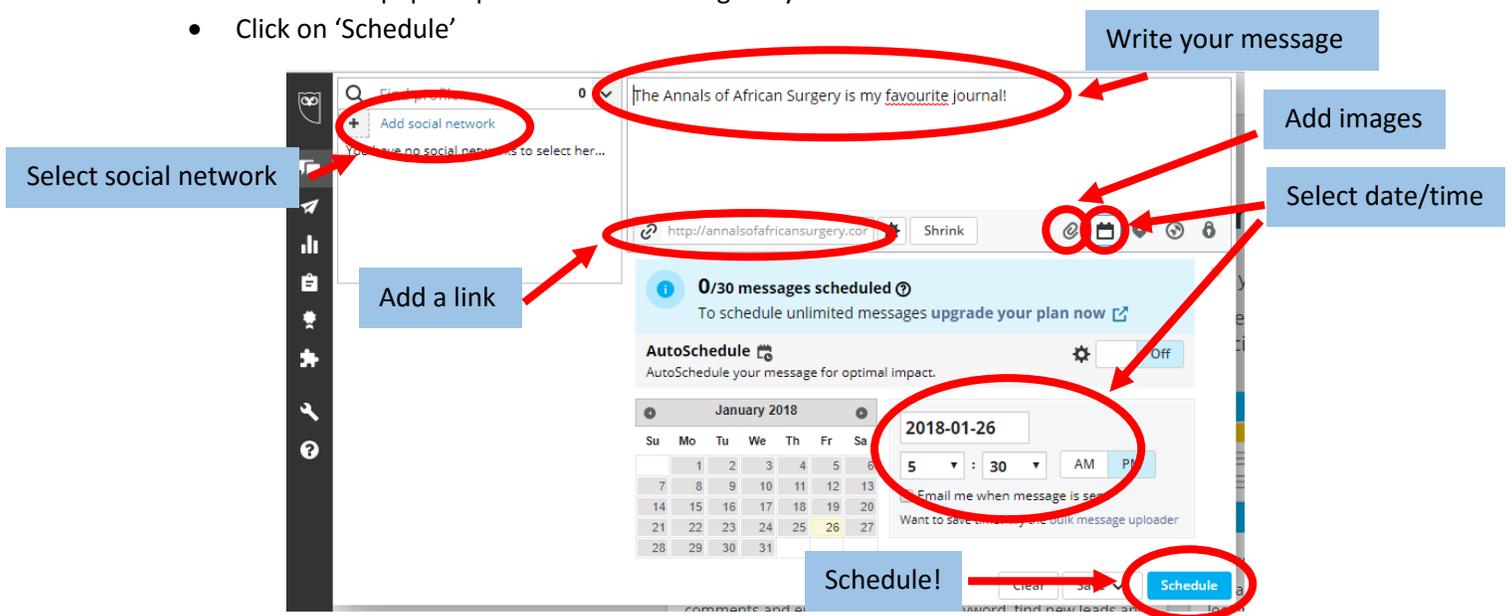
Username: AfricanSurgery

Password: 0s!Le35VMTI1Yda4

## How to schedule posts using Hootsuite

The Twitter feed has already been added so you will just need to follow the below instructions.

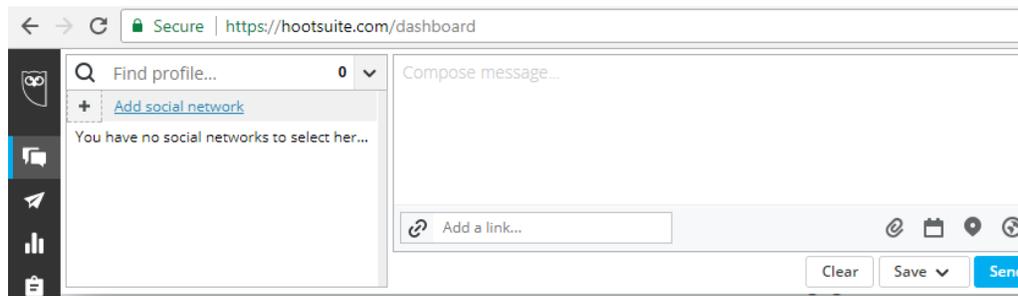
- Click on 'Compose Message'
- Add in the text for your tweet
- Add in the link for your tweet in the space provided
- Click on the calendar icon and select the date and time you want your tweet to be posted
- Click on the paperclip icon to add an image to your tweet
- Click on 'Schedule'



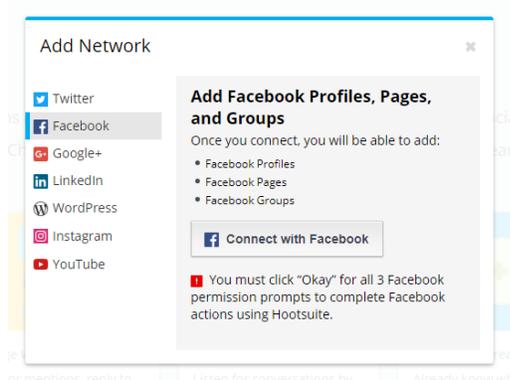
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### How to add the SSK Facebook feed

Click on 'Compose message' in the top left corner and 'Add network':



Click on 'Facebook' in the menu and 'Connect with Facebook':



Follow the on-screen prompts.

### How to edit images using Canva

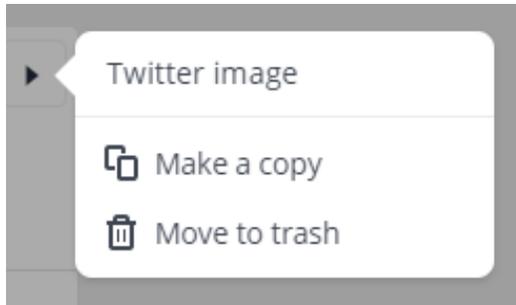
Templates have been added to the Canva account referenced above and all necessary images should have been uploaded.

#### Templates already on Canva

- **Presentation slide for use at workshops and conferences** – ideal for breaks in presentations. There is one version that can be used now and one version that can be edited to include logos for indexing bodies once the various applications have been approved.
- **Flyer** – A5, double sided, to be printed and distributed at author workshops and conferences
- **Poster** – A3, single sided, to be printed and displayed at author workshops and university departments
- **Images for Twitter posts** – templates for 'calls for papers', 'highlighted articles', 'special issues', 'benefits of publishing with AAS', 'benefits of reviewing for AAS', and 'general news story'
- **Rate card**

Space in each template has been indicated where text or images can be personalized for each post. You will find the templates on the first page when you log in.

The templates can be edited by hovering over the template image that you want to use, and clicking on the drop down arrow in the top right hand corner, followed by 'Make a copy'.



Don't forget to give the new image a different name so you can tell it apart from the template.

### Creating your own images in Canva

- At the top of the page when you log into Canva, there is a section called 'Create Your Own'. You can either use Canva's templates (although be careful because they can be slow to update social media image dimensions when they change) or click on 'Use Custom Dimensions'.

### Fonts

- The correct font for Annals of African Surgery is **PT Serif**, which you can find in the text drop down in Canva, with line spacing set at 1.45

### Colour codes

To ensure you are using the correct colour story for the Annals of African Surgery, please use the following hex codes:

- #2e9b94 for the cyan/green
- #efefef for the light grey
- #dedede for the darker grey
- #000000 for black

**Tip:** A general rule of thumb for design is that dark text should be used over a light background as this is easier for most people to read.

You will need to download the images from Canva and upload to Hootsuite directly with the tweet.

### Ideas for social media posts

Below are examples of tweets that can either be copied or edited and scheduled to be posted on *The Annals of African Surgery* social media feeds.

### Call for Papers

- Announcing a forthcoming special issue in memory of Professor Hassan Saidi, former Editor-in-Chief for The Annals of African Surgery and President of the Surgical Society of Kenya. Read the full guide for authors and submit your manuscript online:
- Did you know? The Annals of African Surgery is a fully open access, peer-reviewed journal. As soon as your article has been accepted, it will be uploaded to the 'Forthcoming Articles' so you can start collecting citations immediately:

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- At The Annals of African Surgery, we are aiming to provide a platform for the exchange of information between surgeons in Africa and help to keep surgeons abreast of developing surgical innovations. Submit your manuscript online:

### Highlighted articles

- New study shows that asymptomatic peripheral #arterialdisease is more likely to affect the left leg than the right. The study confirms that PAD is prevalent within the local Kenyan population and significant disease progression is likely to occur within one year.
- Study published in The Annals of African Surgery finds that the most common factor preventing surgeons from using minimally invasive #surgical techniques in Nairobi hospitals is lack of appropriate equipment.
- Case Report: #Metastatic Bronchogenic #Carcinoma to the Mandible. Dr Fawzia Butt et al. highlight the difficulty and challenges in making the diagnosis clinicians may encounter in establishing the primary site of metastatic disease.

### Special Issues

- Just published: #specialissue in memory of the late Professor Hassan Saidi. Articles included in this special issue cover... [insert key topics here]
- Download our #specialissue on #arthroplasty techniques including... [insert key topics here]
- The most recent #specialissue published the Annals focuses on... [insert topic/articles/highlight key authors]

### Benefits of publishing with The Annals of African Surgery

- The Annals of African Surgery is also available to readers on our website and via @INASPinfo's service #africajournalsonline, ensuring the widest possible audience for your research. Find out how to submit your paper online:
- The Annals of African Surgery is published on behalf of the Surgical Society of Kenya, connecting you and your research to surgeons around Eastern, Central and Southern Africa. Find out more about the types of paper we publish and submit online:
- The Annals of African Surgery is listed as a non-APC charging journal by the @DOAJplus! Read our guide for authors and submit your manuscript online: @INASPinfo #openaccess #surgery #research **(do not post until DOAJ inclusion has been approved!)**

### Benefits of reviewing papers for The Annals of African Surgery

- Researchers who review papers for academic journals such as The Annals of African Surgery are helping to contribute towards the development and accessibility of research in their field. Register your interest at:
- Volunteer peer-reviewers can benefit from improved critical thinking skills and an improved standing in the research community as a result of their service. Register your interest at:
- Did you know? Volunteering to review papers for academic journals can help improve your own work by helping you develop your ideas further? Register your interest in peer-reviewing research papers for The Annals of African Surgery here:

## General news story

- Highlights from the most recent author workshop hosted by The Annals of African Surgery are now available on the journal homepage! We enjoyed working with the medical students based @uonbi to prepare their theses for publication
- We were very proud to honor Dr. Daniel Ojuka at the Surgical Society of Kenya’s Presidential Dinner as the most published author in The Annals of African Surgery
- We were very thankful to be invited to Maputo, Mozambique, to deliver an authorship workshop on translating theses and clinical data into a publication last December. Watch out for our forthcoming tour of the East African region in 2018!

## Links

If possible, it will be easier to track the success of individual posts by using shortened Google URLs. You can set up Google URLs here: <https://ga-dev-tools.appspot.com/campaign-url-builder/>

The following naming conventions should be used to be able to accurately track results:

Google term	What it means	What you should use
Website URL	The URL address for the page that you are promoting	Full URL including http:// or https://
Campaign source	This tells Google where your traffic is coming from	<ul style="list-style-type: none"> <li>• AAS_twitter</li> <li>• SSK_facebook</li> <li>• AAS_alphagalileo</li> <li>• AAS_email</li> </ul>
Campaign medium	This tells Google what type of source your traffic is coming from. It is good practice to set up an individual link per campaign medium because that will help determine successful ways of promoting different types of content e.g. articles may be more popular on Twitter but news stories are more popular on Facebook	<ul style="list-style-type: none"> <li>• Twitter</li> <li>• Facebook</li> <li>• AlphaGalileo</li> <li>• Email</li> </ul>
Campaign Name	This should simply describe whatever it is you are promoting	For example, to promote the Hernia Repair paper in 14.1, you could use something like: Osilli_Awori_Ojuka_Hernia_Repair
Campaign Term	Used to identify paid keywords	IGNORE – not relevant for what we’re doing
Campaign Content	Used to differentiate between adverts for the same campaign	IGNORE – not relevant for what we’re doing

Convert to a short URL by clicking on the button below the preview:

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Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

```
http://www.annalsof Africansurgery.com/file_download/248/Factors+Influencing+Choice_final.pdf?utm_source=aas_twitter&utm_medium=twitter&utm_campaign=Osilli_Aworj_Ojuka_Hernia_Repair
```

Set the campaign parameters in the fragment portion of the URL (not recommended).

### How do I track it?

It is best practice to keep track of each URL that you create using a spreadsheet as the results from these URLs can be tracked using the AAS Google Analytics accounts. Simply click on 'Campaign' and search for the Campaign Name to monitor results.

### Hashtags

Hashtags can be important for getting research noticed. Based on analysis of global users tweeting about surgery, the following hashtags are most impactful in terms of increasing engagement with content (likes, retweets, and link clicks):

- #surgery
- #healthcare
- #research
- #surgeons
- #health
- #healthnews
- #cancer and #cancerresearch – although obviously only for the articles relating to cancers!
- Type of surgery e.g. #plasticsurgery

Remember, it's important to ensure that the hashtags you use are relevant to your tweet content so the right people are using them. This could include more specific terms such as:

- #arthroplasty
- #transplantation
- #herniasurgery
- #medicalprofessionalism
- #appendicitis
- #appendicitissurgery
- #arterialdisease
- #backpainresearch
- #surgicaldecisionmaking
- #pressurewoundtherapy

### Influential Twitter users

One of the best things to do will be to visit the Elsevier Surgery twitter feed (@ELSSurgery) and see if any of the Twitter users they are following would be relevant to AAS.

It would also be beneficial to search for authors who have published in the journal on Twitter and follow them.

- UCSFSurgery
- FrontiersIn

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- Neurosurgery
- IJSurgery
- OlivierBranford
- ArthritisFDN
- ELSSurgery
- SESC\_AmSurg
- JSurgEduc
- STARSurgUK
- Thoracic
- SurgOutcomes
- AATSED
- EACTS
- UnivSurg
- JVascSurg
- NIH
- Surgeonsupdate
- Surg\_Education
- JTraumaAcuteSurg
- Herniasurgeons
- AndrewMIbrahim
- GlobalSurg
- AnnSurgOncol
- SocSurgOnc
- JosephSakran
- Hopkinsmedicine

## Hot Topics

Based on analysis of top cited and top mentioned content with the 'Surgery' Scopus category, the following topics are likely to be most popular on social media and should take priority for articles to tweet about.

### Keywords most cited in 'Surgery' category

- Procedures
- Treatment outcome
- Postoperative complications
- Length of stay
- Cancer surgery
- Cohort analysis
- Surgical mortality
- Risk assessment
- Statistical model
- Surgical procedures, operative
- Operation duration
- Laparoscopic surgery
- Resection
- Practice guideline
- Hepatectomy
- Gastrectomy
- Surgical technique

### Keywords most published in 'Surgery' category

- Patients
- General surgery
- Therapeutics
- Wounds and injuries
- Neoplasms
- Transplants
- Methods
- Survival
- Arthroplasty
- Spine
- Laprascopy
- Pediatrics
- Risk
- Length of stay
- Equipment and supplies
- Infection
- Plastic surgery
- Gastrectomy
- Robotics
- Thoracic surgery
- Hip surgery
- Shoulder surgery