

SOCIETY OF TRAUMA NURSES



TRAUMA CON



March 21 - 23, 2018
Portland, Oregon





Writing for the Journal of Trauma Nursing: How to Develop and Enhance Your Manuscript in the Digital Age

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Associate Professor – Marquette University CON

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Online Editor - *Journal of Trauma Nursing*

Trauma Network & Prog Clin Coord - The Trauma Center at Penn
Penn Presbyterian Medical Center, PA



Learning Objectives



1. Describe the process of publication.
2. Analyze writing strategies for publication.
3. Discuss how publications can be enhanced via social media and other online promotional options.

Disclosure Statement



- The presenters, Kathryn Schroeter & Kristen Chreiman disclose no conflicts of interest relative to this educational activity.

Successful Completion



- To successfully complete this course, participants must attend the entire event and complete/submit the evaluation at the end of the session.
- Society of Trauma Nurses is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

What to Write About ?



- Personal experience or opinions
 - Editorials / Personal Viewpoint / Case studies
- Clinical topics
 - Advanced Practice
 - Specialty Practice
 - Education
 - Case studies
- Research or Evidence Based Practice Projects
- Leadership
- Performance Improvement

Your Manuscript



- Thinking about your manuscript begins when you start planning your projects.
- If working collaboratively decide at the beginning of the research study or practice project who will author the paper and how the author(s) will be credited.

(Academic requirements to publish)

- Establish the order in which the authors will be credited.
- Establish who will write what aspects of the manuscript.
- Note writing style and sections written by authors who speak other languages.

Manuscript Text:



- Do NOT include any identifying author information in the text of the manuscript.
- Use headings to organize your manuscript
- Define abbreviations at first mention in text and in each table and figure.
- If a brand name is cited, supply the manufacturer's name and address (city and state/country).
- Acknowledge all forms of support, including pharmaceutical and industry support, in an Acknowledgment paragraph.

JTN Ethical/Legal Considerations:



- A submitted manuscript must be an original contribution not previously published (except as an abstract or a preliminary report), must not be under consideration for publication elsewhere, and, if accepted, must not be published elsewhere in similar form, in any language, without the consent of Lippincott Williams & Wilkins.
- Each person listed as an author is expected to have participated in the study to a significant extent. Although the editors and referees make every effort to ensure the validity of published manuscripts, the final responsibility rests with the authors, not with the Journal, its editors, or the publisher.
- All manuscripts must be submitted on-line through the journal's Web site at <http://JTN.edmgr.com/>. See submission instructions in the section "Manuscript submission."

The Editor must...



- ...adopt processes that encourage accuracy, completeness and clarity of research reporting
- Editors seek assurances that all research has been approved by an appropriate body (e.g. research ethics committee, institutional review board) where one exists).
- This also applies to QI projects – See SQUIRE Guidelines / Standards for Quality Improvement Reporting Excellence

<http://www.squire-statement.org/index.cfm?fuseaction=Page.ViewPage&pageId=471>

The Committee on Publication Ethics (COPE) TRAUMA CON

- Ghost authors/Guest authors/ Honorary authors? No!
- COPE guidelines recommend adopting authorship systems that promote good practice (i.e. so that listings accurately reflect who did the work) and discourage misconduct (e.g. ghost and guest authors)
 - www.publicationethics.org

ICMJE - International Committee of Medical Journal Editors



- Based on the ICMJE authorship criteria - an honorary author is identified if the corresponding author reported any of the following of an author not meeting these three criteria:
 - (a) *“conceiving and designing the work,” “analyzing and interpreting the data,” or “collecting data or other material”*
 - (b) *“writing the manuscript or part of the manuscript” or “revising the manuscript to make important changes in content”*
 - (c) *“approving the final version of the manuscript”*

BMJ 2011;343:d6128 –



An author performed “only one function, and nothing else” from a list of activities:

- supervising the work of any of the coauthors; recruiting coauthors;
- recruiting study subjects;
- analyzing or interpreting data;
- conducting literature search;
- analyzing or interpreting literature;
- reviewing the manuscript;
- communicating with journal editor(s);
- signing the copyright transfer to the journal;
- conceiving and designing the work;
- collecting data and other material;
- obtaining funding or material support;
- performing statistical analysis;
- writing the manuscript or part of the manuscript;
- approving the manuscript before submission to a journal;
- revising the manuscript or making important changes in content

According to the International Committee of Medical Journal Editors guidelines, authors must state their contribution to the project and "provide a description of what each contributed".

- This is required information for publication in the Journal of Trauma Nursing.
- Please provide a description of the contributions of each author listed on this manuscript. If you have listed authors who have not contributed directly to this manuscript - please transfer their names to an acknowledgement section of the manuscript.
- If you are the only author, please answer none.



The Publishing Process

Peer Review



- Peer reviewed means that other professionals will review your article prior to publication.
- Reviewers will submit questions, comments, changes, concerns, etc. to the journal editor, who will, in turn, send them to you.
- Depending on the editor's preference, you may need to address the reviewers' comments by editing your article, and then resubmitting it.

Manuscript Review



- Is topic covered well?
- Does the content have substance?
- Are the facts accurate?
- Will the content help subscribers?
- Is the focus appropriate?
- Is it written at the appropriate level for the audience?

Manuscript Revisions



- Errors
- Heavy editing required
- Not all issues addressed in topic
- Key points missing
- Clarity of content
- Discrepancies
- Suggestions

The Editing Process



- Expect to make changes/additions/deletions
- Editors and reviewers know their readers better than you do, and will ask you to modify your article in their own style
- Build upon reviewer comments - build upon their advice as their comments are likely to enhance your writing ability

Accept/Revise/Reject



- You get an accept with revisions? Get excited!
- Acceptance rates on these are higher than you think. But only if you know how to deal with them. Be meticulous in responding to editors and reviewers
- Provide detailed point-by-point responses - Give a few words of response on each of them.
- You get rejection letters? It happens to everyone.
- Only make suggested changes that are easy and strike you as improving the paper.
- Then send it out again quickly.

Reasons why a manuscript is rejected



- Manuscript is sent to the wrong journal
- Content does not provide new information
- Information is too old or out of date
- Important contributions to the topic are missing or out-of-date references are used
- Manuscript was a class paper or speech
- Topic is too narrow, reports a single, unique experience, or appeals to a narrow segment of the readers
- Paper does not make a point
- Poor writing

Rejection ...



- Do not be put off by rejection – they may reject your article, but are not necessarily rejecting you
- Editors may ease the rejection with words of support and encouragement
- It is in an editor's best interests to keep you writing and submitting articles

Acceptance!



- If your article meets the editors' review after submission or resubmission, you will receive a letter from the journal telling you that it has now been accepted for formal publication.

Publishing



- “Galley proof” or “mock up” of what your article will look like in the journal.
- You will be asked to review and approve your article as it is sent to you in the galley proof.
- You will need to do a final “sign off” (authorization signature) on your article at this time.
- You will be asked to read the article again for errors and for editing.

Review Your Proofs!



- The editor(s) may make changes that can impact or change your meaning.
- Review your article thoroughly.
- The turnaround time for this final process is usually quite quick (48 hrs in most cases) as they are attempting to meet a deadline.
- Be sure to return your papers promptly.

Final Tips



- Critically self-evaluate your work
- Read articles in journal(s) as they will provide useful benchmarks of quality
- Follow word limits & author guidelines
- Going over word limits increases chances of non-acceptance
- Be careful of plagiarism and self-plagiarism!
- Don't be bullied into adding non-contributing authors



**Write for the
Journal of
Trauma Nursing**





Behind the Scenes
@journaltraumanursing

How Social Media Impacts Reach



- Impact Factor
- Altmetrics
- Organic vs Media Push Posting

Journal Citation Report Impact Factor



- A scoring metric used by academic journals to measure the yearly average of citations to recent articles published in that journal over the past two years

Critical Care Medicine = 7.42

JTACS = 2.73

JTN = 0.852

JEN = 0.79

AACN = 0.61

Current Issue

November/December 2017 - Volume 24 - Issue 6



Editor-in-Chief: Kathryn Schroeter, PhD, RN, CNOR

ISSN: 1078-7496

Online ISSN: 1932-3883

Frequency: 6 issues / year

Impact Factor: 0.852



Subscribe to eTOC

Take Away Message

- Higher the better
- Guides where to publish
- Flawed
- Scientific impact
- Widely varied



Altmetrics Landscape



- Article-Level Metrics (ALM) began in 2009 by The Public Library of Science (PLOS)
 - Measure of Online usage, Citations and Altmetrics
- Visual summary of an article's "online attention" and engagement with research outputs
- Unique per article
- Doesn't measure research quality of the publication

<https://help.altmetric.com/support/solutions/articles/6000059309-about-altmetric-and-the-altmetric-attention-score>



The Colours of the Donut

- | | |
|---------------------------------|------------------------|
| ● Policy documents | ● Google+ |
| ● News | ● LinkedIn |
| ● Blogs | ● Reddit |
| ● Twitter | ● Faculty1000 |
| ● Post-publication peer-reviews | ● Q&A (stack overflow) |
| ● Facebook | ● Youtube |
| ● Sina Weibo | ● Pinterest |
| ● Wikipedia | |



Organic Posting



Dissemination of a Child Passenger Safety Program Through Trauma Center–Community Partnerships

Adams, Christy M. MPH, BSN; Morris, Catherine E. BS; Salcedo, Edgardo S. MD; Holmes, James F. MD, MPH

Journal of Trauma Nursing: September/October 2017 - Volume 24 - Issue 5 - p 300–305
doi: 10.1097/JTN.0000000000000311
Research

Trauma Leadership Strategies to Prevent and Reduce Burnout in Urban Academic Trauma Centers

Hockaday, Melissa S. MSN, ACNP

Journal of Trauma Nursing: November/December 2017 - Volume 24 - Issue 6 - p 345–350
doi: 10.1097/JTN.0000000000000324
Leadership

Article Level Metrics



[See more details](#)

- Tweeted by 6
- On 3 Facebook pages
- 5 readers on Mendeley

Article Level Metrics



[See more details](#)

- Tweeted by 5
- On 3 Facebook pages
- 1 readers on Mendeley

Media Pushes Improve Article Level Metrics



Exposing Compassion Fatigue and Burnout Syndrome in a Trauma Team: A Qualitative Study

Berg, Gina M. PhD, MBA; Harshbarger, Jenni L. PhD; Ahlers-Schmidt, Carolyn R. PhD; Lippoldt, Diana MBA, RN

Journal of Trauma Nursing: January/February 2016 - Volume 23 - Issue 1 - p 3-10
doi: 10.1097/JTN.0000000000000172
Research

Article Level Metrics



See more details

- Picked up by 9 news outlets
- Tweeted by 8
- On 4 Facebook pages
- 30 readers on Mendeley

Behind the Research Podcast

Exposing Compassion Fatigue and Burnout Syndrome in a Trauma Team: A Qualitative Study

Media Pushes Improve Article Level Metrics



Treating Acute Pain in the Opiate-Dependent Patient

Dever, Coleen MSN, AGCNS-BC, CEN, TRCN

Journal of Trauma Nursing: September/October 2017 - Volume 24 - Issue 5 - p 292-299
doi: 10.1097/JTN.0000000000000309
Clinical Care



About this Attention Score

In the top 5% of all research outputs scored by Altmetric

MORE...

Mentioned by

- 6 news outlets
- 1 blog
- 4 tweeters
- 3 Facebook pages

Readers on

- 6 Mendeley

SUMMARY News Blogs Twitter Facebook

So far, Altmetric has seen 7 news stories from 6 outlets.

Health Medicine Network

Treating Acute Pain in Opioid-dependent Patients

Health Medicinet, 14 Sep 2017

Medicine, Health Care Treating Acute Pain in Opioid-dependent... Published: September 13, 2017.

ScienceNewsline

Treating Acute Pain in Opioid-dependent Patients - Review And Recommendations

Science Newsline, 13 Sep 2017

- As healthcare providers see more patients with opioid abuse and dependence, they face a difficult challenge: What's the best...

Health Medicine Network

Treating acute pain in opioid-dependent patients: Review and recommendations

Health Medicinet, 13 Sep 2017

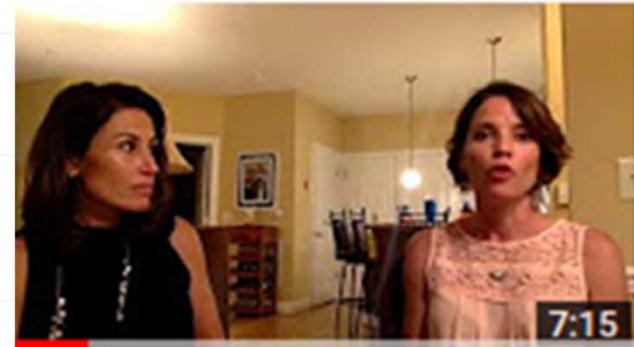
As healthcare providers see more patients with opioid abuse and dependence, they face a difficult challenge: What's the best...

MedicalXpress

Treating acute pain in opioid-dependent patients: Review and recommendations

MedicalXpress, 13 Sep 2017

As healthcare providers see more patients with opioid abuse and dependence, they face a difficult challenge: What's the best...



Treating Acute Pain in Opiate-Dependent Patient

Value of Professional Presence on Social Media

Individual and Institutional

Current Stats for Mobile Device Use



- 178.2 million users on Facebook
- 106 million users on LinkedIn
- 91.5 million users on Instagram
- 82.2 million users on Twitter
- 69.6 million users on Pinterest
- Snapchat is a youth favorite



[nytimes.com](https://www.nytimes.com)

Millennials and Mobile Technology 1982 - 2000

TRAUMA CON

- Generation of digital natives
- Information at your fingertips
 - 75% use it to research their symptoms
- Catalyst for innovation
- SM is a major “avenue” for communication
- Fast/efficient/inclusive/portable
- Driver for businesses
 - 42% look at SM review sites before choosing a provider



Source: Wired.com

■ ANA position statements

- Trust
- Confidentiality
- Boundaries
- Privacy settings
- Photos
- Routine monitoring
- Reputation

ANA's Principles for Social Networking and the Nurse: Guidance for Registered Nurses. Silver Spring, MD: American Nurses Association; 2010. www.nursesbooks.org/Main-Menu/eBooks/Principles/Social-Networking.aspx. Accessed Nov 20, 2017



Branding Yourself and Your Practice



- Decide on a strategy
- Define the target audience
- What's the message
- Consistent "look"
- Maximize visibility
- Window of opportunity
- Stay professional



<https://hbr.org/2002/01/selling-the-brand-inside>

Professional Pitfalls



- Standards of professionalism:
 - Same online as anywhere else
- Assume that what you post is available to everyone
 - Don't vent about your coworkers
- Never discuss patients or patient information
- Don't offer clinical advice online
- Never forget that material is permanently accessible



@msboomboompows

msboomboompow

Today between the hours of 11 and 3pm I had 18 patients who attempted suicide or had suicidal thoughts...this is a major issue

11 minutes ago via [ÜberTwitter](#) ☆ Favorite ↻ Retweet ↩ Reply

Engagement

Grabbing and Keeping a viewer's attention

Consider Multiple Languages



Journal of Trauma Nursing

Published by Kristen Kieffer Chreiman [?] · 14 mins · 🌐

Viewing: English ▾

Welcome Brazil! 😊

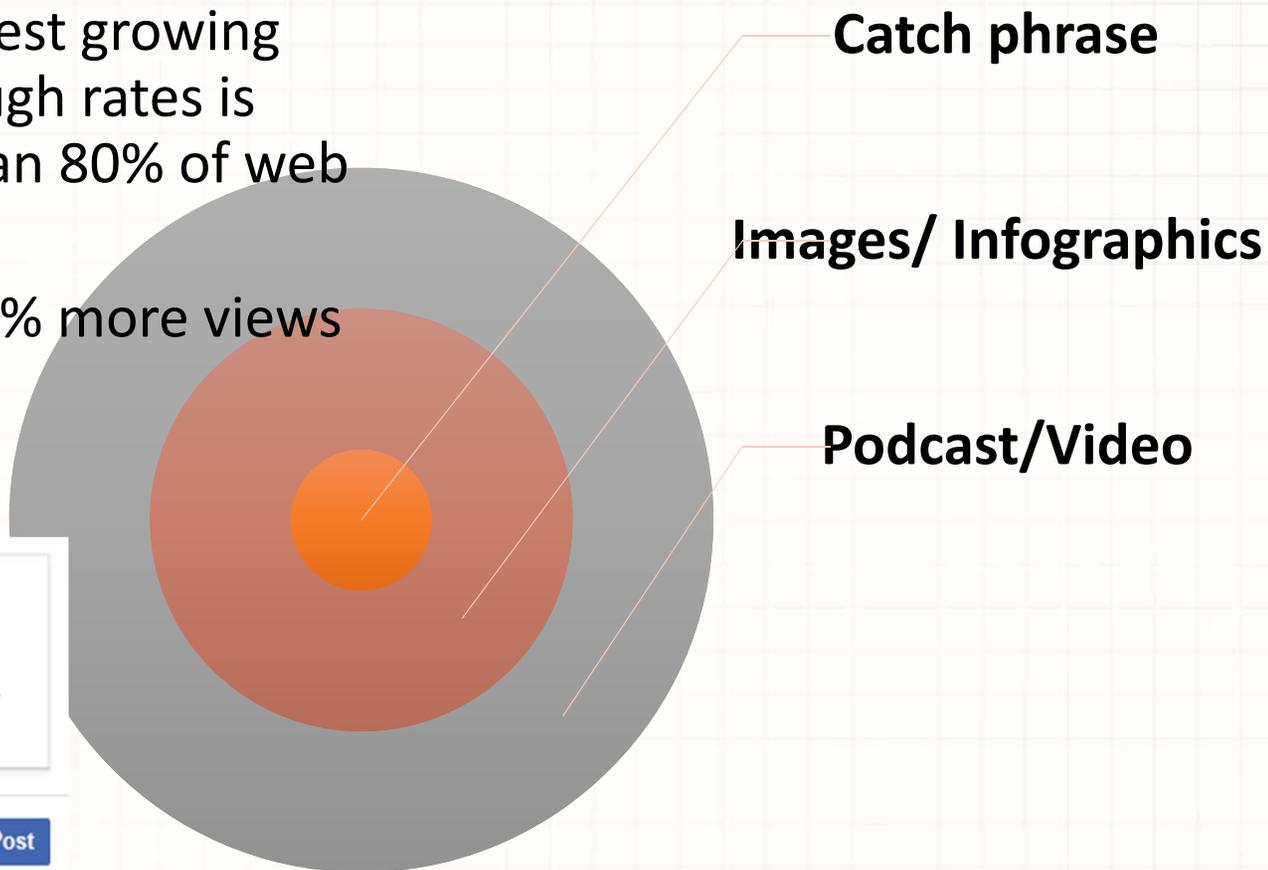
#international_nursing

Instagram	Profanity Filter	Set to medium	Edit
★ Featured	Similar Page Suggestions	Choose whether your Page is recommended to others	Edit
📺 Crossposting	Page Updates	Page posts are automatically published when you update Page info, reach milestones, receive reviews and more.	Edit
📧 Page Support Inbox	Post in Multiple Languages	<input checked="" type="checkbox"/> Allow people who manage this page to write posts in multiple languages [?]	
\$ Payments		Save Changes Cancel	
📅 Calendar Settings	Translate Automatically	Your posts may show translations automatically for people who read other languages	Edit

Variety Increases Engagement



- Video marketing is the fastest growing tactic, enhances click through rates is expected to claim more than 80% of web traffic by 2019.
- Articles with images get 94% more views than those without.



JTN Leadership Externship PodCast with Volgraf
Journal of Trauma Nursing presents a podcast with the...
YOUTUBE.COM

1454 people reached

Boost Post

<https://www.forbes.com/sites/forbesagencycouncil/2017/02/03/video-marketing-the-future-of-content-marketing/#402854d6b535>

Varying Content



Human Interest

Journal of Trauma Nursing

Journal of Trauma Nursing shared a link. ...
Posted by Kristen Kieffer Chreiman
Yesterday at 3:36 PM · 🌐



TELEGRAPH.CO.UK
Duchess of Cambridge to become champion of nurses

53 1 Comment 18 Shares

Like Comment Share

2,147 people reached > [Boost Post](#)

Hot Topic

Journal of Trauma Nursing

Posted by Kristen Kieffer Chreiman
January 31 at 7:53 AM · 🌐

#wholeblood



GLOBENEWSWIRE.COM
New Type of Blood Transfusion on Medical Helicopters Promises to Transform Trauma Care, I...

46 4 Comments 28 Shares

Like Comment Share

3,216 people reached > [Boost Post](#)

Catchy Title

Journal of Trauma Nursing

Posted by Kristen Kieffer Chreiman
Friday at 9:37 AM · 🌐

"Baby it's cold outside...!"

NYU Langone Health studied how to improve thermoregulation in the bay.

JOURNALS.LWW.COM
Improving Thermoregulation for Trauma Patients in the... : Journal of Trauma Nursing

10 9 Shares

Like Comment Share

1,090 people reached > [Boost Post](#)

Visual Abstracts

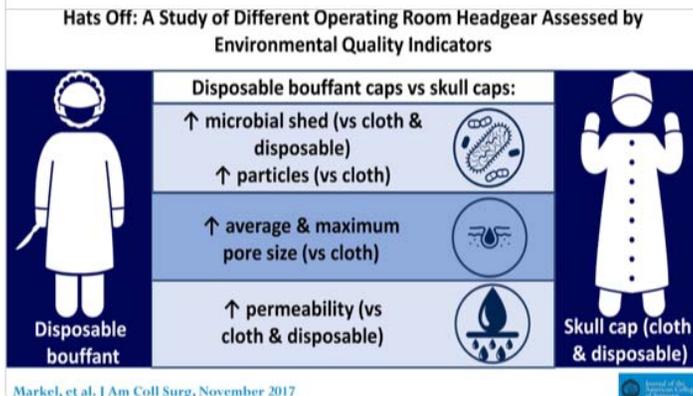
🔄 kyle remick Retweeted



Joseph Sakran ✓ @JosephSakr... · 4d ✓
Just in case you missed this!

JACS ✓ @JAmCollSurg

Disposable style bouffant hats should not be considered superior to skull caps. ow.ly/quYS30gtd3R
#VisualAbstract



🔄 reillyp Retweeted



Annals of Surgery @AnnalsofSu... · 3d ✓
Firearm Deaths in America: Can We Learn From 462,000 Lives Lost? bit.ly/2GfRsyL



🗨️ 49 ❤️ 58 ✉️

Create a Personal Connection



- “Our job is to connect to people, to interact with them in a way that leaves them better than we found them; more able to get where they'd like to go.”

- Seth Godin

 Jrnl Trauma Nursing @JTN_online · Feb 18
A must read.



My Last Day as a Surgeon
A doctor with metastatic lung cancer confronts his own transition to full-time patient.
newyorker.com

👍 2 🍷 3 📄

Your 5 Most Recent Posts

Legend: ■ Reach: Organic / Paid ■ Post Clicks ■ Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
02/22/2017 3:05 pm	 Questions about your manuscript? Interested in submitting to JT	🔗	🌐	0	0	Boost Post
02/18/2017 6:14 pm	 Did you read it? — “Why is the U.S. perpetually short of nurses?”	🔗	🌐	1.3K	88	Boost Post
02/18/2017 4:45 pm	 A must read.	🔗	🌐	9.4K	993	Boost Post
02/17/2017 5:36 pm	 Great leadership article by Dr Jenkins.	🔗	🌐	679	33	Boost Post
02/16/2017 8:08 pm	 Warmer weather causing havoc for winter activities.	🔗	🌐	702	5	Boost Post

[See All Posts](#)

Working Smart

Edit like a Trauma Surgeon



Plan your post:

- Triage information
- Identify career-threatening content
- Maximize outcomes



Kyle Remick

Yesterday at 10:55 PM · 🧑🏻‍🤝‍🧑🏻



This is a problem that will not get better unless taken seriously and addressed unequivocally. Military general surgeons need high operative volume at home when not deployed and the opportunity to take trauma call prior to deployment. Military trauma surgeons need to be working day in and day out at a trauma center. Without this essential chan... [See More](#)



Surgeons sitting idly during deployments may be leaving military patients at risk

[stripes.com](https://www.stripes.com)

Hashtags and Handles



Know your handles
Know your institution's handles
Know your colleague's' handles

Research official hashtags
Include hashtags in your post
visibility
search-ability



Maximizing Return on Investment



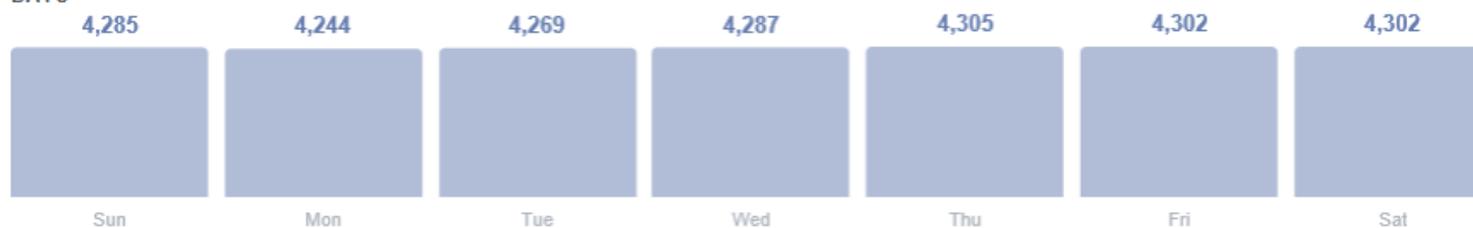
When Your Fans Are Online

Post Types

Top Posts from Pages You Watch

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

DAYS



TIMES



Building a Social Networking Toolkit



- 60% of physicians most popular activities on social media follow and share what colleagues are discussing (Health Care Communication)

 Elliott Haut, MD PhD @ellio... · 9/20/17 ▾
Great paper by my mentee @m_wandling and our coauthor from @ACSTrauma @AmCollSurgeons @injurydr #VisualAbstract #SurgMentoring #Trauma

JAMASurgery @JAMASurgery
Does prehospital mode of transport impact mortality in penetrating #trauma? ja.ma/2jKXiSc

mortality in Penetrating Trauma

STUDY POPULATION	STUDY COHORTS	OUTCOME
Urban penetrating trauma patients	103,029 patients in the NTDB	In-hospital mortality
 Private Vehicle Transport (n=16,932)	↓	Private Vehicle vs. EMS OR = 0.38 (95% CI: 0.31-0.47)
 Ground EMS Transport (n=86,097)		
Patients with penetrating injuries transported to designated trauma centers		↓ Lower mortality than ground EMS in penetrating trauma

15 retweets, 22 likes

AT&T LTE 10:50 AM

Joseph Sakran
5,377 Tweets

Tweets Tweets & replies Media Likes

Joseph Sakran Retweeted

 Marion Henry @mcwhmd · 19h ▾
@JosephSakran sharing his story and teaching how to turn our stories into advocacy! #WIS2018 #Advocacy



7 retweets, 21 likes

 AAST @traumadoctors · 11/15/17 ▾
Don't miss our Grand Rounds presentation today at 5 p.m. EST! Go to bit.ly/2rqPAwd to view today! Sign up sheets are available on the AAST website.

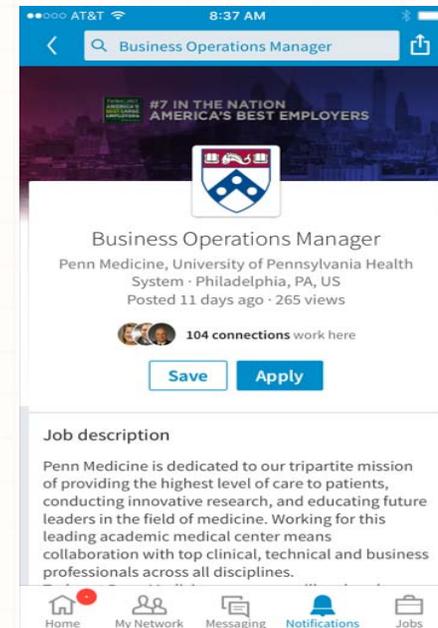
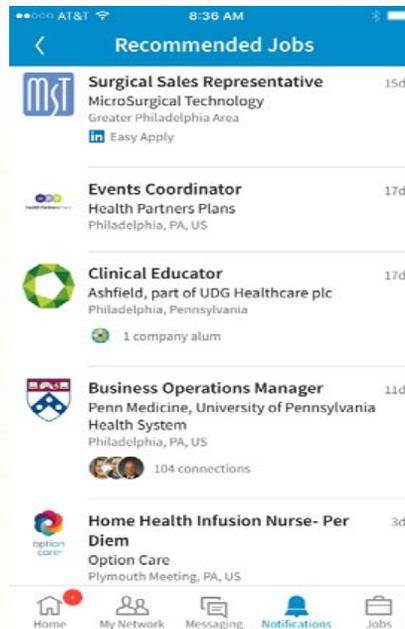


1 like

Grow a Professional Network



- Keep your profile UTD



Metrics for Success

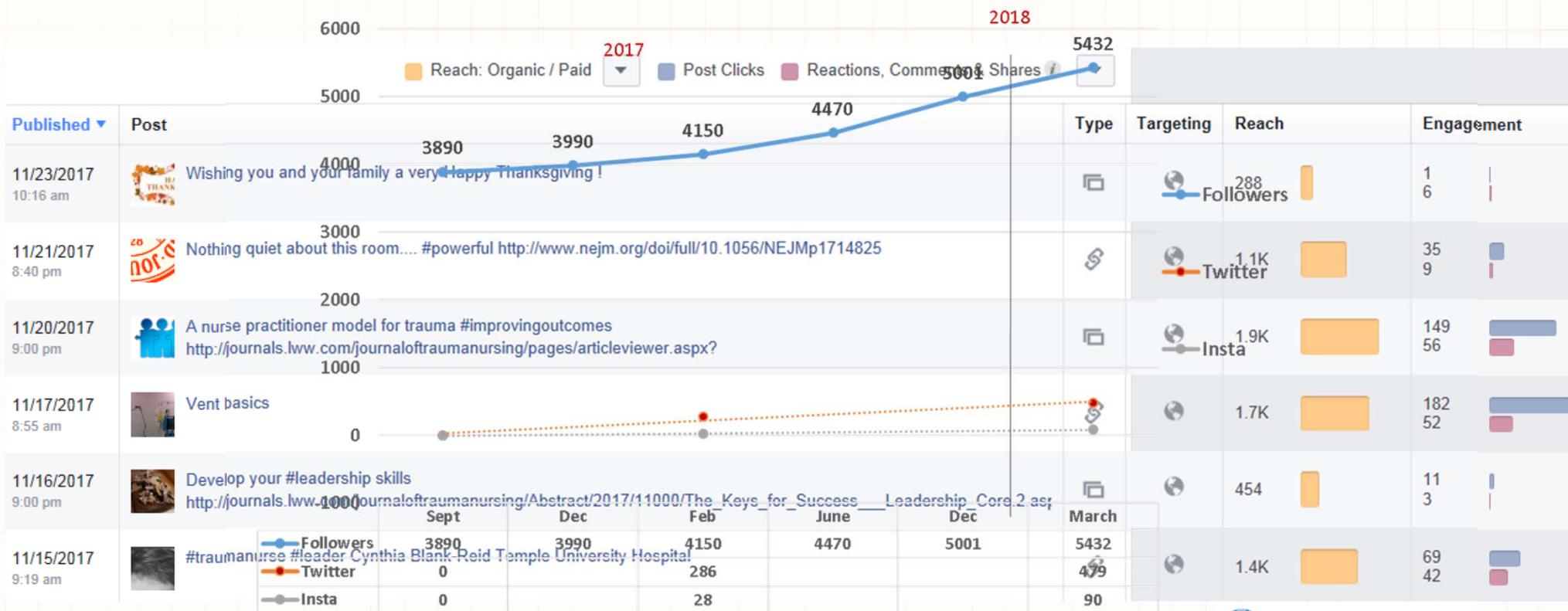
How is Success Measured?



What was the Impact?



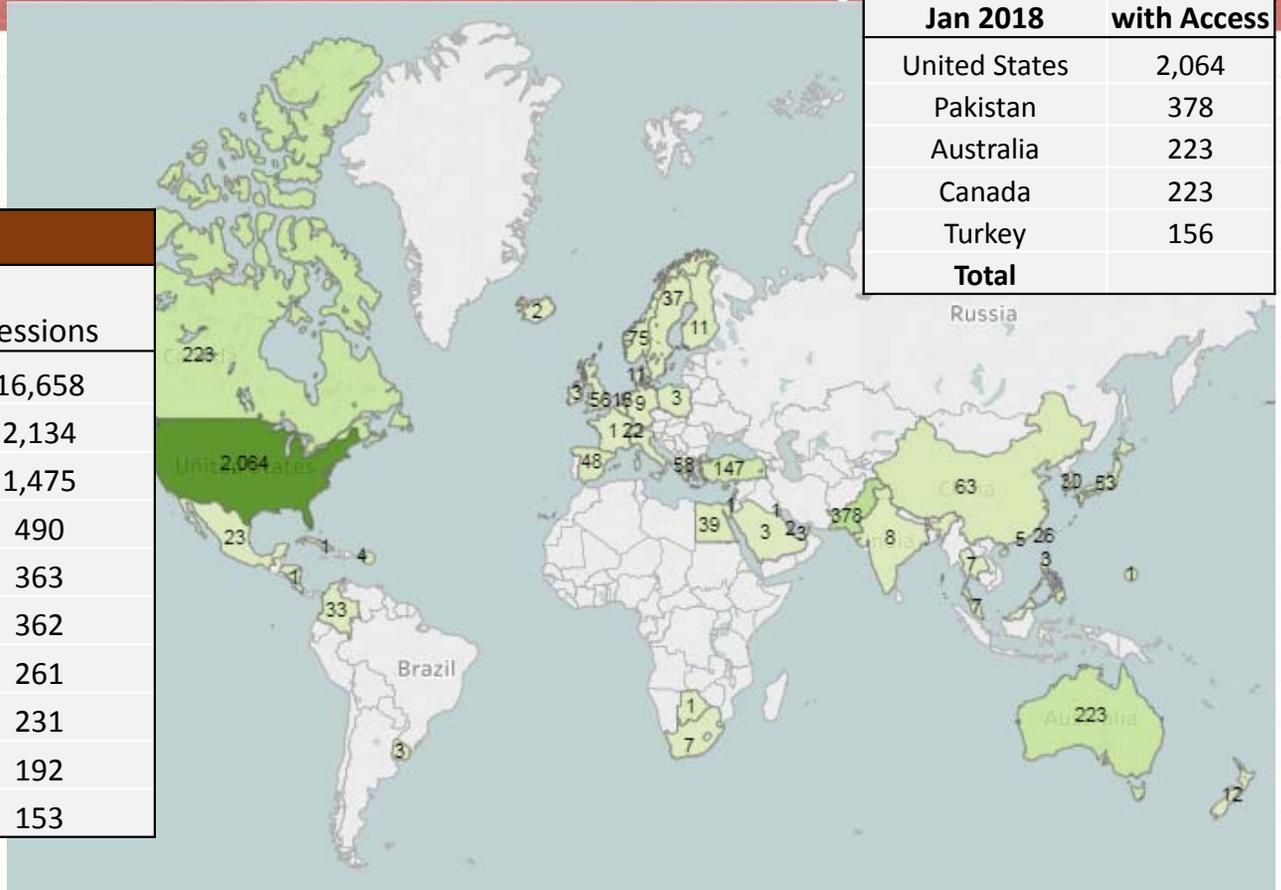
JTN Social Media Followers



Institutionally, *JTN* is in 46 countries

Ovid Usage by Country (Top 10)		
Jan-Oct 2017	Article Views	Sessions
United States	29,525	16,658
Australia	3,478	2,134
Canada	2,433	1,475
Sweden	877	490
China	625	363
England	590	362
United Kingdom	414	261
Netherlands	381	231
South Korea	314	192
Colombia	261	153

Top Sites by Country	
Jan 2018	# of Sites with Access
United States	2,064
Pakistan	378
Australia	223
Canada	223
Turkey	156
Total	

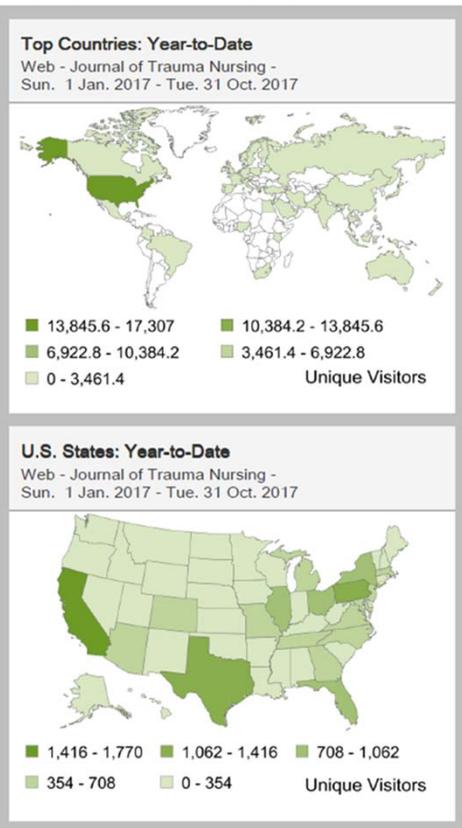


Growing Your Base



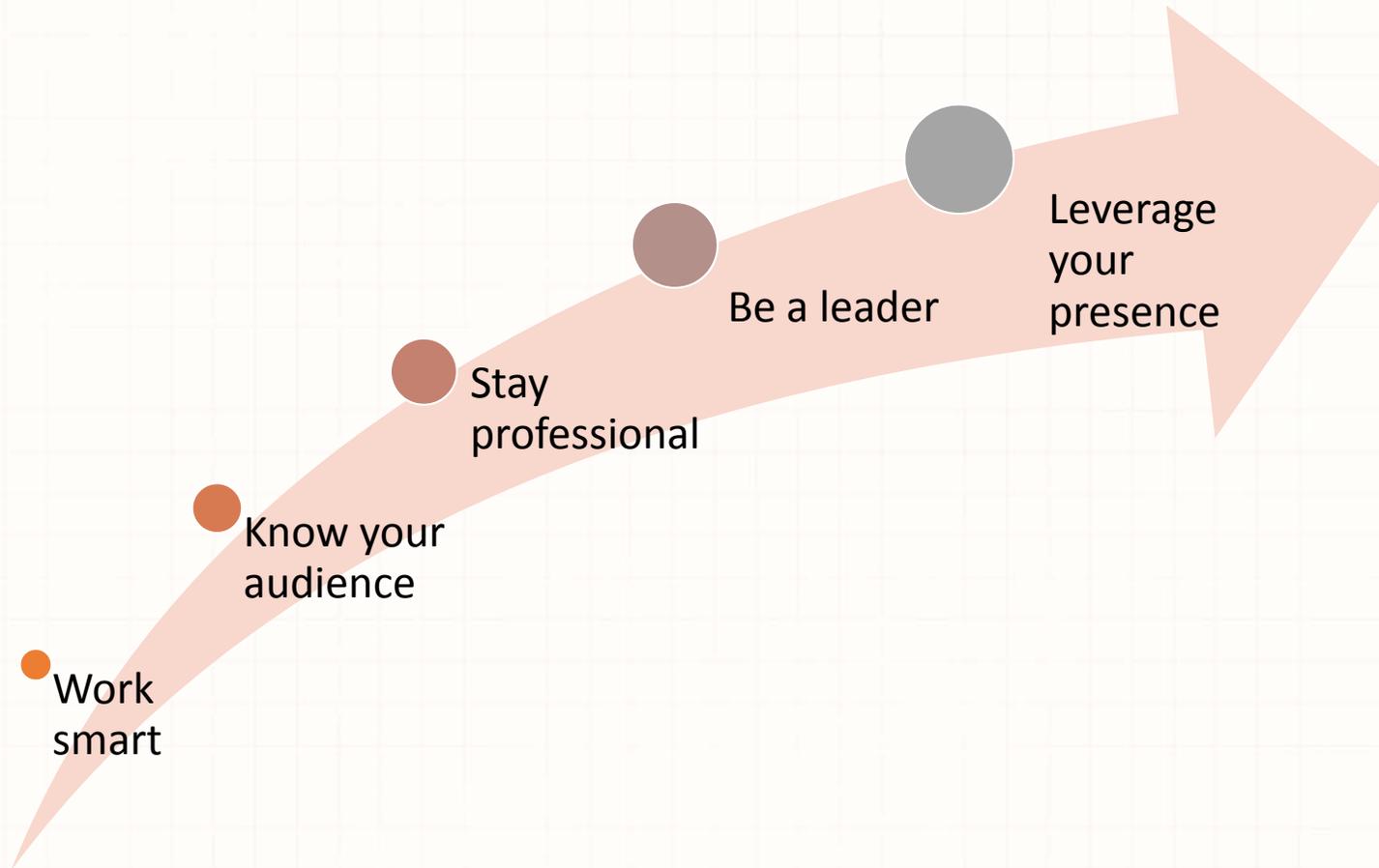
Website Usage

(www.journaloftraumanursing.com)



	Total 2016	Total 2017	Inc./Dec. 2016-2017
Unique Visitors	27,561	33,314	▲
Visits	32,798	40,190	▲
Return Visits	5,783	7,625	▲
Avg. visits per visitor	1.19	1.20	▲
Page views	73,953	84,348	▲
Full Text views	8,149	9,612	▲
International visits	11,718	14,679	▲
eTOCSubscribers	2,842	2,989	▲

Tips for success

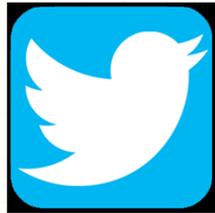


Summary

- Google yourself
- Get on > Twitter, LinkedIn or Facebook
- Keep up on your content
- Build a national presence
- Help promote your research and your colleague's



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@SocTraumaNurses

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<https://journals.lww.com/journaloftraumanursing>