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

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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.
• 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.
• 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.
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an abstract or a preliminary report), must not be under consideration for publication elsewhere, and, if accepted, must not be published elsewhere in similar form, in any language, without the consent of Lippincott Williams & Wilkins.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

• 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
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”
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
• 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
• 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.
“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
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
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

The Colours of the Donut

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

1869

Wolters Kluwer
Dissemination of a Child Passenger Safety Program Through Trauma Center–Community Partnerships
Adams, Christy M. MPH, BSN; Morris, Catherine E. BS; Salcado, 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

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Article Level Metrics

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

See more details

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Article Level Metrics

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

See more details
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

- 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
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.00000000000000309
Clinical Care
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
Millennials and Mobile Technology  1982 - 2000

• 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
ANAs Principle Codes of Medical Responsibility

- ANA position statements
  - Trust
  - Confidentiality
  - Boundaries
  - Privacy settings
  - Photos
  - Routine monitoring
  - Reputation

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
Engagement

Grabbing and Keeping a viewer’s attention
Consider Multiple Languages
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.

Just in case you missed this!

Disposable style bouffant hats should not be considered superior to skull caps. ow.ly/quYS30gtd3R
#VisualAbstract
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
Working Smart
Edit like a Trauma Surgeon

Plan your post:
- Triage information
- Identify career-threatening content
- Maximize outcomes
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

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

**DAYS**
- Sun: 4,285
- Mon: 4,244
- Tue: 4,269
- Wed: 4,287
- Thu: 4,305
- Fri: 4,302
- Sat: 4,302

**TIMES**
- 9:00pm: 2,002
Building a Social Networking Toolkit

• 60% of physicians most popular activities on social media follow and share what colleagues are discussing (Health Care Communication)
Grow a Professional Network

- Keep your profile UTD
Metrics for Success
How is Success Measured?

- Reaches
- Clicks
- Likes
- Shares
- Views
- More Potential Readers
- Followers
What was the Impact?

JTN Social Media Followers

<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
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<tbody>
<tr>
<td>11/23/2017 10:15 am</td>
<td>Wishing you and your family a very happy Thanksgiving!</td>
</tr>
<tr>
<td>11/20/2017 9:00 pm</td>
<td>A nurse practitioner model for trauma #improvingoutcomes <a href="http://journals.lww.com/journaloftraumanursing/pages/articlenviewer.aspx?1000">http://journals.lww.com/journaloftraumanursing/pages/articlenviewer.aspx?1000</a></td>
</tr>
<tr>
<td>11/17/2017 8:55 am</td>
<td>Vent basics</td>
</tr>
<tr>
<td>11/16/2017 9:00 pm</td>
<td>Develop your #leadership skills <a href="http://journals.lww.com/1000Journaloftraumanursing/Abstract/2017/11000/The_Keys_for_Success__Leadership_Core.2.aspx">http://journals.lww.com/1000Journaloftraumanursing/Abstract/2017/11000/The_Keys_for_Success__Leadership_Core.2.aspx</a></td>
</tr>
<tr>
<td>11/15/2017 9:19 am</td>
<td>#traumanurse #leader Cynthia Blank Reid Temple University Hospital</td>
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<table>
<thead>
<tr>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
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<tbody>
<tr>
<td>Followers</td>
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<tr>
<td>Twitter</td>
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<td>35</td>
<td>9</td>
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<tr>
<td>Insta</td>
<td>1.9K</td>
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<tr>
<td></td>
<td>1.7K</td>
<td>182</td>
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<tr>
<td>Followers</td>
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<tr>
<td>Twitter</td>
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<tr>
<td>Insta</td>
<td>0</td>
<td>28</td>
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</tr>
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Institutionally, *JTN* is in 46 countries

### Ovid Usage by Country (Top 10)

<table>
<thead>
<tr>
<th>Jan-Oct 2017</th>
<th>Article Views</th>
<th>Sessions</th>
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<tbody>
<tr>
<td>United States</td>
<td>29,525</td>
<td>16,658</td>
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<tr>
<td>Australia</td>
<td>3,478</td>
<td>2,134</td>
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<tr>
<td>Canada</td>
<td>2,433</td>
<td>1,475</td>
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<tr>
<td>Sweden</td>
<td>877</td>
<td>490</td>
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<tr>
<td>China</td>
<td>625</td>
<td>363</td>
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<tr>
<td>England</td>
<td>590</td>
<td>362</td>
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<tr>
<td>United Kingdom</td>
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<tr>
<td>Netherlands</td>
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<td>231</td>
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<tr>
<td>South Korea</td>
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<td>192</td>
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<tr>
<td>Colombia</td>
<td>261</td>
<td>153</td>
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### Top Sites by Country

<table>
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<tr>
<th>Jan 2018</th>
<th># of Sites with Access</th>
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<td>United States</td>
<td>2,064</td>
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<tr>
<td>Pakistan</td>
<td>378</td>
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<tr>
<td>Australia</td>
<td>223</td>
</tr>
<tr>
<td>Canada</td>
<td>223</td>
</tr>
<tr>
<td>Turkey</td>
<td>156</td>
</tr>
<tr>
<td><strong>Total</strong></td>
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</tr>
</tbody>
</table>
Growing Your Base

Website Usage

(www.journaloftraumanursing.com)

<table>
<thead>
<tr>
<th></th>
<th>Total 2016</th>
<th>Total 2017</th>
<th>Inc./Dec. 2016-2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique Visitors</td>
<td>27,561</td>
<td>33,314</td>
<td>▲</td>
</tr>
<tr>
<td>Visits</td>
<td>32,798</td>
<td>40,190</td>
<td>▲</td>
</tr>
<tr>
<td>Return Visits</td>
<td>5,783</td>
<td>7,625</td>
<td>▲</td>
</tr>
<tr>
<td>Avg. visits per visitor</td>
<td>1.19</td>
<td>1.20</td>
<td>▲</td>
</tr>
<tr>
<td>Page views</td>
<td>73,953</td>
<td>84,348</td>
<td>▲</td>
</tr>
<tr>
<td>Full Text views</td>
<td>8,149</td>
<td>9,612</td>
<td>▲</td>
</tr>
<tr>
<td>International visits</td>
<td>11,718</td>
<td>14,679</td>
<td>▲</td>
</tr>
<tr>
<td>eTOC Subscribers</td>
<td>2,842</td>
<td>2,989</td>
<td>▲</td>
</tr>
</tbody>
</table>
Tips for success

- Work smart
- Know your audience
- Stay professional
- Be a leader
- Leverage your presence
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