

## AUTHOR RESOURCE REVIEW

Expert advice and recommendations to overcome today's most pressing publishing challenges and improve your chance of publication success.



Publishing your research in scholarly journals is important, but what may be even more important is getting the scientific information into everyday communication streams. Today that is social media. This editorial outlines how best to move your scholarly work into social media outlets and how to track your success in a social media world.

*Increasing the visibility of your work with social media.* First, you will need an account in a social media network. If you are going to use the account for both professional and personal postings, be sure to ponder your audience. You might want to consider having 2 separate accounts, one for your personal use and one for your professional use. You might also want to consider how you will title your account and whom you will invite to be your friends (whom you are connected to) within each account. Each account might have different followers, and possibly the followers could be overlapping depending on the types of contact you have with them. Once you have an account, you can begin by making thoughtful posts 2 to 3 times each week. (See [Figure 1](#) for some social media definitions and tips for using social media.) For example, if your research or clinical expertise is related to family-centered care, you can post breaking findings around the topic as they occur. Of your 3 weekly posts, one should be related to your own work and the other 2 should bring in the latest research or clinical practices from other teams. In this way, you can begin a conversation around your topic. Additions from other teams can be found by checking *Google Alerts* or the table of contents of your favorite journals. If you use the journal Web site, the site often has a *sharing link* with each article that connects to social media sites so that you can easily post the information. (see picture below)

Journal of Burn Care & Research:  
[May/June 2016 - Volume 37 - Issue 3 - p 143-159](#)  
doi: 10.1097/BCR.0000000000000259  
Summary Article

### Trace Element Supplementation Following Severe Burn Injury: A Systematic Review and Meta-Analysis

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#### Abstract

Trace elements have an important physiological role after severe burn injury with patients routinely receiving supplementation. Although commonly prescribed after burn injury, variation exists among supplement composition, frequency, and the dosage administered. This review aims to assess the effectiveness of trace element supplementation on clinically meaningful outcomes in patients who have sustained a severe burn injury. Supplementation of selenium, copper and zinc, either alone or combined, compared with placebo or standard treatment were eligible for inclusion. Predetermined primary outcome measures were mortality, length of stay, rate of wound healing, and complications. A comprehensive search strategy was undertaken. Methodological quality of eligible studies was appraised and relevant data extracted for meta-analysis. Eight studies met eligibility criteria for the review; four randomized controlled trials and four nonrandomized experimental trials, including a total of 398 participants with an age range of 6 to 67 years. Parenteral supplementation of combined trace elements was associated with a significant decrease in infectious episodes (weighted mean difference: -1.25 episodes, 95% confidence intervals: -1.70, -0.80;  $P < .00001$ ). The results of this review indicate that the use of parentally administered combined trace elements after burn injury confer positive effects in decreasing infectious complications. Combined parenteral trace element supplementation and combined oral and parenteral zinc supplementation have potentially clinically significant findings on reducing length of stay. Oral zinc supplementation shows possible beneficial effects on mortality. Definitive studies are required to accurately define optimal trace element supplementation regimens, dosages, and routes after burn injury.

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If you use this means for posting, be sure to link the post to your Web page. Once you decide what information you want to post, be sure to add a sentence or two that tells readers why they would want to look into getting more information about this topic. You will want to be intentional about your posting, so take the time to reflect about the story you are trying to tell or the message you want readers to get from checking out your page.

*Tracking the success of your scholarly work in social media.* Tracking the uptake of your work is not just about checking your social media site to see how many “likes” and comments you have received about your post. Tracking is also about how your post is shared, and hopefully shared again, and again. Wolters Kluwer, the publisher for *ANC* and many other scholarly journals, has adapted *Altmetrics* as a social network tracking strategy for following how individual articles published in its journals are being viewed on social networking sites. See below for where to find the *Altmetrics* widget on your published article page on the *ANC* Web site (<http://journals.lww.com/advancesinneonatalcare/pages/default.aspx>).

Advances in Neonatal Care:  
 April 2016 - Volume 16 - Issue 2 - p 143–150  
 doi: 10.1097/ANC.0000000000000255  
 Evidence-Based Practice Brief

**Assessment Tools for Evaluation of Oral Feeding in Infants Younger Than 6 Months**

Pados, Britt F. PhD, RN, NNP-BC; Park, Jinhee PhD, RN; Estrem, Hayley PhD, RN; Awotwi, Araba BSN, RN  
 Section Editor(s): Gephart, Sheila

**Abstract**

**Background:** Feeding difficulty is common in infants younger than 6 months. Identification of infants in need of specialized treatment is critical to ensure appropriate nutrition and feeding skill development. Valid and reliable assessment tools help clinicians objectively evaluate feeding.

**Purpose:** To identify and evaluate assessment tools available for clinical assessment of bottle- and breastfeeding in infants younger than 6 months.

**Methods/Search Strategy:** CINAHL, HaPI, PubMed, and Web of Science were searched for “infant feeding” and “assessment tool.” The literature (n = 237) was reviewed for relevant assessment tools. A secondary search was conducted in CINAHL and PubMed for additional

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**Title** Assessment Tools for Evaluation of Oral Feeding in Infants Younger Than 6 Months  
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**Authors** Pados, Britt F., Park, Jinhee, Estrem, Hayley, Awotwi, Araba  
**Abstract** Feeding difficulty is common in infants younger than 6 months. Identification of infants in need... [show]

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**TWITTER DEMOGRAPHICS** MENDELEY READERS ATTENTION SCORE IN CONTEXT

The data shown below were collected from the profile of 1 tweeter who shared this research output. [Click here to find out more about how the information was compiled.](#)

The *Altmetrics* widget shows you how your work is being shared on different social networks. You will be able to see a summary of the impact of your work in a social media world, with a list of where it has been shared and how many times it has been shared or commented on by others. You can even click on the

widget to get more details about exactly where and by whom your article has been shared and whether there are comments about your work. We encourage you to post your own work and get comments to increase the visibility and impact of your work in a social media world.

This is an excerpt from a journal article, with images added. **McGrath, Jacqueline M. PhD, RN, FNAP, FAAN; Brandon, Debra PhD, RN, CCNS, FAAN.** "Scholarly Publication and Social Media: Do They Have Something in Common?" *Advances in Neonatal Care*. August 2016 - Volume 16 - Issue 4 - p 245–248. doi: 10.1097/ANC.0000000000000319