

# Angiologia e Cirurgia Vascular in social media – a contemporary way to disseminate science

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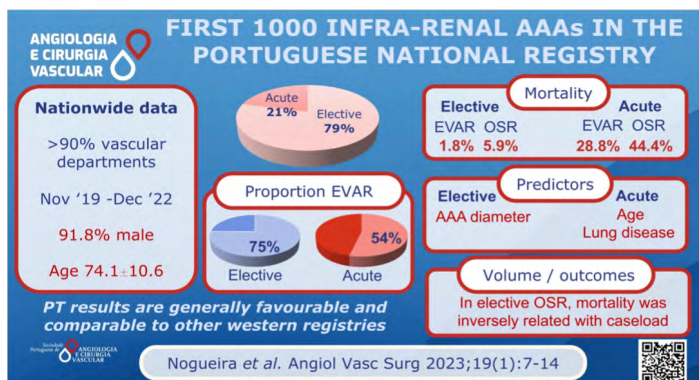
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The editorial board of *Angiologia e Cirurgia Vascular* (ACV Journal) has established, as a key objective, to modernize and renovate the Journal through the use of social media (SoMe) and the production of visual abstracts as a means of promoting the scientific contents that are published. For that purpose, in 2023, an application process for the role of Assistant Editor was initiated. This role was directed at the Portuguese Society of Angiology and Vascular Surgery (SPACV) junior members for a two-year term.

After a selection process and interview, I was appointed Assistant Editor. We then established a strategy of commitment and consistency for the bi-monthly publication of visual abstracts for recently published original research articles, review articles, case reports, and vascular images. A template was created (Figure 1) to standardize the format of visual abstracts and other posts. A periodic selection according to originality, relevance and scientific quality criteria was decided.

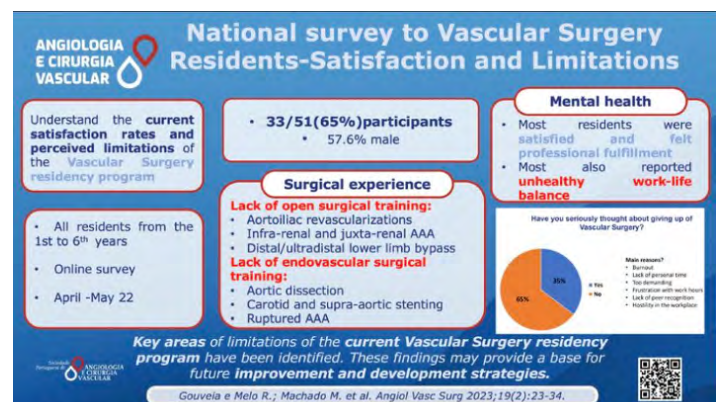
**Figure 1.** Example of a visual abstract in the format of *Angiologia e Cirurgia Vascular*



As Assistant Editor, I believe the ACV Journal is pioneering in promoting scientific content to promote knowledge in our field. The introduction of visual abstracts and other content in SoMe, particularly on LinkedIn and Twitter/X,

represents a novel strategy to reach a broader readership beyond the members of SPACV and the Portuguese vascular community. As such, it is a critical component of a plan to amplify the impact and broaden the scope of our journal. For example, we recently published the visual abstract of the paper “National Survey to Vascular Surgery Residents- Satisfaction and Limitations,” reaching over 3000 visualizations soon after its publication (Figure 2).

**Figure 2.** Visual abstract of the paper “National Survey to Vascular Surgery Residents- Satisfaction and limitations”, with over 3000 visualizations.



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#### Reações



+15

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 3.109 impressões

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The positive relationship between the publication of visual abstracts in SoMe and the increase in the impact of the original published articles has been well demonstrated in both medical (e.g., Pediatrics, Emergency Care) and surgical (Vascular, Urology, Neurosurgery, Orthopedics) journals.<sup>[1-6]</sup>

The evolution of modern society is marked by a significant change in communication and information consumption patterns through the digital transition from conventional media, such as newspapers, magazines, radio, etc., to online media, such as SoMe networks. SoMe has become a key scientific platform, allowing people to not just uptake information but share, comment, and create content. The interactive nature of SoMe will enable physicians and the general public to participate much more than conventional or even online publications. Comments and shares promote valuable discussions, amplifying the range and relevance of publications. Additionally, by incorporating visual elements such as images or graphs, the Journal can transcend linguistic barriers and become more accessible. This not only draws attention but facilitates rapid comprehension of the contents.

As such, publishing visual abstracts and other content on SoMe will modernize our journal's broadcasting strategy and increase its relevance as a dynamic promoter of scientific knowledge.

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