

Dermatology Journal Social Media Impact

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Abstract

While academic authors routinely appraise journal impact factors when determining where to submit their manuscripts, they may now also consider journal social media impact. To determine journal social media impact on May 30, 2012, we examined the Facebook and Twitter presence of 102 dermatology journals listed by SciMago (www.scimagojr.com/). Journals [number of Facebook likes; date of joining Facebook] actively posting on Facebook were 1) J Am Acad Derm [1747 likes; 5/31/2011], 2) Arch Derm [716 likes; July 8, 2009], 3) J Clin & Exper Derm Research [589 likes; 3/18/11], 4) J Derm Nurses Assoc [266 likes; 9/6/10], 5) Cosmetic Derm [227 likes, 6/25/10], 6) Cutis [172 likes, 8/3/10], 7) Indian J Derm [149 likes; 12/7/10], 8) Am J Clin Derm [109 likes; 6/9/11], 9) Practical Derm [92 likes; 9/9/11], 10) J Invest Derm [54 likes; 4/2/12], 11) Acta Dermato-Venereologica [41 likes; 5/17/11], 12) Am J Dermatopath [36 likes; 6/28/11], 13) Derm Times [13 likes; 4/9/12], and 14) J Clin Aesthetic Derm [8 likes; 1/27/12]. Journals [number of Twitter followers; date of joining Twitter] actively tweeting were, 1) Derm Times [3069; 7/10/09], 2) Arch Derm [2,283; 7/8/09], 3) Derm Online J [1488; 7/28/09], 4) Cosmetic Derm [393; 7/13/10], 5) J Derm Nurses Assoc [343; 9/22/10], 6) Actos Dermo-Sifiliograficas [130; 2/4/12], 7) J of Clin & Exper Derm Research [167; 8/19/10], 8) Practical Derm [87; 10/6/11], 9) Acta Dermato-Venereologia [81; 4/12/11], 10) Cutis [25; 3/23/11], 11) J Invest Derm [16; 3/5/12], 12) Am J Dermatopath [10; 6/28/11], 13) Dermatitis [5; 2/9/12]. A small fraction of dermatology journals actively post on Facebook (~14%) and Twitter (~13%). Interim analysis from June to Sept. 2012 examined how well current likes/day and follower/day rates predict future Facebook and Twitter rankings.

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