

A message From the Media Editors of the *Fertility and Sterility* family of journals



Our journal *Fertility and Sterility* continues to expand its media platforms and content, increasing both where and how the scientific content of the journal is disseminated. For authors, this provides greater exposure for your research and makes it more likely to be read, cited, and covered by the media. For readers, this fosters awareness of diverse and interesting research and adds to the outlets that can be used to consume the journal's content. We have also taken efforts to communicate science to patients and patient advocacy groups. Here, we discuss a few of our media efforts.

We regularly highlight articles on Twitter in a format called “#Tweetorials,” a format *Fertility and Sterility* pioneered as a medical journal (examples at <https://t.co/s4hzcCKyHg>). These use a thread to summarize articles in a series of tweets, in a condensed and easily digestible fashion. We also started creating visual abstracts: a simple one-page visual summary of an article that is fit for sharing with patients, media outlets, patient advocacy groups, and colleagues. *Fertility and Sterility* has over 8,000 followers on Twitter, and these “#Tweetorials” and visual abstracts regularly garner over 10,000 impressions for each article covered. In fact, we generated over 125,000 impressions in the month of August alone. These tweets are often picked up by other media outlets, further expanding the exposure that an article receives. Follow us on Twitter at @FertStert.

We also started similar efforts on our longstanding Facebook account as well as our newly launched Instagram account. In the first 2 months, *Fertility and Sterility* already gained over 2,000 followers on Instagram. This platform allows us to further disseminate information that is especially targeted for patients and lay people in addition to reproductive professionals. Follow us on Instagram at @FertilitySterility, or like our Facebook page. Finally, *Fertility and Sterility's* YouTube Channel is a rich resource of video abstracts published through the journal that can be easily accessed on your mobile devices. The journal's video content on YouTube now has over 10,000 subscribers and almost 4 million video views. These articles include peer-reviewed innovative surgical videos as well as a wide range of other video content. If you haven't yet seen our rich content, we encourage you to follow us on YouTube at Fertility & Sterility.

In 2012, we became the first medical journal to have a live, global journal club. This innovation was featured in *Nature* (1). We continue to have events every 1 to 2 months, which are also held in Spanish and Japanese, and we continue to expand with new global partners. We also have live events at society meetings throughout the United States and the world. The journal clubs often have thousands of registered attendees. These live discussions with authors and experts

in our field are a fantastic opportunity for the journal's readers to get a deep dive into the content of an article.

The F&S On Air Podcast has now been available monthly for over a year and has had over 5,000 downloads. We discuss several articles in-depth and highlight the content of the journal for that month. You can find our podcast on any podcast platform.

Finally, we also have a separate website called *The Dialog* at fertsterdialog.com. This site has several unique features compared to fertstert.org. Readers can communicate with authors in a back-and-forth fashion, modernizing the traditional Letter to the Editor. “Consider This” is its own article type published on *The Dialog*. These articles are short pieces designed to give a recommendation, opinion, or start a discourse. These articles are peer-reviewed, citable, and rapidly published, often within a few weeks from submission. This website is free and public, and does not require a subscription to the journal. We also highly promote these articles on social media, and some have had over 20,000 reads and are frequently picked up by mainstream media. The website also boasts dozens of other features that can be explored, and we encourage you to browse the content and submit your own articles.

Publishing in *Fertility and Sterility* comes with an entire media team dedicated to widely disseminating your scientific findings. We hope that this increases the visibility and impact of your research. We look forward to interacting with you on one of our many platforms!

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REFERENCE

1. Online journal club. *Nature* 2013;296:261.