



SOCIAL MEDIA INTEGRATION

The publishing landscape is ever evolving, and Multimed Inc. has continued to put itself and its publications at the forefront of current developments and trends. The present technological development being embraced by scholarly publishing is the use of social media. Recent studies have found it to be a practical tool to attract readers and authors, increase awareness of the journal and its findings, reach a broader pool of potential reviewers, build name recognition, and strengthen the identity of the journal.

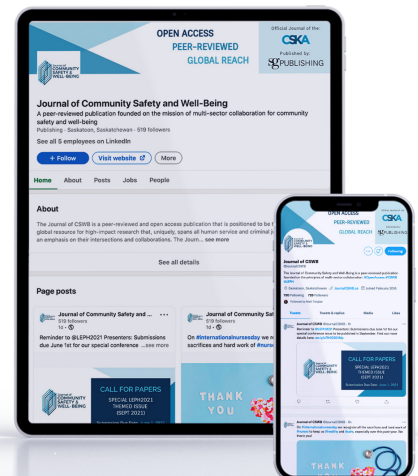
Considering the vast potential that social media can provide, we would like to offer to you the following solutions for social media integration for your journal.

HOW WE CAN HELP

SETUP

The creation and continued maintenance of varied social media accounts may seem daunting. Multimed Inc. can assist with both the creation and integration of these new platforms into your existing website, and can also help with encouraging authors, editors, and reviewers to embrace these new systems. We can:

- **Setup:** Create and style preferred social media accounts including:
 - About text
 - Header and icon graphics
- **Integration:** Link social media accounts on your existing website and , include a social media feed, add a dedicated social media page with account information and policies.
- **User Engagement:** Update guidelines to include the importance of social media and encourage authors to provide tweetable abstract. Please see the an example in action here: <https://journalcswb.ca/index.php/cswb/AuthorGuidelines#SocialMedia>





ADDITIONAL SERVICES

One of the keys to successful social media is frequency & timing. Multimed can assist with the creation of schedules, graphics, and posts to keep the accounts filled with interesting, impactful, and relevant content. Additional services we provide include:

- **Scheduling:** Content schedule and plans. This can include the creation of graphics, templates, and other material that can be used on a rotational basis.
- **Management:** Upload content and work with editors to engage with users
- **Reporting:** Define goals and metrics for each platform
- **Social Listening:** Suggest courses of action based on interactions, metrics, and engagement.

BENEFITS AT-A-GLANCE

The services offered above will work to support and enhance your journal and society and offer the following tangible benefits:

- Attract new readers and expand audience
- Engage community
- Build name recognition & strengthen identity
- Reach a broader pool of reviewers
- Share research more widely and accessibly
- Increase contributions from a diverse pool of authors

COST

Every society and journal is unique. We customize our social media packages to meet the needs and goals of our clients. Whether you are looking for set up only, a schedule and plan to get you started, or ongoing management and reporting, we can help! To learn more, contact:

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**STANDING AT THE FOREFRONT OF PUBLISHING TRENDS
AND TECHNOLOGIES FOR OVER FORTY YEARS!**

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