EurekAlert! is an online, global news service operated by AAAS, the science society.

Sample release

Types of releases we can post:

- Research published in high-impact, peer-reviewed journals within the past 90 days (ePub counts as publication date)
- Key conference presentations (e.g., release of clinical trial results)
- Grant awards within past 90 days
- Start of a clinical trial (if unique and/or nationally relevant)
- Patents and other science business news
- National awards
Why post to Eurekalert!

- Increases the chances that your research will be picked up by media
- Makes pickup by online specialty feeds in your area more likely
- Provides you a more lay-friendly version of your research for social media
- Increases your paper’s Almetric score
The Altmetric Score

- The Altmetric score is a measure of the media attention your article is receiving. It includes social media such as twitter and blogs. Sample Altmetric report
- You can track your paper’s Altmetric score using the Almetric bookmarklet.
- Your Altmetric score and tracked media pickups can be worked into grant applications
How To Be Considered for EurekAlert!

- Send details (i.e., publication date, copy of paper) of upcoming/very recently published paper to research-comm@musc.edu or mcgheek@musc.edu

- In a few sentences, say how the research meets our criteria for EurekAlert!
  - High-impact paper
  - Substantial MUSC involvement
  - Potential Interest by Lay Audience
  - Advance notice of publication for optimal timing of release
figure 1 is Instagram for doctors and the digital version of the medical textbook
figure 1 opportunities

- Have up to five photos from a surgery with captions posted to MUSC health page or MUSC Health OR Notes (consent required)
- Events
  - Craniosynostosis
  - Opioid Crisis
- May be looking for ambassadors who will help identify interesting posts from their specialty and answer questions/comments on the posts.
Welcome to the MUSC Health Medical Video Center

MUSC Health, the clinical enterprise of the Medical University of South Carolina (MUSC), is dedicated to the pursuit of changing what’s possible in health care. Nationally recognized for its innovation, patient- and family-centered care, and quality outcomes, this integrated health care system is accessible at the downtown Charleston campus and through more than 100 outreach locations, clinical affiliations with numerous health care partners, and a robust telehealth network. MUSC Health sees more than one million
Medical Video Center (cont)

Specialties

- Cancer
- Heart
- Neuro
- Pediatrics

Social Media Opportunities

- Links to videos can be added to Doximity profiles
- Cross-purposing on figure 1, when possible
- Less graphic posts can be shared via social media