



Editorial

## DTJournal: Instagram Stories Metrics

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*Social media is about sociology and psychology more than technology.*

—Brian Solis  
American digital analyst

Instagram Stories is a tool that lets users post media material (images, photos, and videos) that vanishes after twenty-four hours but which can be saved to your account.<sup>1</sup> Story's analytics is shown only to the page owner: 1) interactions (replies, profile visits, and sticker taps) and 2) discovery (amount of accounts reached with this story). Example of analytics from last DTJournal's story dedicated to a new Section is showed in Figure.<sup>2</sup>

Breathtaking growth history of Instagram: 1 million users within 2 months of being open (October 2010), 10 million users in one year, 100 million in 2013, and 1 billion users in 2018.<sup>3</sup> With that overwhelming growth tendency (5% Instagram growth per quarter, 3.14% Facebook growth, and 2.13% Snapchat growth),<sup>3</sup> we can predict that after next 8 years the total amount of its active users will reach 2 billion. Some journals use the advantages of Instagram and received a huge help

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<https://dx.doi.org/10.23999/j.dtmp.2019.8.1>  
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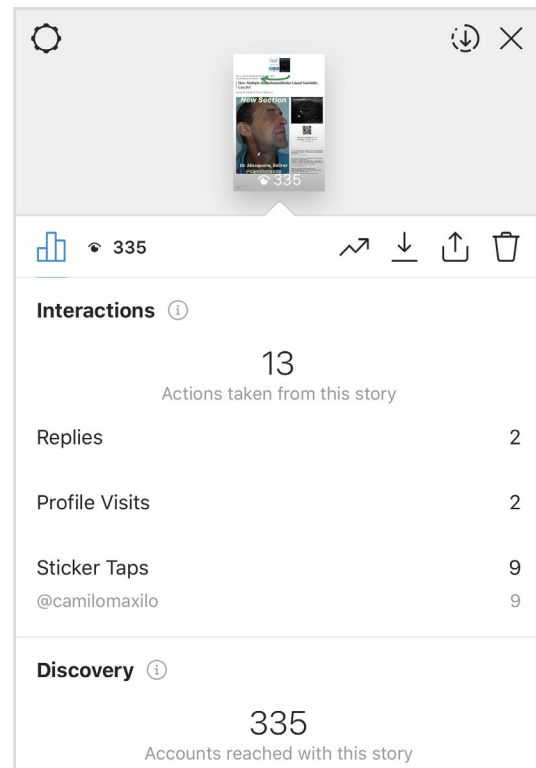


FIGURE. Screenshot from recent DTJournal's Story.

in journal's growth and attraction of new readers and authors. Among those publications are PRS Global Open (Instagram: @prsglobalopen has 2,433 followers), PRS (Instagram: @prsjournal – 12.3K followers), The New England Journal of Medicine (Instagram: @nejm – 184K followers), etc. Some updates to the Instagram Stories have recently been added, such as the ability to ask questions to the public, thereby increasing interaction with the journal's audience.

And the main question that every editor and publisher of newly launched or other existing journal should ask themselves is: "With more than 1 billion monthly active users (or potential customers), is our peer-reviewed journal on Instagram yet?"<sup>3</sup>

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