



Postscriptum Editorial

NEJM: A Role Model Instagram Account for the DTJournal

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Being a role model is the most powerful form of educating.

—John R. **Wooden**

American basketball player and head coach

The *New England Journal of Medicine (NEJM)* 2018 Impact Factor is 70.670.¹ Being a number one journal not only in a category general medicine,¹ the *NEJM* is also leading the medical media-publishing industry by moving its Instagram account. 188K followers reached its official Instagram page ([@nejm](https://www.instagram.com/nejm)) in 2019 with a total number of 594 posts.² The Instagram page complements the journal's media platform which was launched in 1996. In addition to [@nejm](https://www.instagram.com/nejm) posts focused on research articles, some of the usual *NEJM*'s posts dedicated to Images in Clinical Medicine Section (those types of articles is a 1-page papers, with 1-3 images/video and no references) reached 5,559 likes with 170 comments below;³ others devoted to quotation from some Perspective article reached 3,860 likes with 24 comments.⁴ Instagram Stories function is also actively used by the *NEJM*, posting the Image Challenge cases with a question “Which could it be?” with a function of giving you several choices and the right diagnosis when you ‘swipe up for the diagnosis.’

Any result is better understandable when we compare it with success of others. For example, success of the journal is measured by abstracting and indexation in different databases, its impact factor, circulation, as criteria important for authors; and

revenue and profit margin, as a critical criteria for a publisher. Success of the journal's Instagram account can be measured by an official open information (like number of followers, posts, likes, and comments) and private account information (like number of attracted articles, readers, reviewers, and possible partners). The official Instagram account ([@prsjournal](https://www.instagram.com/prsjournal)) of number one journal in plastic surgery, *Plastic and Reconstructive Surgery* (2018 Impact Factor 3.946), has 12.5K followers with a total number of 528 video/image posts.⁵ An official Instagram account ([@ortho_journal](https://www.instagram.com/ortho_journal)) of *Orthopedics* (2018 Impact Factor 1.608) has 1.454 followers with a total number of 86 posts.⁶

The significance of the *NEJM*'s Instagram account, as a role model page, is indisputable and should be successfully implemented in *DTJournal*.

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