
Social Media Promotion Policy

1. Purpose & Scope: MedPulse Spectrum promotes published content across various social media platforms—such as Twitter, Facebook, LinkedIn, Instagram, and academic networks (e.g., ResearchGate)—to:

- Boost **visibility, transparency, and public engagement**
- Reach clinicians, researchers, policymakers, and the broader public
- Encourage citations and scientific impact through wider dissemination

2. Author Permissions & Licensing: By submitting to MedPulse Spectrum, authors grant the journal the right to:

- Share the article's **title, abstract**, author names, DOI/link, and optional visuals (e.g., figures, graphical abstracts)
- **Tag authors**, affiliated institutions, and funders in promotional posts

All promotions adhere to your journal's **CC BY-ND 4.0 licensing**, which permits sharing and redistribution **only in their original form**, with proper attribution to authors and MedPulse Spectrum.

3. Standards & Ethical Guidelines: Promotional content will:

- Be **accurate and faithful** to the original research
- Avoid any confidential patient information or breach of ethics
- Use clear attributions and field-relevant hashtags (e.g., #MedPulseSpectrum, #OpenAccess)
- Utilise engaging formats such as infographics or video summaries to enhance comprehension and attention.

4. Paid Advertising & Transparency: Any paid or “boosted” posts must:

- Be clearly labelled as sponsored content
- Comply with respective platform rules and transparent disclosure practices

5. Monitoring & Metrics: MedPulse Spectrum tracks key performance metrics:

- Impressions, clicks, shares, and engagement
- Altmeter indicators such as mentions and attention scores
- These metrics inform authors about the reach and impact of their work

6. Compliance & Ethical Considerations: All social media activity abides by:

- DOAJ best practices—no hidden advertising or product endorsements
- Ethical and legal standards required for indexing (e.g., PubMed, Web of Science)
- Privacy laws, defamation guidelines, and avoidance of undisclosed hoaxes or manipulative content

7. Author Involvement & Opt-Out: Authors may **propose promotional materials**, including summaries or visuals.

- They will be **notified when their work is posted** and tagged accordingly.
- Authors may request the removal of promotional materials, which will be evaluated and addressed by the editorial team.

MedPulse Spectrum reserves the right to **update this policy periodically**. A public summary of any changes will be included in the Policies section.