**Circulation Research** Launches Into Social Media

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As part of our plans, announced in a recent Editorial,¹ to dramatically expand the online presence of *Circulation Research*, we are pleased to announce the journal’s foray into the social media sites Facebook and Twitter. The novel and groundbreaking work published in *Circulation Research* must be easily available and shareable in order to reach its full impact. Facebook and Twitter provide unique online opportunities to disseminate the latest advances in cardiovascular research published in *Circulation Research* to a wider audience of followers and fans beyond the confines of the traditional print journal product. As with other new developments at *Circulation Research*, such as *News and Views* and *Profiles in Cardiovascular Research*, we hope this initiative will expand the journal’s reach to the broader cardiovascular community and to all those with an interest in the very best basic and translational research.

On Facebook (http://www.facebook.com/pages/Circulation-Research/180418294786), readers can find information about new projects and highlighted articles, journal covers, and photos from our conferences and meetings. Readers already on Facebook can become a “Fan” of *Circulation Research* and receive automatic updates and news. Our Facebook page is also viewable by anyone online, including those who do not have a Facebook account.

Likewise, by following @CircRes on Twitter (http://twitter.com/CircRes), readers can easily stay informed about interesting articles and new initiatives at *Circulation Research*. Twitter also enables seamless sharing of information with other Twitter followers. One of the most popular social media platforms, Twitter’s greatest strength is its ability to disseminate up-to-the-minute information in a way that can be easily searched and shared. @CircRes joins a growing number of cardiovascular and biomedical publications disseminating, sharing, and promoting content on Twitter.

Although these new platforms and terminology can appear daunting at first, both Twitter and Facebook provide introductory pages and tutorials that answer most questions. We have posted links to our pages on the *Circulation Research* homepage (http://circres.ahajournals.org).

The world of social media is an ever changing landscape, and in the coming months, we hope to build on the journal’s current presence. As the name implies, our social media efforts are only as good as the community that develops around them: We encourage everyone to join us online on Twitter and Facebook and participate in expanding the *Circulation Research* social media community.

**Reference**

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The online version of this article, along with updated information and services, is located on the World Wide Web at:
http://circres.ahajournals.org/content/106/3/426