



SOCIAL MEDIA EDITOR

Injury Prevention

INJURY PREVENTION is seeking to appoint several young injury prevention professionals as *social media editors* for the journal. These individuals will work under the director of a senior social media editor to maintain the journal's blog and twitter feed.

The goal is to engage our readership, potential authors and the broader injury prevention community with fresh, timely and pertinent announcements, news features, commentary, debate and ideas. Ideally, a portion of the content will point the audience back to papers and resources available through the journal, its affiliated societies or other BMJ journal products.

What does this mean in practice?

1. Social media editors will share responsibility for posting to the journal's blog (<http://blogs.bmj.com/injury-prevention/>) . We would like to see 2 or 3 new posts weekly, with an interesting variety and breadth of topics covered.
2. Blog posts are attributed to a specific author. We'd like each editor to develop his or her unique voice in the platform.
3. Social media editors will also contribute to the journal's twitter feed (http://twitter.com/IP_BMJ). Daily updated content should be the goal.
4. Because the twitter feed is a general INJURY PREVENTION account, editors will be speaking for the journal in this public forum. This will require some thought and discretion when covering controversial or politically polarizing material. Editors with a strong personal viewpoint might choose to tweet this to a personal account and retweet on the journal's feed.
5. The time commitment will vary. In general, expect to tweet at least every other day. Because blog posts are longer and less frequent, individual editors may only need to post every 2-3 weeks.

Initial appointment is for 6 months (through the end of 2015). If mutually agreeable, this will be extended for a further 2 years, through the end of 2017.

What can we offer?

- Unfortunately, the journal is unable to offer monetary compensation for this task.
- A personal online subscription to the journal is available to all editors.
- Social media editors will be identified on the journal masthead and website.
- Social media editors will be full members of the journal's editorial board.

Interested?

Please send a statement of your interest, qualifications and a copy of your current CV to Brian Johnston, the editor-in-chief, at ipeditor@bmj.com