

## Editorial

# Acta Neuropsychiatrica and social media

Over the past decade, online social media have become extraordinarily popular for both private purposes, and as a platform for marketing. Twitter, LinkedIn, YouTube and Facebook currently totally involve estimated more than two billion users worldwide. In response to the increasing numbers of online users, Scandinavian College of Neuropsychopharmacology and Acta Neuropsychiatrica is now expanding its online presence by allocating further resources into its social media presence, and as an attempt to better engage the readers.

For all accepted papers, we therefore now offer the possibility to publish a video abstract on the social medias attached to the journal. Video and multimedia content is increasing in its popularity and use across academia and the world of practice. Submitting a video abstract is an important way to raise the online profile of your paper. A video abstract is an audio-visual recording in which an author briefly outlines the purpose, methodology, originality and results of their research paper. Video abstracts are published and connected to the textual version of the paper so that readers can access both versions. Video abstracts offer authors an alternative way of engaging with their audience. They are useful as a promotional tool and could help readers to grasp the concept of the research more quickly and easily.

We hope that the readers and authors in Acta Neuropsychiatrica will embrace this new possibility for disseminating and discussing the research published in the journal, as seen by the already available abstracts (1–12). We encourage all readers to stay tuned and follow us on the social media.

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