

# How to Share Your Op-Med On Social Media

By publishing your work on Op-Med, you're instantly reaching the largest community of health care professionals in the country. Sharing it on social media can help amplify your voice and expertise. Whether you're active on X, LinkedIn, Facebook, or Instagram, each platform offers unique opportunities to engage with your audience. Here are some tips to broaden your reach even further and grow your personal and professional brand by sharing your Op-Med on social media platforms.

- Tailor your message for each platform and share widely!
- Use tags including @doximity and hashtags from [Symplur](#).
- Create engaging content. [Betsy Grunch, MD](#) explains in an [interview](#).



## X (Formerly Twitter)

When you start a new post and paste the link to your Op-Med, X will automatically pull your cover image or illustration and your title.

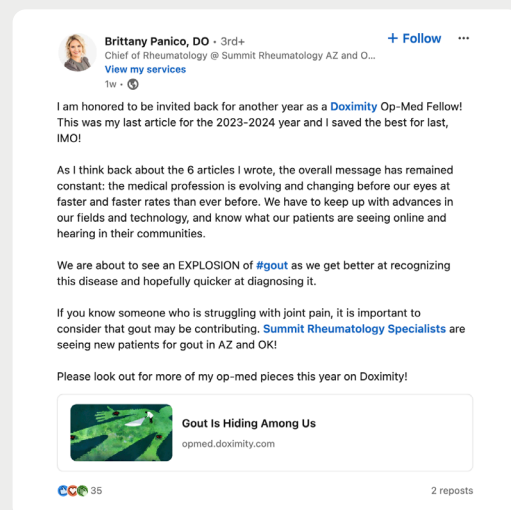
- Utilize relevant hashtags, respond to comments, and encourage your network to repost. The first few minutes after posting are crucial for visibility, so engage early!
- Focus on **clear, bite-sized messages** rather than lengthy paragraphs.



## LinkedIn

When you start a new post and paste the link to your Op-Med, LinkedIn will automatically pull your cover image or illustration and your title.

- Relate your post to the interests of your **work** — on LinkedIn, this often includes peers in your industry.
- Write longer posts and keep individual paragraphs concise — Aim for 3-4 sentences per paragraph.

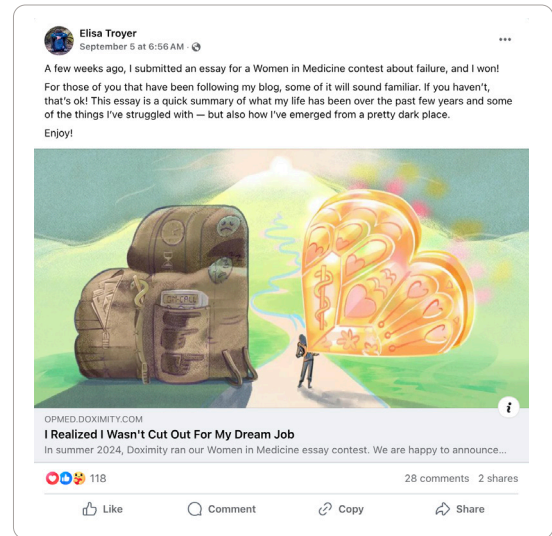




## Facebook

When you start a new post and paste the link to your Op-Med, Facebook will automatically pull your cover image or illustration and your title.

- Post your Op-Med as an **announcement that shares your accomplishment** with your friends and family.
- Write a **short and catchy copy** — perhaps a question or the inspiration for your Op-Med.



## Instagram

Unlike X, LinkedIn, and Facebook, pasting a link into a new post or story on Instagram will not generate any form of preview. **You will therefore need to take a screenshot of your Op-Med and include the link separately.**

### Post

- Write a **short one-line caption** sharing that you wrote an Op-Med for Doximity.
- **Include the link to your Op-Med in your profile section** and direct viewers there from your post.

### Story

- There won't be much room to include any captions or descriptions — **just including the screenshot of your Op-Med would be ideal.**
- Use the **Link button** in the sticker page to **attach the link to your Op-Med as a clickable link.** Feel free to **customize the sticker text** to anything like "Read More!" or "See Full Text."

