

NeoReviews™

NeoReviews Associate Editor of Social Media

The Associate Editor of Social Media collaborates with the American Academy of Pediatrics (AAP) journal staff to implement social media campaigns that promote published journal content across various social media platforms, resulting in increased readership engagement, article citations, author submissions, and journal brand awareness.

Responsibilities

- Collaborate with AAP journal staff on ideas to engage readers and the public on social media platforms including X, Facebook, LinkedIn, Instagram and others as recommended by the AAP, journal editorial board, or journal staff.
- Submit social media content prior to release for AAP review and scheduling.
- Collaborate with the journal editorial board, colleagues, authors, researchers, and other experts to expand content reach through social media.
- Organize and recommend various social media events, including author chats or live coverage of pertinent conferences.
- Increase journal brand awareness to promote article submission to the journal.
- Provide updated reports to the editorial board.
- Collaborate with journal staff and authors to identify and create relevant material for accompanying content on social media, such as graphics, images, infographics, and videos.
- Maintain confidentiality of all manuscripts in the prepublication phase.
- Participate in monthly editorial board meetings and conference calls; attend annual in-person editorial board meeting.

Experience

- Board-certified neonatologist with at least 5 years of experience
- Fellow in good standing of the AAP
- Some editorial experience preferred
- Experience with writing social media posts that will engage clinicians preferred
- No conflict of interest with another medical publication (Associate Editors may not serve as editors at any level of any other medical publication but may serve as reviewers for another publication)

American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN®