

Letter from the Journal



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The methods of publishing, sharing, finding, and reading scientific research is evolving rapidly. As a result, the publishing industry has been adapting to the change in technology and increasing digital offerings to readers. We would like to encourage our authors to increase the visibility of their articles via the growing number of online communication tools. Online media channels, including blogging sites, video content, and social media networks such as Twitter, have become important channels that can increase the number of times an article is cited.

As an author, you can take a few simple steps to promote your work:

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- Share your article on social media, such as Twitter and LinkedIn, so colleagues and peers can view.
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US Endocrinology is keen to help authors optimize the reach of their work, and offer authors the opportunity to create video introductions and other multimedia content. Please contact the editor or view the links below for more information.

We hope you enjoy this edition of *US Endocrinology* and welcome you to work with us in the future.

M Loredana Marcovecchio, on behalf of the touchENDOCRINOLOGY Editorial Team

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