

# Using LinkedIn to increase journal impact: a case study of Reproductive BioMedicine Online

**Background:** LinkedIn is often overlooked as a platform for journal promotional activity and discussion, but with 1.3 billion users, of which 18% hold a master's degree or higher, there is a large academically-minded audience on the platform who are actively engaging with each other and professional organisations in a wide range of fields.

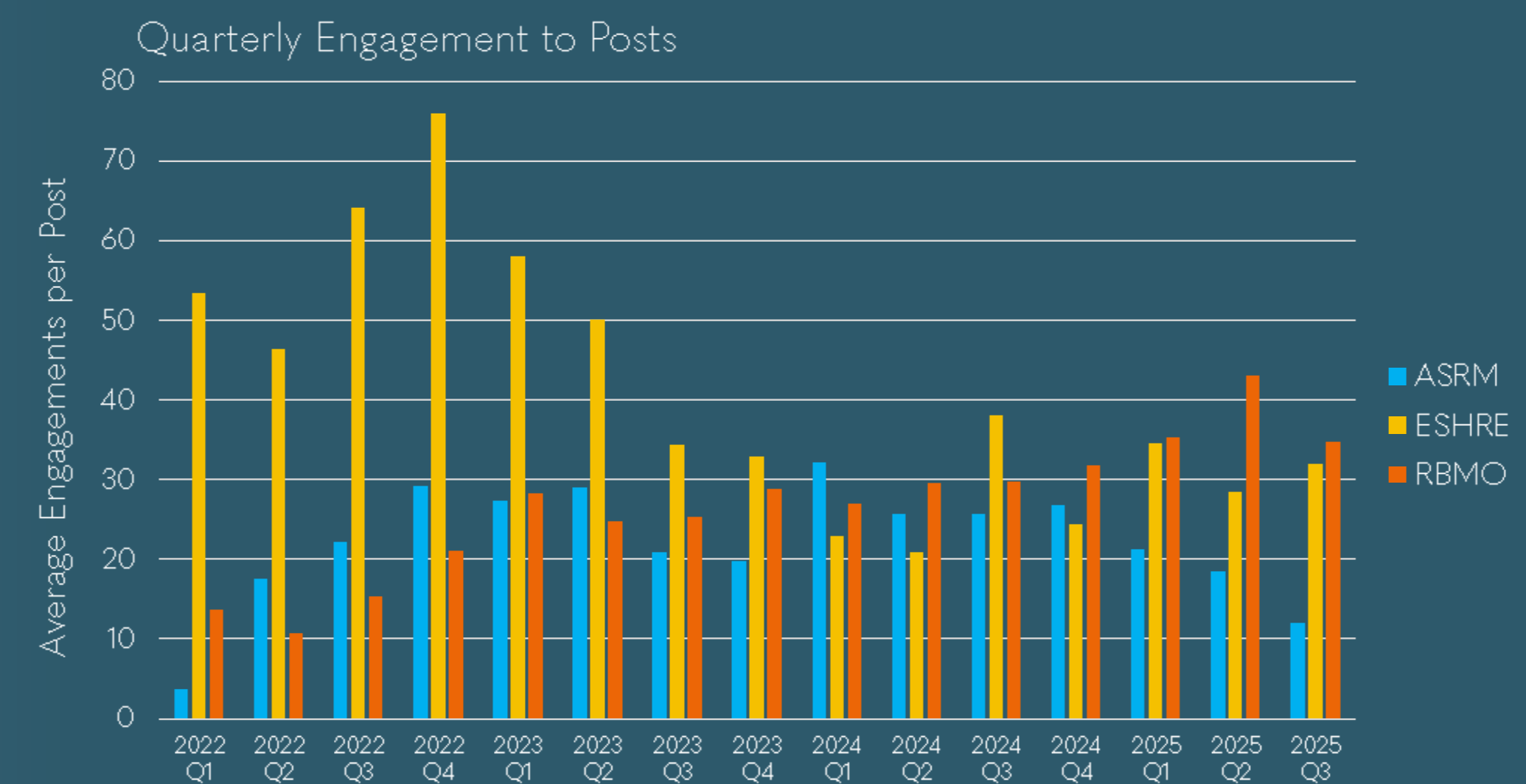
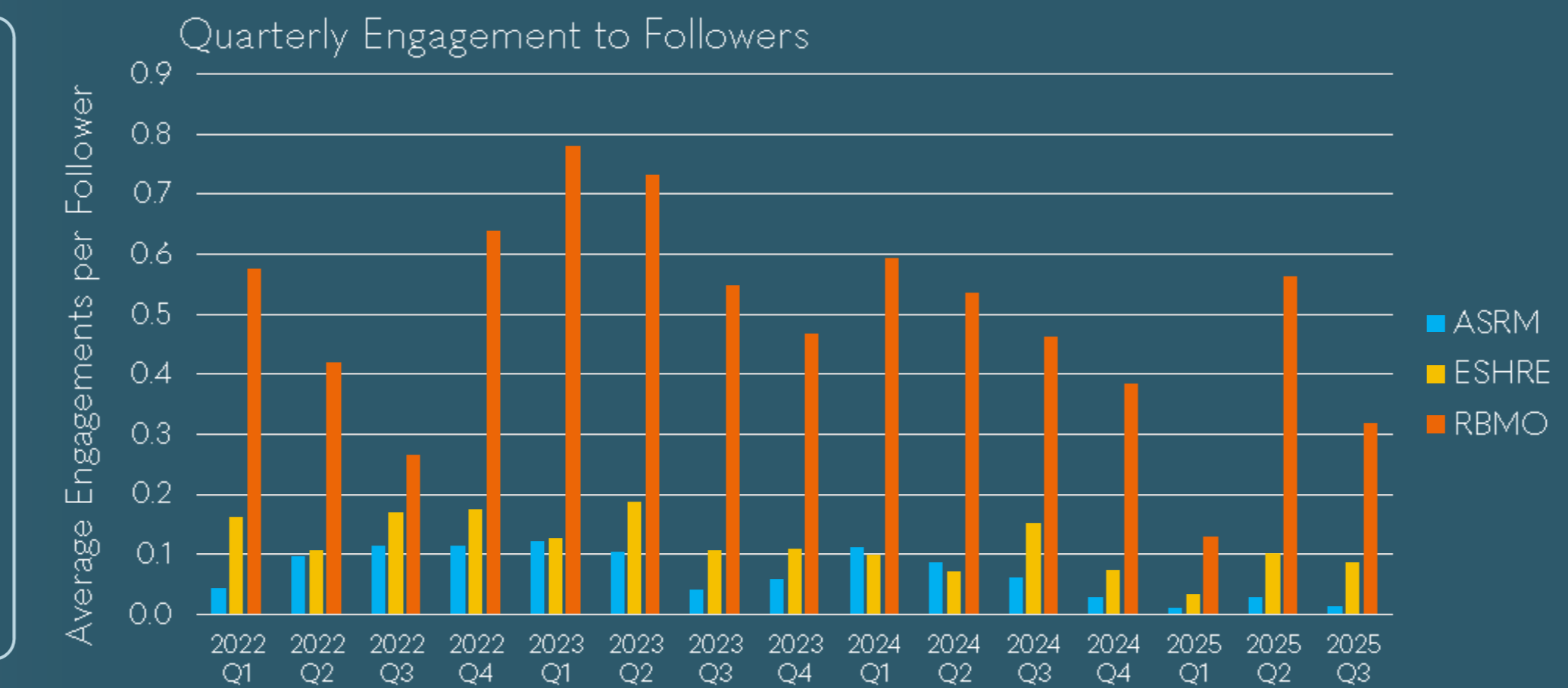
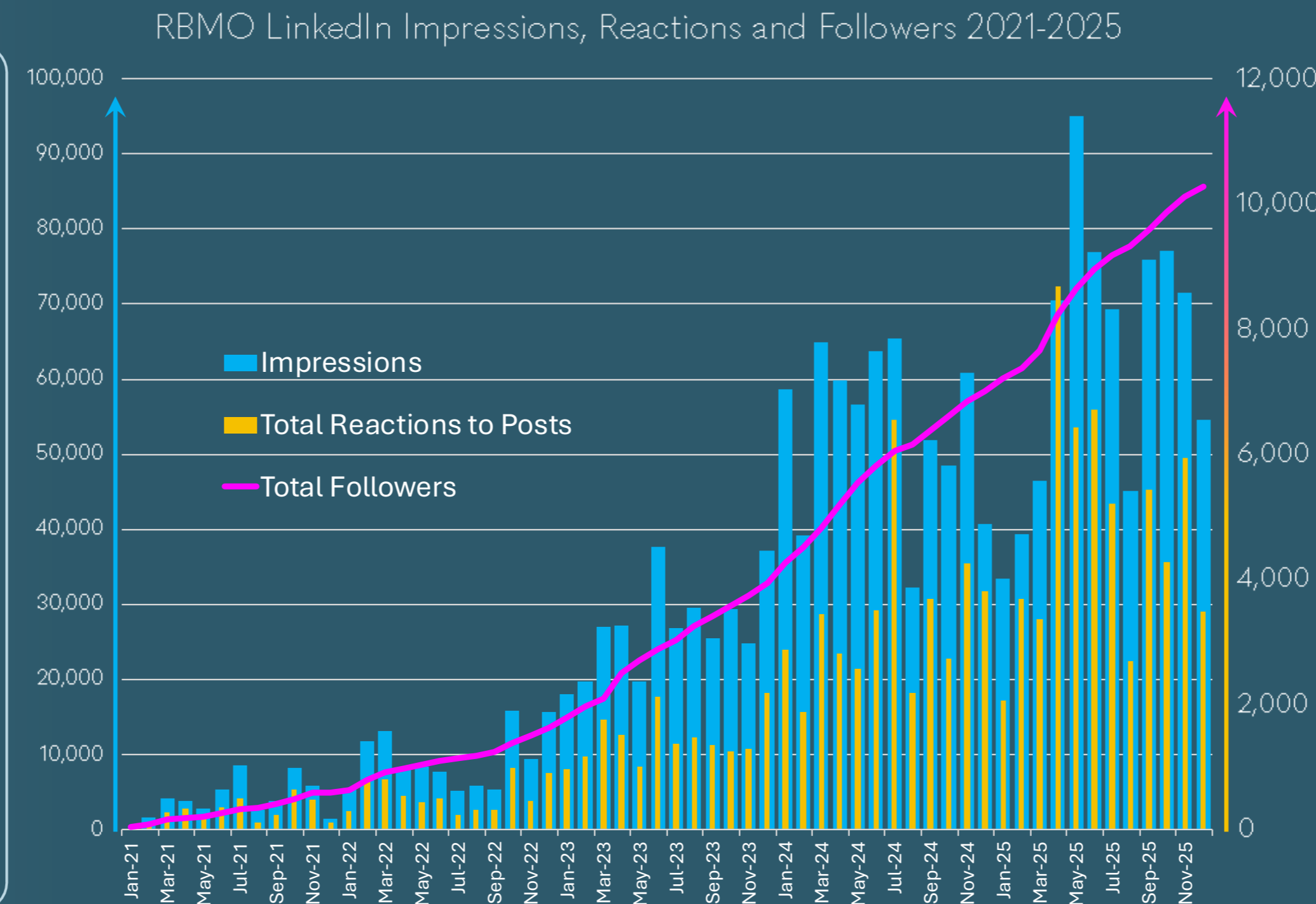
In 2021, Reproductive BioMedicine Online committed to a development plan to raise its profile among the fertility medicine field; an increasingly active speciality with many major societies, medical facilities and academic institutions around the world. One part of the journal's strategy focused on using LinkedIn to engage an audience and continue to build the journal's editorial profile.

**Aim:** This study aims to demonstrate the use of LinkedIn as a platform for effective journal community engagement by comparing the analytics of three LinkedIn pages; the newly established page for Reproductive BioMedicine Online (RBMO), against the two largest Societies in the field with well-established LinkedIn pages: American Society for Reproductive Medicine (ASRM) and the European Society of Human Reproduction and Embryology (ESHRE).

**Methods:** The data reported in this study was collected over four full years, between January 2022 to end of December 2025.

LinkedIn data was obtained from the native LinkedIn Competitor Analytics tool. Metrics recorded for each page were number of followers, number of posts, reactions and engagement with posts.

Editorial performance statistics for submissions and peer review were acquired from the journal's Editorial Manager platform; full text downloads were acquired from website tools of the journal publisher, Elsevier; and citations were acquired from Scopus.



**Results:** Between 2022-2025 RBMO followers increased by 745%, to 10,282, ASRM increased by 181% to 33,127, ESHRE increased by 179% to 42,337.

RBMO increased posting frequency by the greatest proportion, by 80% to an average of 27 posts per month, ESHRE increased by 52% to 32, ASRM decreased by 76% to 10 posts per month.

RBMO increased by the greatest proportion of monthly engagement and reactions, by 355%, to an average of 1051. ESHRE decreased by 25% to 926 per month, ASRM decreased by 69% to 177.

Although the RBMO page has almost one quarter of the followers of the largest page, ESHRE, it received more engagements in 2025 in total; 12,614, compared to 11,109, resulting in the higher engagement to follower metric, at 1.2 for the full year compared to ESHRE's 0.3, and engagement to posts performance of 38.9 compared to ESHRE's 28.7.

RBMO editorial performance also saw increases along every measure:

Submissions increased by 59%

The number of unique reviewers increased by 17%

Full text downloads increased by 113%

Total citations in each year increased by 6%

**Conclusions:** The continuous growth of the RBMO page and performance against well-established societies indicate significant success in enhancing community engagement and growing the presence of the journal. Growth in editorial measures of submissions, unique reviewers, article readership and citations also indicates success of the strategy of using social media to convert the wider subject area audience to an involved journal community.

This poster presents just one small slice of five years of progress in one brief study, so I bet you're wondering a few things. Will this work for any journal? What posts did they make? How many people does this take? Is the engagement sustainable? How directly related is social media engagement to article readership or citations?..... Feel free to ask me these, or any other questions you may have.

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