









Social media and scientific knowledge

Redes sociais e conhecimento científico

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Dear editor,

Social networks have become information tools with pulsating content, with the ability to disseminate knowledge interactively and practically.

In plastic surgery, it is not different. American and European journals adopt Twitter, Facebook, and Instagram to disseminate their publications among specialist doctors, residents, and lay public¹.

Journal clubs, classes, case discussions, podcasts are held on these platforms, encouraging the participation of readers².

The exchange of knowledge brings everyone together and creates a stimulating environment, especially for residents, encouraging the reading of articles in these publications and dissemination to patients.

Evidence also points to the role of social networks in increasing the journal's impact factor, not only in plastic surgery but also in other specialties³.

Given the benefits demonstrated in the literature, for greater dissemination of articles from the *Revista Brasileira de Cirurgia Plástica (RBCP)*, as well as creating new knowledge platforms and encouraging participation among readers, we suggest the creation of official RBCP profiles on social networks.

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Response ●●●●

DOV GOLDENBERG¹ 

Dear reader,

We appreciate the letter and consider its subject to be pertinent. The *Revista Brasileira de Cirurgia Plástica* (RBCP), as well as the *Sociedade Brasileira de Cirurgia Plástica* (SBCP), invest in continuous efforts to disseminate scientific content. In particular, the articles published in the RBCP, have been published on its own website and SBCP's corporate media. Our current objective is to increase the penetration of scientific information, permeating, as suggested, the most comprehensive social networks with news and discussions about the scientific articles published in our Journal.

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