HOW TO Create a Visual Abstract

What Is a Visual Abstract?

- A visual abstract is a visual summary of the key findings of a study, report, or publication.

- Like the executive summary section of a report, it conveys the most essential points in a shorter format.

- It does not replace reading the full article.

- It serves to generate reader interest.

Visual Abstract = Greater Dissemination

In today's digital environment, you have just a few seconds to capture a reader's attention. High-impact visuals are just one of the tools that help to achieve this.

A 2017 study by Ibrahim et al showed that, compared to text-only tweets promoting a published article, tweets with a visual abstract had **7-fold higher impressions, 8-fold higher retweets, and nearly 3-fold higher article visits** on the publisher website.[1] Other trials have shown visual abstracts to be similarly effective across social media platforms.[2,3]

Creating a Visual Abstract

1. Identify 1-3 key points or outcomes from your study.
2. Build a PowerPoint slide with one panel for each key point.
3. Enter the title, first author name, and key points into the template.
4. Add visuals or icons to convey each point. Be sure to use ONLY images and graphics that are original, royalty-free or are within the public domain. Copyrighted images should not be used.

Title or Summary of Key Questions Being Addressed

BACKGROUND — Dinosaurs once ruled the planet. Did they know how to write?

METHODS — Systematic review of cave drawings

KEY FINDINGS — Drawings appear human made. Not dinosaur made.

Author, citation — Journal Logo

Learn More and See Examples of Visual Abstracts

Read Dr. Ibrahim's **Open-Source Primer on Visual Abstracts** or search Twitter using #visualabstract.

Request a **FREE CCTSI Dissemination Consultation** for personalized guidance!

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REFERENCES

1. Ibrahim AM, Lillemoe KD, Klingensmith ME, Dimick JB. Visual Abstracts to Disseminate Research on Social Media: A Prospective, Case-control Crossover Study. Ann Surg 2017;266(6):e46-e48.

2. Lindquist LA, Ramirez-Zohfeld V. Visual Abstracts to disseminate geriatrics research through social media. J Am Geriatr Soc 2019;67(6):1128-1131.

3. Koo K, Aro T, Pierorazio PM. Impact of Social Media Visual Abstracts on Research Engagement and Dissemination in Urology. J Urol 2019;202(5):875-877.