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.

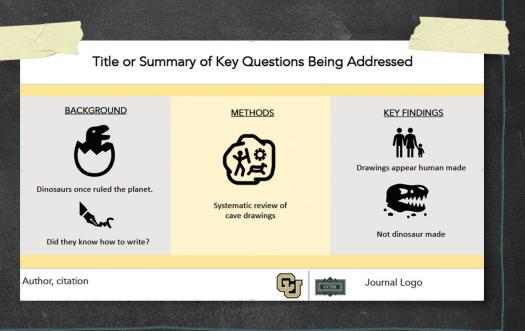
Visual Abstract = Greater Dissemination

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.



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!







- 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.
- Lindquist LA, Ramirez-Zohfeld V. Visual Abstracts to disseminate geriatrics research through social media. J Am Geriatr Soc 2019;67(6):1128-1131.
- https://doi.org/10.25677/gk1p-t539
- 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.