The digital communications world has always been and will always be a rapidly changing environment. From Facebook to X (formerly Twitter), to Instagram, Snapchat, Mastodon, YouTube, TikTok, Reddit, LinkedIn, Doximity and now Threads it is difficult to follow the path of the nuclear medicine digital voices.

Recognizing that different cohorts of ABNM diplomates might favor one platform over another, we have tried to keep a parallel presence across a few of the major platforms. You can find us on Facebook, X (formerly Twitter), Instagram, LinkedIn and YouTube.

Let’s briefly explore some of the key features of a few of the more widely used platforms...

**LinkedIn:** LinkedIn is often considered the primary platform for professional networking and job searching. This platform is ideal for building and maintaining a professional online presence and connecting with colleagues, industry peers, and potential employers. Some people also use this platform to share articles on medical and scientific topics.

**X (formerly Twitter):** Twitter is a real-time microblogging platform where users can share short messages with a wide audience. It’s useful for staying updated on industry news trends. Hashtags help categorize content and make it discoverable.

**Facebook:** While Facebook is known for personal connections, it can also be used professionally through Pages, Groups, and Marketplace. Facebook Pages allow businesses and professionals to create public profiles and share updates. Groups are valuable for niche communities and discussions.

**Instagram:** Instagram is primarily a visual platform but is used professionally by businesses, physicians, and other members of the nuclear medicine community. This platform is effective for showcasing visual content such as cases, conferences, and in-action photographs. IGTV allows longer-form video content, and Stories provide a separate place to enable time-sensitive updates.

**YouTube:** YouTube is a video-sharing platform that’s valuable for both educators and businesses. This platform is great for sharing tutorials, presentations, product demonstrations, and vlogs.

**TikTok:** TikTok is a short-form video platform known for its viral trends and challenges. This platform is best for professionals and brands targeting a younger audience.

**Snapchat:** Snapchat is a multimedia messaging app known for its disappearing content. It’s used for quick updates, especially for events and promotions.

**Reddit:** Reddit is a community-based platform with numerous subreddits dedicated to specific topics and interests. This is used for in-depth discussions, sharing expertise, and staying informed about niche industries.

The question remains: where is the next generation of Nuclear Medicine having conversations? We would love to hear from you about which platforms you prefer and how you might like to interact with us in the digital world. By connecting with each of you online, we can help educate our digital communities about nuclear medicine, share news and the remarkable successes of our field, engage with both students and educators, and build a solid digital media community.