



Editorial

DT Journal in Instagram: Reaching 1000+ Followers

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I never thought that social media would have changed my life at all.
—Rod J. Rohrich, 2017 (USA)

Instagram account of the *Journal of Diagnostics and Treatment of Oral and Maxillofacial Pathology (DT Journal)* (Fig) was launched in March 19, 2017 when the 1st Issue of completely new publication was presented at 23rd International Conference on Oral and Maxillofacial Surgeons (ICOMS) in Hong Kong. And in 2 years the page reached 1000+ followers with 43 posts.

In June 2018 an Instagram had reached 1 billion monthly active users.² This fact indicates a significant growth of the network from 2016 when it surpassed 600 millions monthly active users of Twitter.³ This overwhelming network growth teaches us how huge the potential of the Instagram is and how far we can go in developing the *DT Journal*'s official account. It can definitely elevate 1) the journal's popularity, 2) an attractivity for authors, and 3) a sharing rate of the open access articles to a much wider audience.

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FIGURE. Official Instagram account of the Journal was launched in March, 2017.

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