Just about completing 10 years of publishing – what will take place in 2019 – Surgical & Cosmetic Dermatology (S&CD) aspires to achieve very important and coveted indexing very soon. In order to do so, it is necessary that a specialized dissemination be implemented in scientific circles and social networks, aimed at attracting diversity of themes and authors, both Brazilian and foreign.

Communication with its target audience is one of the crucial aspects for the strengthening of our journal, for it promotes its visibility and publicizes the latest research and advances in specific areas of Dermatology, which are part of S&CD’s scope.

Spreading our scientific production is also important because it is a criterion evaluated by the indexing data bases, since it influences the periodicals’ metrics and fosters the journal’s presence in the communication systems used by researchers, such as ResearchGate, Academia.com and Mendeley.¹²

In this sense, a specialized dissemination effort has begun last September, advised by a journalist specializing in scientific diffusion. Based on a strategic plan, we are also developing new specialized tools and resources in this front.

Social networks are also important channels that we have been using to get closer to readers and professionals in our field. Our Facebook page (www.facebook.com/surgicalsbd) has content in the Portuguese language; while twits (www.twitter.com/@surgical_sbd) are published in English highlighting articles published by S&CD in the various information sources.

Another initiative will be the dissemination of S&CD articles on science and health media. This may lead journalists to look for the journal’s authors and editors for possible interviews, as well convey our research to a wider audience.

Finally, I invite you to continue to follow us, sharing our publications and contributing to disseminate research outcomes and innovations in Dermatological Surgery, Cutaneous Oncology, Cosmiatry and procedures based on LASER and other technologies.

Enjoy your reading.

REFERENCES
