



iMeta: Boosting academic sharing and collaboration via social media

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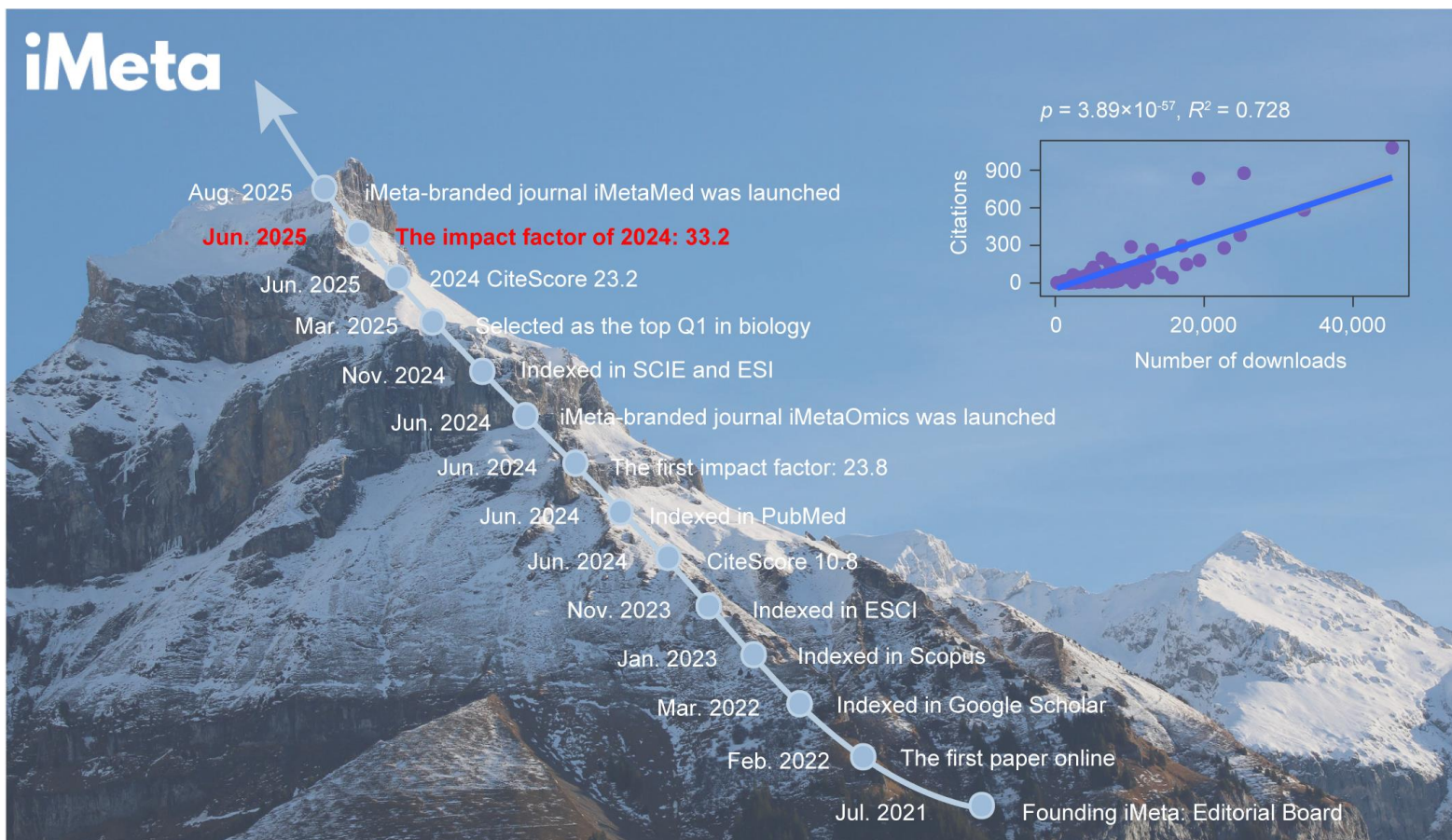
Introduction



iMeta, a comprehensive open-access journal, aims to publish high-quality papers for a wide and diverse readership, with a focus on areas such as metagenomics, biotechnology, and bioinformatics.



Highlights



- *iMeta* has integrated multiple social media platforms into a "multi-platform + bilingual" model;
- As of July 2025, it has over 1.28 million full-text downloads, 10,000+ citations, and a 2024 impact factor of 33.2;
- *iMeta* launched the branded journals *iMetaOmics* and *iMetaMed*.



iMeta: an innovative strategy for enhancing research journal visibility

(A)

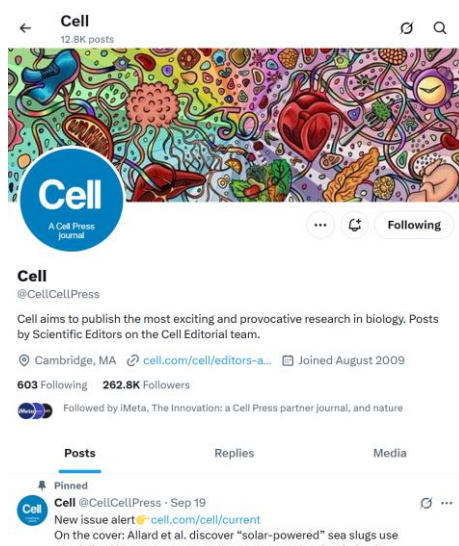


Through diversified social media platforms such as WeChat, Bilibili, X, and YouTube, the dissemination speed of the articles has been accelerated, and the audience scope has been expanded.



Leveraging X and WeChat to amplify journal visibility and impact

X

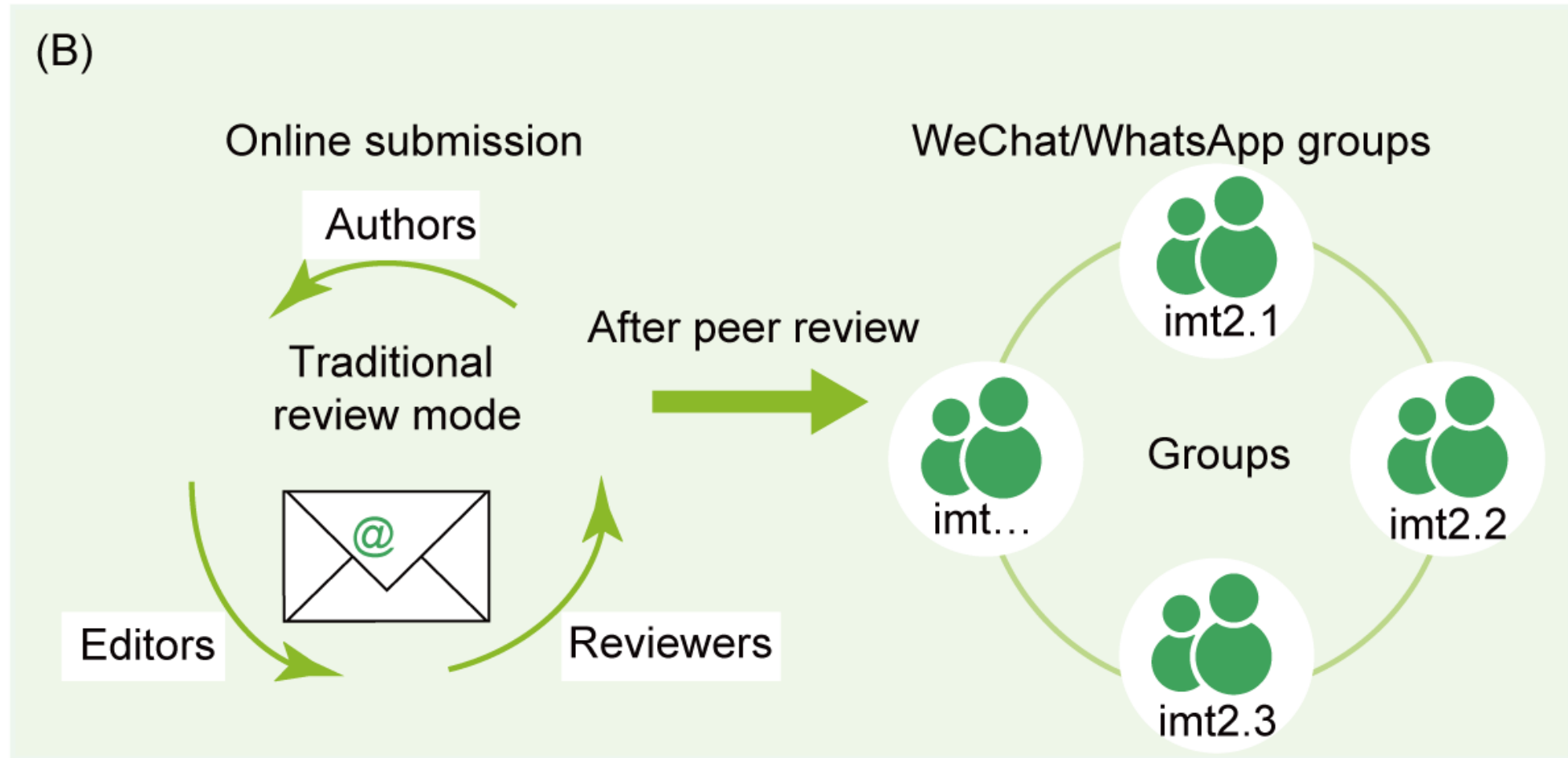


WeChat





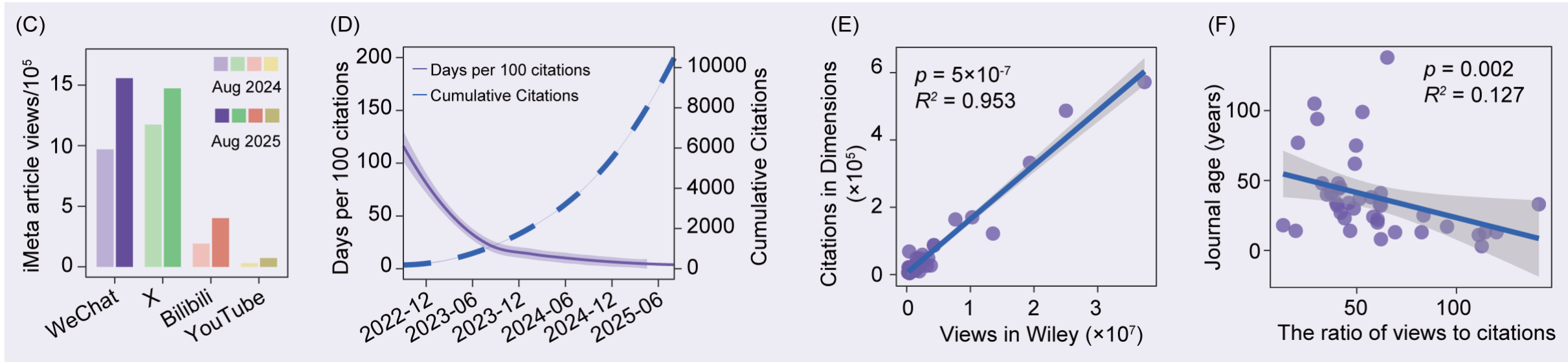
Accelerating the revision and polishing after paper acceptance



iMeta has introduced a more dynamic, interactive efficient collaboration model by integrating WeChat/WhatsApp groups into post-acceptance editorial workflow.



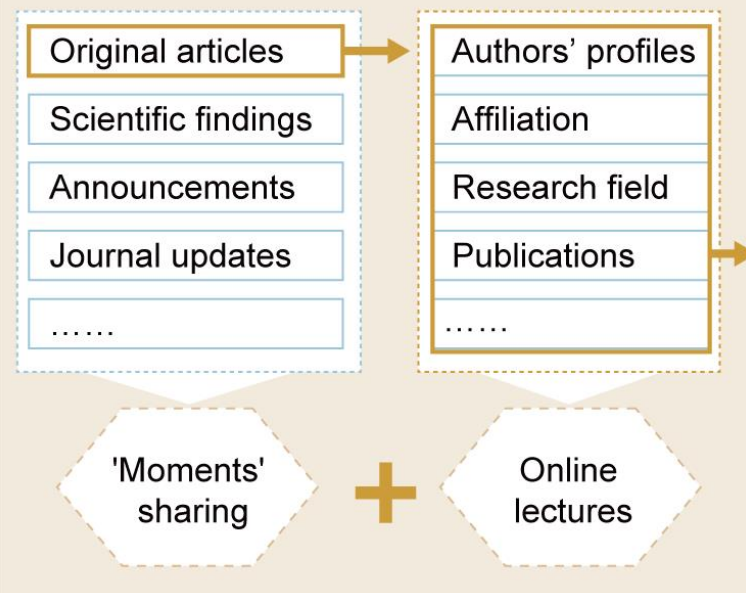
Enhancing global engagement with scientific content through social media



- Platforms such as WeChat, X, Bilibili, and YouTube have played key roles in journal's outreach efforts;
- The time interval to achieve each additional 100 citations has ranged from as long as 193 days to as short as 2 days ;
- A positive correlation between views and citations;
- A negative correlation one between the journal age and views to citation ratio.

Strengthening academic discussion and collaboration

(G)



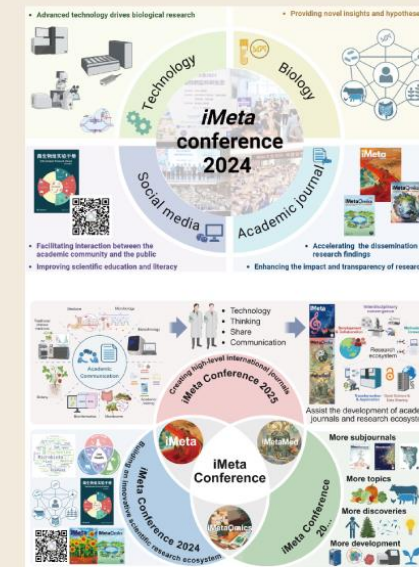
Lecture posters



(H)



(I)



- iMeta team regularly organizes themed online lectures aiming to address trending topics of interest to the research community;
- iMeta launched the branded journals iMetaOmics and iMetaMed;
- iMeta held academic conferences, such as the iMeta Conferences in 2024 and 2025.



Challenges and perspectives

Challenges

- ❑ Social media fragmentation across regions hurts consistent, effective outreach;
- ❑ Linguistic and cultural barriers often limit meaningful engagement;
- ❑ Big differences in platform users, content preferences, and algorithm visibility also require tailored strategies;
- ❑

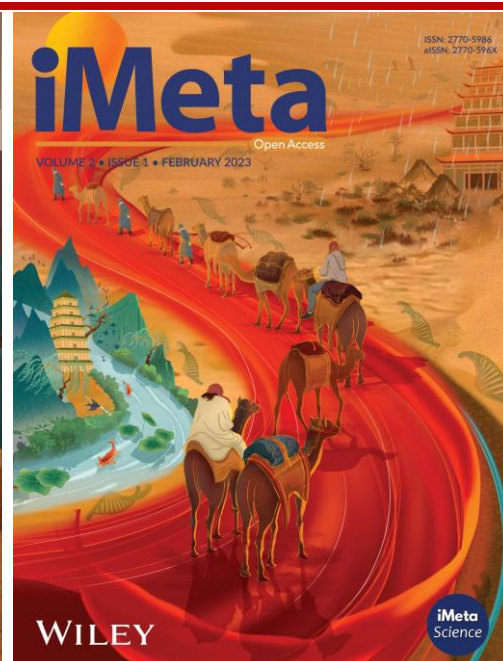
Perspectives

- ❑ Add more local platforms (Douyin, Xiaohongshu, Zhihu) to boost communication;
- ❑ Launch more iMeta-branded journals and hold academic conferences;
- ❑ Expand influence via English lectures to strengthen the global scientific research ecosystem.

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iMeta: To be top journals in biology and medicine

WILEY



“***iMeta***” launched in 2022 by iMeta Science Society, **impact factor (IF) 33.2**, ranking **top 65/22249 in world and 2/161 in the microbiology**. It aims to publish innovative and high-quality papers with broad and diverse audiences. **Its scope is similar to *Cell*, *Nature Biotechnology*/*Methods*/*Microbiology*/*Medicine*/*Food***. Its unique features include video abstract, bilingual publication, and social media with 600,000 followers. Indexed by **SCIE/ESI**, **PubMed**, **Google Scholar** etc.

“***iMetaOmics***” launched in 2024, with a **target IF>10**, and its scope is similar to ***Nature Communications*, *Cell Reports*, *Microbiome*, *ISME J*, *Nucleic Acids Research*, *Briefings in Bioinformatics***, etc.

“***iMetaMed***” launched in 2025, with a **target IF>15**, similar to ***Med*, *Cell Reports Medicine*, *eBioMedicine*, *eClinicalMedicine*** etc.



Society: <http://www.imeta.science>

Publisher: <https://wileyonlinelibrary.com/journal/imeta>

iMeta: <https://wiley.atyponrex.com/journal/IMT2>

Submission: iMetaOmics: <https://wiley.atyponrex.com/journal/IMO2>

iMetaMed: <https://wiley.atyponrex.com/journal/IMM3>



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