

Acland's Video Atlas of Human Anatomy

Social Media Kit



ACLAND'S VIDEO ATLAS OF
HUMAN ANATOMY

– August 2015



Wolters Kluwer

Your guide to promote *Acland's Video Atlas of Human Anatomy* from Wolters Kluwer on your Social Media Channels

To help you promote Acland's® to end users within your institution, here are some ready-made Tweets you can opt to send, plus images and copy that you can use on your institutional websites, or your Facebook® or LinkedIn pages®, plus some Tweeting guidelines that contain links for further reading.

Why Acland's Video Atlas?

Because it offers award-winning, 3D Rotational Gross Anatomy Videos that Feature Real Cadaver Specimens!

Bring life to anatomy and physiology curricula with these leading anatomy and physiology solutions that enable you to experience a comprehensive 3D video atlas of fresh anatomic specimens in their natural color!

Key Product Offerings

5 volume gross anatomy videos organized by region!

Regions include: (*Each volume offers in depth coverage of the bones, joints, muscles and more!)

- Upper extremity
- Lower extremity
- Trunk
- Head & neck
- Internal organs
- Plus, brand new ground-breaking inner ear content! → Check out Acland's Anatomy Podcast, [Featuring New Inner Ear Videos](#) on the Virtual Anatomy Center!

Why Use this Social Media Kit?

- Promote you and your library
- Drive awareness to your end users of the services you provide
- Increase usage of products

Hashtags:

#AclandsVideoAtlasOfHumanAnatomy

#AclandsVideoAtlas

#Aclands

#WoltersKluwer

#GrossAnatomy

#3DGrossAnatomy

#Ovid

#Lippincott

Content for Twitter®

General Tweets:

- #AclandsVideoAtlasOfHumanAnatomy from #WoltersKluwer is now available at your institution! Visit your librarian or administrator today.
- [Experience](#) a complete line-up of #3Dgrossanatomy videos #AclandsVideoAtlas
- #AclandsVideoAtlas is a collection of videos showing fresh cadaver dissection of the entire human body
- #AclandsVideoAtlasOfHumanAnatomy provides foundational information to supplement the learning and teaching students receive in the dissection room!

Features & Benefits Tweets:

- #AclandsVideoAtlas was produced and narrated by world-renowned anatomist Robert Acland of the University of Louisville School of Medicine
- #Aclands is optimized for all devices so you can access it on your mobile device
- Get 360 degree views of each specimen accompanied by clear narration and labeled structures #AclandsVideoAtlas
- #Aclands lets you see what you are unable to with cadavers in a dissection room, showing you the realistic colouring of the human body
- #Aclands showcases fresh cadaver specimens in their natural colors and are rotated to illustrate real movement by bone, muscle, and tissue
- You can use #Aclands to accelerate learning, replace cadavers or prepare students for the time they do spend in the dissection lab
- In addition to videos, #Aclands provides quizzes, transcripts, URL jumpstarts, A-Z list to support curriculum development
- #AclandsVideoAtlas is available in both English and Español

5 Tips for Using Twitter for Librarians/Administrators

1. If you are new to Twitter, or want to develop best practices, [Twitter's help guide](#) is extremely useful with videos, step-by-step guides, and more!
2. Don't forget your hashtags! Hashtags (i.e. #Hashtags) are how followers find you. Make sure to hashtag phrases that are relevant to you to help you gain followers.
3. Know your audience! Twitter analytics (analytics.twitter.com) can tell you who your followers are, what they're interested in, and what Tweets they're most engaged in.
4. Don't be afraid to interact with your followers. When you receive questions, answer them to show that you're listening. Retweet information that may be relevant to your library, or click the star to "favorite" someone who mentions you. Retweeting and clicking "favorites" are simple ways to show your audience that you are involved.
5. Consider Tweeting on the weekends. Eight percent of Twitter users access Twitter from their mobile phones. This means they can check Twitter whenever and wherever they want.

Content for Facebook®, LinkedIn® or Webpages

Text you can post:

Did you know your institution offers 3D Rotational Gross Anatomy Videos that Feature Real Cadaver Specimens?

Acland's Video Atlas of Human Anatomy - produced and narrated by world-renowned anatomist Robert Acland of the University of Louisville School of Medicine - helps bring anatomy and physiology teaching and learning to life.

It is a comprehensive 3D video atlas of fresh anatomic specimens in their natural color! Each specimen is rotated to illustrate real movement by bone, muscle, and tissue. Videos range from 2-5 minutes in length and include a PDF transcript for each video.

Visit your Librarian or Administrator to learn more about Acland's Video Atlas of Human Anatomy, and to see what other resources your library has to offer!

Images that you can share: (right-click on the images to save)

Acland's Video Atlas of Human Anatomy Images

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VIDEOS ^ EXAMS GLOSSARY A-Z INDEX ABOUT Search...

Take an Exam on The Upper Extremity

— The Shoulder

	1.1.1 Introduction to the shoulder region (0:30)		1.1.9 Latissimus dorsi, pectoralis major and deltoid muscles (2:48)
	1.1.2 The clavicle and scapula (4:11)		1.1.10 Review of shoulder muscles (1:15)
	1.1.3 Movements of the clavicle and scapula (0:59)		1.1.11 Landmark structures for nerves and blood vessels (2:29)
	1.1.4 The shoulder joint and its movements (1:43)		1.1.12 Veins of the shoulder region (3:09)
	1.1.5 Review of bones, joints, and ligaments of the shoulder (1:17)		1.1.13 Arteries of the shoulder region (2:35)
	1.1.6 Introduction to shoulder muscles (0:23)		1.1.14 Nerves of the shoulder region: the brachial plexus (5:33)
	1.1.7 Muscles passing from the scapula to the humerus (3:48)		1.1.15 Review of blood vessels and nerves of the shoulder region (2:26)
	1.1.8 Muscles passing from the trunk to the scapula (3:58)		

+ The Arm and Forearm

+ The Hand

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English Sign In Wolters Kluwer

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VIDEOS EXAMS GLOSSARY A-Z INDEX ABOUT Search...

00:01 00:27

Elbow joint

Username Password Forgot password? Sign In Enter an Access Code Sign in via: Open Athens Shibboleth Subscribe Now FREE TRIAL! Start Trial

Real Movement. Exquisite Dissections.

Acland's Video Atlas of Human Anatomy contains nearly 300 videos of real human anatomic specimens in their natural colors. Including 5 new, groundbreaking videos of the inner ear. Dr. Robert Acland presents moving structures—muscles, tendons, and joints—making the same movements that they make in life. The videos show complex structures step by step—from bone to surface anatomy—to provide a foundation for understanding anatomical structure and function. The entire series was digitally re-mastered producing clearer, brighter, and more detailed videos than seen in previous versions.

- Real-Life 3D**
Presents a 360-degree view of specimens accompanied by clear narration and labeled structures.
- Self-Directed Learning**
Ideal for preparation and review in human/gross anatomy courses and labs.
- Accessibility**
Searchable and accessible on all platforms and optimized for mobile devices.

Review and Exam Prep

Interactive timed multiple-choice exams prepare students for practical exams, track their performance, and direct them back to correlated videos for review.

Start Your 48-Hour Free Trial

Want information about Institutional Pricing?
Contact us about group or site licensing for your school, hospital, or other institution. Contact us

Additional Resources for You

Looking for ways to drive usage and awareness to your other Wolters Kluwer anatomy and physiology products?

Extend your social media and marketing presence beyond Acland's Video Atlas of Human Anatomy by exploring other Anatomy & Physiology free marketing downloads available on the Wolters Kluwer's Virtual Anatomy Center www.anatomical.com including portal buttons, posters, emails, social media kits and more!