

This guide is intended to give you some useful tips on how to promote your work. Below is information on the tools available that you can use to help your research achieve a wider reach and greater impact. Some of the most effective and influential promotional tools are the ones that you are already best equipped to use.

## Contents

Social Media.....	2
IOS Press’s Social Media Presence Examples.....	3
Social Media Platforms.....	4
Press Releases.....	7
Conferences.....	8
Email.....	8
Search Engine Optimization (SEO).....	9
Multimedia.....	10
Institution’s Website.....	11
Measuring Your Impact.....	11
Scopus.....	12
ORCID.....	13



Image by Gerd Altman

## Social Media

Engaging with social media gets your research noticed, today. Using social media effectively will help you reach your target audience, while also exposing your work to new readership.

It's best to find a platform that suits you and that you're comfortable using. Often you'll find certain research fields are more active on specific platforms, so determine which sites will be most beneficial to you. You don't need to be active on all of them.

### Advantages of social media

- Facilitates short, succinct messages
- Increases readership of your publication
- Builds conversations around your content
- Connects you with other researchers
- Increases visibility, which means a greater likelihood of getting cited
- Cultivates a stronger reputation and wider recognition
- Helps identify new areas of interest/ research for yourself and others
- Improves communication and interaction with key audiences on a global scale
- Keeps you up to date in your field.



Image by Wikimedia

## IOS Press's Social Media Presence Examples

### IOS Press:

Twitter: [@IOSPress\\_STM](#) 850+ followers

Facebook: [publisheriospress](#); 750+ likes, ~800 people talking about

IOS Press



### Semantic Web Journal:

[@SW\\_Journal](#) 2,000+ followers on Twitter

### Journal of Alzheimer's Disease

FB [@journalad](#) 2,800+ people like the page



**Pascal Hitzler**, Editor-in-Chief, Semantic Web

[@pascalhitzler](#): Twitter 900+ followers

**Toni K. Choueiri**, Associate Editor, Kidney Cancer, MD

[@DrChoueiri](#) Twitter 2, 400+ followers

**George Perry**, Editor-in-Chief JAD: [LinkedIn](#), 500+ connections



## Facebook

71% of online adults are engaged on Facebook globally. It allows for the easy dissemination of written, visual and auditive material.

### Tips for using Facebook

- 1) Create separate Author Page: This allows you to establish a professional presence on Facebook and create a space that can be used exclusively for the promotion, dissemination and sharing of your work.
- 2) Use visual aids: Profile picture, cover photo and images accompanying posts are often the first point of reference readers have for your work, so it is important to provide a visual representation that encapsulates your work.
- 3) Create a communication plan: Plan how you intend to release your content. Don't release everything all at once, and post regularly (once or twice a week).
- 4) Include links to your latest and past articles.
- 5) Share links to other publications you're reading or post engaging multimedia material (videos, tutorials, images) related to your field.
- 6) Post about your research activities, for example conferences, talks, Calls for Papers.
- 7) Don't forget to regularly respond to comments/questions left on your page (generally within 24 hours).
- 8) Optimal messages are 50 characters or less.
- 9) Join existing groups: One of the benefits of Facebook is preexisting online communities. There are multiple groups that will allow you to actively engage in discussion with people involved in similar research areas. Being active in these groups will help drive traffic to your personal page.
- 10) Engage in debates and discussions.
- 11) Ask for feedback on research ideas.
- 12) Invite fellow researchers to your page.

## Social Media Platforms



Image via Max Pixel



## Twitter: Smarter Tweeting

Create a profile: [www.twitter.com](http://www.twitter.com)

Twitter is a great short messaging platform, a type of micro blogging, and can be very useful for sharing links to your work and related items. It's an easy way to drive traffic to your publication and also stay up to date with other researchers.

Top Twitter tips:

- Follow researchers, universities, institutions
- Tweet interesting articles
- Attending a workshop, conference or other event? Tweet about it using the event's hashtag
- Share your ideas
- Share videos and tutorials related to your field
- Post links to your content
- Retweet - promoting other research community members also promotes your own profile
- Use hashtags for better findability
- Tag people whose work you come across and engage with
- Post regularly - Twitter has a high signal-to-noise ratio. In other words, you're competing to be heard. Therefore, three to five tweets per day are most effective in contrast to Facebook or blogging (where posting once or twice a week is recommended)

Scheduling tools like TweetDeck or Hootsuite can help you manage your feeds.

**Make sure to tag IOS Press, so we can increase the reach of your post by retweeting, reposting and liking.**



## LinkedIn

LinkedIn is a professional networking site and a good place to contact other researchers in your field. It is used by 65% of professional researchers and can assist with building your reputation online.

Use your profile to promote yourself and your work. Create profile: [www.linkedin.com/start/join](http://www.linkedin.com/start/join) Add the highlights of your career like you would in a resume.



## Blogs

Blogs are proven to be an effective promotional platform. You can prompt in-depth conversation, build credibility, and showcase your research undertakings. It also allows you to write in a different tone to your academic papers, providing readers with an easier entry into your academic work.

Popular blogging platforms are WordPress, Medium and Blogger. You can link your other social networking pages to your blog.

Sign up with WordPress: <https://wordpress.com/>



## WEIBO (China)

Known as “Chinese Twitter,” Weibo is one of the most popular social networking sites in China, with 503 million registered users. It has a similar reach as Twitter in the United States. Using this platform, you can share thoughts on your current research, add links and pictures to your articles, and talk about your publications. If you want to reach the Chinese scientific community, Weibo is a good platform to use.

Sign up: <http://weibo.com/>



## WeChat

Similar to Weibo, WeChat is a popular social media messaging tool in China. With over 938 million active users, it can be used to share images, videos, and for video conferencing.

Sign up: <http://www.wechat.com/en/>

## Press Releases

Do the findings of the study:

- Impact a broad audience?
- Present novel findings?
- Generate interest, excitement?
- Evoke a strong response?

If your article has one or more of these attributes, then it may be suitable for a press release. Press releases are sent globally to science media through various international newswire services. Contact your institution's publicity staff or the IOS Press marketing department ([market@iospress.nl](mailto:market@iospress.nl)).

## Conferences

Conferences provide an excellent opportunity to talk about your current and previous work, when making a formal presentation, presenting a poster or informal networking. You can support these efforts by alerting your colleagues and peers prior to the conference via listservs, newsgroups, email and social media. If you have a Twitter account, check if people are talking about the conference on this platform and join the conversation.



Image by Gerd Altmann

## Email

- Add your latest article to your email signature and use the DOI link (Digital Object Identifier), for instance [dx.doi.org/10.3233/JAD-170229](https://dx.doi.org/10.3233/JAD-170229).
- Ensure you're taking advantage of email newsletters relevant to your work sent out through your institution or society.

## Search Engine Optimization (SEO)

The search engine is the first point of call for most readers. Top tips to help your article appear closer to the top of search engine results:

- Short title
- Keywords in title and abstract
- Keywords in subtitles
- Keywords in captions for figures, graphs, tables, photographs
- Wikipedia: One of the first places many people go to for substantive information is Wikipedia. Add content and link your article as a reference to a related Wikipedia page.
- Link Building: Google ranking tends to be higher for links that come from institutional websites. Link to your content from your profile page on your institution's website by using the DOI link (Digital Object Identifier), for instance [dx.doi.org/10.3233/JAD-170229](https://dx.doi.org/10.3233/JAD-170229). Encourage other members of your academic community to link to your content, and do the same for them.



Image via Pexels



Image by Wikimedia

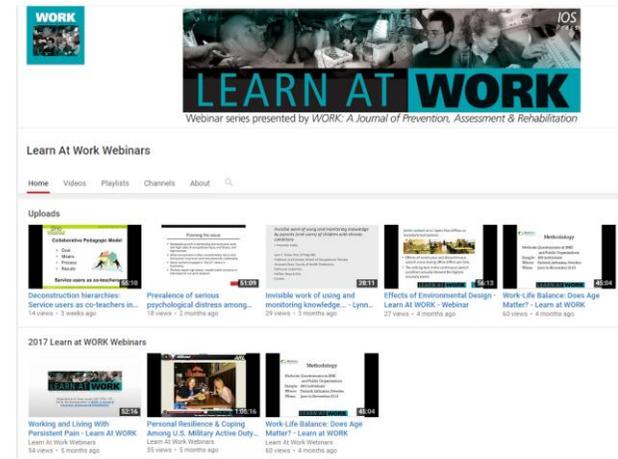
## Multimedia

Multimedia content typically appears in separate search results than text articles, and thus provides a new avenue of discoverability for your work. This makes these types of content great tools for attracting and engaging readers.

### Options include:

- Create a 2-5 minute webcast-style video explaining your research. Combining PDF, PowerPoint slides and voice-over using a tool like Slideshare - you can create an engaging multimedia item to share online. Slideshare is a social media outlet that also allows you to share your videos and search for/view other people's presentations. Post your video on YouTube and make sure to include as many keywords as possible in the description. Login to Slideshare: [www.slideshare.net/](http://www.slideshare.net/)

You can check out the **WORK Journal YouTube** channel:  
[www.youtube.com/channel/UCOJalCXvSg9fPHaFFs48PuQ](http://www.youtube.com/channel/UCOJalCXvSg9fPHaFFs48PuQ)



- Record a podcast conveying the key points from your research. This can be shared online and posted on iTunes for free dissemination. Alternatively, take part in an existing podcast.
- Images are powerful. Extracting an image from your article or sharing one associated with your study, particularly in color, makes your posts more visible and makes people more likely to share and read your article. Media outlets often include images with their coverage, so it is useful to have some ready.
- Perhaps your article would benefit from a graphical abstract or infographic? These are a single, concise visual image that summarize your work. Tools to make graphical abstracts and infographics include Powerpoint, Adobe Illustrator and ChemDraw.

## Institution's Website

Submit your article's citation, including the Digital Object Identifier (DOI) number, for posting on your institution's website. Be sure to send new citations regularly. If your institution has a media relations department or newsletter, make sure to suggest your article for inclusion.

### Speak to your librarian

Encourage your institution to subscribe to the journal or buy the book (series) in which you've published. If you're teaching a course, include your article or book in the course reading list.

## Measuring Your Impact

Who's reading your article? Metrics on the types of groups, communities and countries most actively engaging with your work provide valuable information. The results can be surprising and the information can be used to steer your future publications, guide funding applications, and help you to better target your audience.

IOS Press has partnered with Kudos, a service that helps researchers maximize the impact and visibility of their research.

1. Kudos: <http://www.iospress.nl/service/authors/kudos/>

Other article metrics pathways:

2. Article citation tracking via Google Scholar
3. Altmetric: <http://www.altmetric.com/>
4. PlumX : <http://plumanalytics.com/>



Altmetric score for  
Journal of Alzheimer's  
Disease 2017 article.

### What is an Impact Factor?

A journal's Impact Factor is the average annual number of times the articles from the journal have been cited. The Impact Factor is calculated by dividing the number of citations in one year by the total number of articles published in the two previous years. Journal Impact Factors are released each year as part of Journal Citation Reports®, published by Clarivate Analytics.



### What is an H-index?

The h-index measures how prolific an author is and their citation impact of published work. The h-index indicates the number of papers (h) that have been cited at least (h) times.

## Scopus

Scopus is the world's largest peer-reviewed citation and abstract database of scientific literature. Through a complex algorithm, Scopus creates an author page based on your specific publishing history, affiliation(s) and co-citation pattern. You can access your profile here: [www.scopus.com/freelookup/form/author.uri](http://www.scopus.com/freelookup/form/author.uri)

Stay up to date through Scopus's email alerts. Scopus notifies you when one of your selected documents is cited.



Image by ccPixs.com

## ***How does an ORCID Help You?***

- All your professional activities are linked directly back to you
- Institutions, societies, and funders can easily identify you
- Easy to track your activities each time you produce new work

You can register for an Open Researcher and Contributor ID (ORCID). This is a unique identifier that distinguishes researchers from each another. Using this identifier, you can create an online record of all your research and publications.

<https://orcid.org/>