

Advances in Clinical and Experimental Medicine

How can you promote your article?

Advances in Clinical and Experimental Medicine
Useful tips



WROCLAW
MEDICAL UNIVERSITY

The constantly increasing number of scientific papers published each year means that nowadays, it's not only "publish and perish" but also "promote what you publish or (probably) perish" rule. We offer you several tips on the basics of self-promotion – yes, to some extent, it's a time-consuming process, but the actions described below will increase your readership and enhance the impact of your article. While the journal will be sharing your research with multiple databases, a little effort from you can maximize your reach by making your work easier to find.

1) E-mail

The easiest way to enhance your publication impact is by sending an e-mail to colleagues and peers, informing them that your work has been published. The e-mail campaign may encompass:

- « colleagues at your institution,
- « undergraduate or postgraduate students,
- « collaborators on research projects, and
- « members of scientific societies and networks.

The e-mails should be kept short and simple, and include only the most important details – the DOI, a customized abstract, the title, etc. Ask your colleagues and peers to share your article on their own social media platforms. You can also ask them to make comments on the online page for the publication to increase impact and positioning in search engines. Link to your article in your email signature.



2) Social media

Share your paper on all social media platforms available to you – on Facebook, Twitter, but also others. Prepare a short (2–3 sentences) plain-language summary about your manuscript for article alerts and social media. Focus on key findings and implications. Always include the DOI via its URL (<https://doi.org/xx.xxxx/sta.at>). When adding links or citing your work online, always include the DOI. This will allow the reader to access your work even if the URL changes. Remember to share it several times after a paper's release – the traffic on the most popular platforms is really dense. Using Facebook, make your announcements fully public to enable unlimited sharing. Post a longer-form piece on a platform like Medium or LinkedIn.

Roughly 37% of researchers use Twitter daily? Posting about your article on social media is a useful way to connect with colleagues and encourage discussion. Linking to your article in your post adds to your article's attention score. On Twitter, shorten the URL so that it doesn't get cut off when retweeted (see <https://bitly.com/shorten/>).

Consider using <https://www.growkudos.com/>, a free tool to help you promote your article. After free registration and entering the DOI of your paper, this platform will provide you with more information on how to maximize the impact of the data as well as detailed metrics.

Make a 5-minute video summary about your findings to post alongside your published article and to promote your article on social media. Your video should answer the questions:

1. Who are the research team?
2. How did your study come about?
3. What are your key findings and their implications?
4. Where to next?



3) Institutional promotion

Your department or faculty likely offers promotional services to its employees and students, which often include posting links on social media or placing details on dedicated publication pages – and sometimes even full press release options. Submit a story about your study for your institutional or departmental newsletter. Your institution can also have an online profile of its staff members, including lists of publications. Make sure that your profile is updated to include your new citation as quickly as possible.

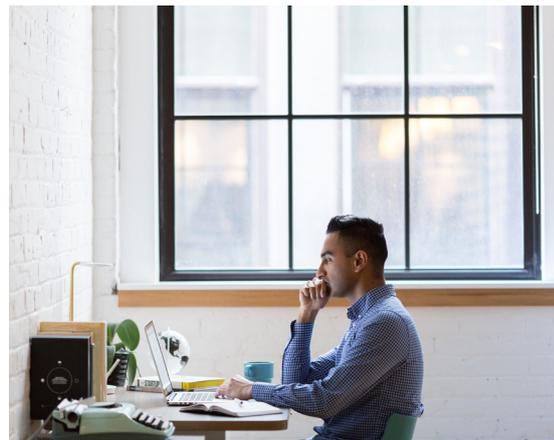
Pitch a story to your institution's media team. Write your pitch email. 'Sell' your story using a catchy title and short paragraph using plain language. Lead with what is unique or valuable about your findings or method. This paragraph is like a lay version of the impact statement in a grant application. Identify the right person in your institution's media team and email your pitch to them. Note that this needs to happen when your article is accepted, so there is time for the media team to prepare press materials before publication. The media team will decide whether journalists are likely to pick up your story. If they think it's possible, they'll work with you to make a media release to send it to their journalist contacts close to publication date.

4) Researcher's publication profiles

Most academic researchers have at least one online profile describing their research and listing their publication history. By updating such information regularly, you'll be able to show the extent of your academic impact. The most common locations for such lists are:

- « website of your institution,
- « ORCID,
- « Academia.edu,
- « ResearchGate, and
- « LinkedIn.

Also, create a Google Scholar profile and register for an ORCID number. Keep these and your institutional website publication list up-to-date.



5) Wikipedia

Both, updating Wikipedia articles, as well as citing your own work in them, will likely improve the quality of the coverage on your subject matter, while also helping to draw traffic to your article. Create your own Wikipedia account if you don't have one. Find existing articles directly relevant to your subject matter that would benefit from additional citations. You can add them in appropriate locations by adding a reference or an external link.

6) Databases, websites and communities of practice

The journal will index publications in online libraries and databases of journal articles. Although the papers are submitted to such entities as soon as possible, it can take several weeks for an index to process new articles. There are several databases and websites which only allow submissions by scholars. Identify databases, websites and communities of practice that either have an online document library, or an online bibliography or a list of resources. If you're unsure, ask your colleagues whether they are registered on any sites or relevant communities where they could upload your work. Such communities and institutions often have established standard ways of submitting new research, either by sharing the URL to your publication or by sending an e-mail to a generic inbox.

7) Blogs

If your article has an online comments section, ask your peers to read the article and then make comments at the end of the page. Reply to the comments to encourage further discourse. More comments will not only help to illuminate certain aspects of your article, but also boost it in online search engines.



If your subject matter is related to current events, consider visiting relevant news websites. In the "comment" section at the end of any relevant article, post a one-sentence comment highlighting the research you've just released and providing a link to the full text of your article. It will help to draw in additional attention (including from journalists).

If you find relevant blogs, ask the writers to consider posting about your recent research and discussing its potential implications. Ask if they'd be prepared to review your article on their site. Write a blog post or Q&A about your study on a reputable blog about your research field.

If you or your institution has a blog, write a post summarizing your research and drawing out its implications in a catchy and concise manner.

8) Help of others

Ask the office of your department to share your research using the e-mail lists of your institution. Consider whether your IT personnel could advertise the article on your institution's website or on your personal profile page. Ask colleagues or students to share the article on their blogs or social media accounts. Send the article to the teaching faculty, proposing that they include it in upcoming courses/reading lists.

Bottom line: Copyright issues

When sharing publications, you may receive questions about copyrights and permissions. All papers published in *Advances in Clinical and Experimental Medicine* are released under the Creative Commons Attribution License (CC-BY 3.0), as specified in the license agreement, and therefore, authors retain the copyright to their published works. Hence, feel free to repost it on any site – either the full text or as a PDF file. There's no need to ask for permission; we only request that you indicate where the work was first published and include the DOI/URL linking to the original version, if possible.

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