

Marketing Guidelines for Authors and Editors

Enhancing the Impact & Readership of Your Work

Assistance from book contributors can make a very large difference to help ensure that as many people as possible read your work and that it will have a tangible impact. This document will support you in the promotion of your work via multiple online and media sources. If you need help with distributing your research or would like to discuss strategies specific to your work, please let us know.

When sharing publications, you may receive questions about copyrights and permissions. There's no need to ask permission, we simply request that you indicate where the work was first published and add the DOI link to the publication.

Steps to maximise the impact of your publication:

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1) Email relevant individuals and Mailing Lists

Most of this first step we could do for you, if you send over your email lists to us publish@su.se.

The easiest method to enhance publication impact is to send an e-mail to colleagues and peers informing them that your work has just been published. All the links to the book should have been provided to you, if not then just ask us. We can also provide you with info sheets about your book and a banner which you can attach in your emails.

- Consider what e-mail lists you have access to: (i) colleagues at your institution, (ii) undergraduate or post-graduate students, (iii) collaborators on research projects, and (iv) members of professional associations/networks.
- Remember to keep emails short and simple. Also, be sure to include a link to the book (DOI, URL, or link to retail outlet).

2) Advertise the Book via Personal and Institutional Social Media Platforms

Social media and academic community sites are a valuable opportunity to announce your research to a potentially very large audience i.e.: **Academia.edu** and **ResearchGate, Twitter and LinkedIn**.

Please contact us if you want help or learn more how to do this and how use social media for self-marketing: publish@su.se. Here are some guidelines.

- Announce the publication multiple times, as it may get swamped among other content or may not be timed right for other regions around the world. A tip could be to highlight different interesting results of your work to create interest and discussion about your research.
- Always include the DOI/URL (web address).
- In Twitter, be sure to shorten the URL so that it does not get cut off when people re-tweet it (see <https://bitly.com/shorten/>).
- As your publication is freely available online, simply add the DOI link to the publication and the page will automatically be linked to the book and help to increase its ‘findability’ in online searches.
- In LinkedIn, add the book to the “publications” section in your profile. Also, LinkedIn groups offer opportunity to advertise research. If you want advice on this, please contact us: publish@su.se.
- On your institution profile, ensure that your list of publications is updated to include your new citation.

Here you can read about a researcher’s experience of self-marketing in social media:

http://melissaterras.blogspot.co.uk/2012_04_01_archive.html. If you are interested in Twitter, here you can find a guideline for academics:

http://www.lse.ac.uk/newsAndMedia/news/archives/2011/10/twitter_guide.aspx

3) Insert References to Your Work into Wikipedia Articles

This will help to improve quality of the Wikipedia coverage on your subject matter, whilst also help to draw traffic to your contribution.

- Go to Wikipedia – create an account if you don’t have one – and find existing Wikipedia articles directly relevant to your book content that would benefit from additional citation information. In appropriate locations throughout these articles, add citations referring to your work. If you want to do this and need a how to do list, please contact us and we can send you more information: publish@su.se.

4) Blog about Your Work – and Comment on It

This is an effective process but can be a time-consuming one to subtly promote your work online.

- SUP blog: You are always welcome to write a blog post in the SUP blog. You could write about a specific topic about the books content, or why you published the book with SUP, advantages and disadvantages, start a discussion in your field or with other authors, reviewers etc. This could be a mere 150-500 words.

- Blogs: Find relevant blogs and contact the bloggers to ask them to consider writing about your recent research and to discuss its potential implications. Ask if they would like to review your chapter/book on their site. Or, if you have a blog, or if your institution does, write a post summarizing your research and drawing out its implications.
- Comments: If your publication concerns a timely subject matter, consider visiting relevant news articles (nytimes.com, CNN.com, BBC.co.uk etc). In the “comment” section at the end of the article, post a one-sentence comment highlighting the relevant research you just released and providing the DOI to your publication.
- You may feel awkward posting such comments on news sites or blogs, but they will help draw additional attention to your work (including among journalists, who often review comments on their articles). We could also help you with that, if you want us to comment on something as a press on your work. Please contact us publish@su.se so we can discuss how we can help you.

5) Ask Others for Assistance in Distributing Your Work

Ask others for help in sharing your work:

- Ask your office or department’s administrator to send it out to your institution’s e-mail lists
- See if your IT personnel could advertise the publication at your institution’s website/homepage or on your personal profile page.
- Ask colleagues or students to share the publication via their blogs or social media accounts. There is nothing inappropriate about asking for support in distributing your work, just be willing to return the favour.
- Send the publication to teaching faculty, proposing that they include it in upcoming courses.