

Enhancing the Impact & Readership of Your Work

This document provides information on the steps you can take to increase your readership and enhance the impact of your article. While the journal will be sharing your research with multiple databases, a little input from you can maximise your reach by making your work easier to find. We strongly recommend you complete as many of the following steps as possible:

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[1\) Email coworkers, mailing lists, industry contacts etc](#)

The easiest way to enhance your publication impact is to send an email to colleagues and peers, informing them that your work has been published.

Depending on the email lists you are able to access, you may wish to alter your tone according to the recipient: (i) colleagues at your institution, (ii) undergraduate or postgraduate students, (iii) collaborators on research projects, and (iv) members of societies/networks. While there's nothing wrong with combining these lists to send out a single announcement, customising your message according to the different groups may have a positive effect and raise awareness more efficiently. Ideally, you'd want to keep the emails short and simple, including only the most important details - the DOI, a customised abstract, the title, etc. Try to hook the recipients and persuade them to visit your article online, allowing it to rise more quickly in the list of "Most Read" articles on the journal website. You may also wish to use the email to 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 "findability" (see point 5).

[2\) Advertise via social media platforms](#)

Social media and academic community sites are a wide-reaching and free way of sharing your work with a large audience. The most popular platforms are currently **Facebook** and **Twitter**, but there are many others. The more platforms you use to share your article, the better!

- Through the very nature of social media platforms, your announcement may get swamped among other content, so consider sharing it several times after it has been released

- Don't announce anything on a Friday (article views are usually lower at weekends)
- Don't tweet at midnight; your target audience may be asleep
- Always include the DOI via its URL (e.g. <https://doi.org/xx.xxxx/sta.at>). In 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. You will need to register and verify your account. When you've completed these steps, add the DOI of your publication, as well as a short description and explanation before clicking on the "share publication" button. Growkudos.com will then provide you with more information on how to maximise the impact of the data as well as detailed metrics.

Note: When adding links or citing your work online, please include the DOI. This will allow the reader to access your work even if the URL changes.

Note: To increase the likelihood of search engines indexing your post, make your Facebook announcements fully public.

Not sure sharing your publications on social media is worth it? This article may change your mind: http://melissaterras.blogspot.co.uk/2012_04_01_archive.html

3) Promote via your institution

Your department/faculty is likely to have outlets to help promote the research being produced by their staff. We strongly suggest you contact them to see what options are available. Services often include posting links on social media or placing details on dedicated publication pages. Some forms of promotion even include full press release options. It is vital you contact them as early as possible so that they're able to help you more efficiently and promote the work while it is still new.

Your institution is likely to have an online profile of its staff members including lists of publications. Ensure your profile is updated to include your new citation as quickly as possible.

Institutional accounts are likely to be handled by a research assistant, intern or administrator.

4) Update your publication profiles

Most academic researchers have at least one online profile detailing their research and listing their publication history. By updating these regularly you'll be able to show the extent of your academic impact. The most common locations for such list are your institution's website, [Orcid](#), [Academia.edu](#), [ResearchGate](#) and [LinkedIn](#).

Add the publication details to your Academia.edu and/or ResearchGate profile. The journal should already be listed on the site. By providing content and links you will help to alert other users to your post. To reach the largest number of members, ensure that your keywords/research interests are as broad as possible. Do NOT upload the PDF of your publication to your profile, since this can lower the ability of search engines to detect the article properly. As your publication is freely available online, simply add the DOI link to the publication and the page will automatically be linked to the article. Increasing the number of incoming links means your article will appear more highly in search results, helping to draw in more traffic.

On www.linkedin.com, add the article to the "publications" section of your profile. LinkedIn groups offer an additional opportunity to advertise your research. Check out specialized groups relevant to your work or participate in more general ones that tend to be widely followed.

Encourage debates by starting a new “Discussion” about your work on the group page. Keep it punchy to attract more attention.

If you have an [ORCID](#) account (and we recommend that you do), remember to log in and update your profile regularly. If you already allow CrossRef to update your publication history automatically, this step may have been completed already.

5) Insert references to your work into Wikipedia articles

Updating Wikipedia articles and citing your own work will both help to improve the quality of the coverage on your subject matter, while also helping to draw traffic to your article.

Go to Wikipedia and create an 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. This is quick and easy. Go to the “Edit” window of the Wikipedia page (click on “Edit” above the article). Find a place where you would like to add a footnote to your work using the citation format of your published article. Add the following:

`<ref>BIBLIOGRAPHIC REFERENCE TO YOUR WORK</ref>`

Example: `<ref>Howe, K. and Nussio, E. 2012. What if the FARC Demobilizes?. Stability: International Journal of Security and Development 1(1):58-67, DOI: http://dx.doi.org/10.5334/sta.aj</ref>`

- Adding an External Link: If the article has a list of “external links”, go to the list at the bottom of the page and add an entry. An entry will start with an asterisk (*), followed by some text between two brackets: [text goes here]. Insert the URL for your article followed by a space within the brackets. Text after the space will be displayed directly on the Wikipedia article:

`*[URL Title of the Article]`

Example: `*[http://stabilityjournal.org/article/view/22 “What If the FARC Demobilizes?” by Howe & Nussio, November 2012]`

Please only place citations that are relevant to your publication, otherwise it will be removed.

6) Upload to databases, websites and communities of practice

The journal will index publications in online libraries and databases of journal articles. Although they will be submitted as soon as possible, please note that 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 (a) an online document library or (b) an online bibliography or 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. These often have standard ways of submitting new research, either by sharing the URL to your publication or by sending an email to a generic inbox.

7) Blog about your work – and leave comments

Blogging can be a highly effective method of spreading your reach, although it is also very time consuming. There are two blog-related methods of promoting your work online:

- Comments:

- a) Your article will have an online comments section, enabling readers to give their opinion and feedback and to start a discussion within the academic community. We therefore recommend that you ask your peers to read the article and then make comments at the end of the page. You will then be able to reply to the comments to encourage further discourse. More comments will not only help to illuminate certain aspects of your article, but also make it more “findable” for online search engines.
- b) If your subject matter is related to current events, consider visiting relevant news websites (such as nytimes.com, CNN.com, BBC.co.uk etc). In the “comment” section at the end of any relevant article, post a one-sentence comment highlighting the research you just released and providing a link to the full text of your article. You may feel awkward posting such comments on news sites or blogs, but they will help draw in additional attention (including from journalists, who often review comments on their articles).

- Blogs:

Find relevant blogs and contact the writers to ask them to consider posting about your recent research and to discuss its potential implications. Ask if they’d be prepared to review your article on their site. Or, if you or your institution have a blog, write a post summarizing your research and drawing out its implications in a catchy and concise manner. Make sure it’s punchy and not just a repetition of your abstract.

8) Ask others for assistance in distributing your work

Ask others for help in sharing your work. There are a number of directions this might take: (i) ask your department’s administrator or office to send it out via your institution’s email lists; (ii) consider whether your IT personnel could advertise the article on your institution’s website or on your personal profile page; (iii) ask colleagues or students to share the article on their blogs or social media accounts; or (iv) send the article to the teaching faculty, proposing that they include it in upcoming courses/reading lists.

There is nothing inappropriate about asking for support in distributing your work. Just don’t push too much, and be willing to return the favour for your colleagues and friends.

Note: When sharing publications, you may receive questions about copyrights and permissions. As all our publications are released under the [Creative Commons Attribution License \(CC-BY 3.0\)](https://creativecommons.org/licenses/by/3.0/), 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 simply request that you indicate where the work was first published and include the DOI/URL linking to the original version if possible. Having the DOI/URL present will help us to provide more detailed metrics on how many people are reading, citing, and mentioning your publication.

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