

How to ... disseminate your work

Increasing the Discoverability of your Article

Build Up Your Own Readership And Citation

When your article is going to press, send a link to your relevant friends and contacts to increase readership of your research:

- People in your department or organization
- Contacts through research groups, conferences, seminars
- Relevant special interest groups, mailing lists, online discussion forums, any professional bodies of which you are a member
- Authors you have cited



Provide Information That Is Easy To Search

Make sure that the **header** information is clear and accurate:

- Choose a short, succinct and descriptive title
- Use descriptive keywords for key concepts including any “buzzwords”
- Clear and informative abstracts, including the key idea, research methods, findings, and implications



Use Social Media to Increase Visibility!



Using social media is a great way to connect with academics and peers in your field of research world-wide, consequently increasing the impact of your work in real time. It allows you to share your ideas, research and work freely with a broad and interesting global community of people you may not usually have the chance to connect with. It could also open doors to new areas of research for you!

Use Kudos!



Kudos is a social media tool, rather than a social media platform. It's a great new service that helps researchers and their institutions/funders to measure, monitor and maximize the visibility and impact of their published articles, and when you become an Emerald author, you automatically get free access to the service!



Measure



Monitor



Maximize
Visibility

Your own Website or Blog

Identify the right platform and understand that you don't need to pay for a developer – using free sources platforms such as Square Space or WordPress is just as effective.

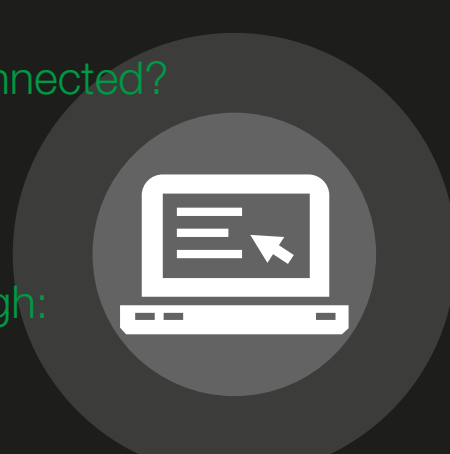
Planning Your Site

Consider what the main purposes are, such as:

- What is the purpose of the website?
- How many sections should there be, and how should they be connected?
- Where will I host the site?
- What is my institution's policy on websites?

Consider the **graphic design** elements and make it accessible through:

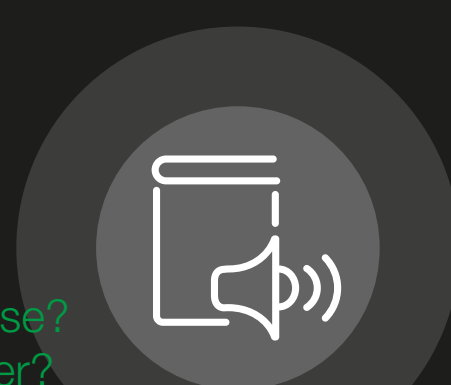
- Consistent page design
- Sufficient space and contrast between background and text
- Avoid gimmicks, complex graphics, and “Flash” software
- Use a sans serif typeface
- Ensure navigation is clear and easy to use



Publishing Your Article

Consider whether you just list, or “publish” your papers:

- Do you provide a link to the abstract in the former case? If the latter, do you have permission from the publisher?
- Provide a HTML version and a link to a PDF version whenever possible



Site Content And Maintenance

Make sure you:

- Update existing content and add new content regularly
- Adapt your writing style for the Web



Getting Your Site Known

If your site is part of a larger site:

- Make sure that your URL appears on every communication you send out
- Register your site with search engines



Media relations

You may also want to consider writing your own press release or creating a targeted media campaign. Think about the kind of audiences that might be interested in your research and target media outlets (such as the national press, trader magazines or blogs) accordingly.

