

5 Ways to Promote Your Articles





Why do I need to promote my article?

We know that academics and researchers are working in an increasingly competitive market and that our authors are frequently asked to demonstrate the impact your research has had on the wider community.

To help you get started, here are Author Hub's top 5 tips for promoting your latest research.



Blogging

Increase the impact of your work:

Crosslinking with your work can improve search engine rankings

Raise your profile:

Advance your reputation and find opportunities to collaborate

Broaden your audience:

Inspire and engage new readers from around the world



Ideas for blog posts include articles that provide insight into your research, explore a theme from your work, opinion pieces relating to a current news topic or something that would spark debate.



When deciding to write a blog you have a number of options:



Get started with a post on the Cambridge Core Blog:

Find out more at [Cambridge.org/core/blog](https://www.cambridge.org/core/blog)



- ii Write a guest (commissioned) post for an external blog:**
 Writing guest posts can be a really effective way of exposing you and your work to new readers as an external blog will already have an established network of interested followers.
- iii Write a post for your own blog:**
 Setting up your own blog, and maintaining it, this does require a serious investment of you time so please do think carefully about this option.

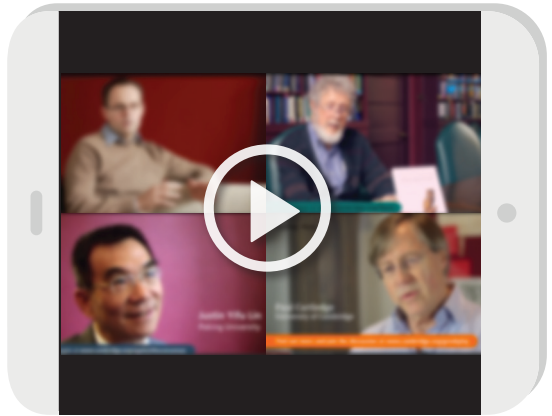
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Videos

Video is becoming an increasingly popular method of online communication and supports the discoverability of your article.

Videos can be shared on social media and embedded into blogs and websites, making them a great way of adding new content to your other social media accounts. Like blogs, videos also appear very high up in search engine rankings and so they're an effective way of raising your profile.

You can create a video abstract about your article some examples of this are: a short 'to-camera' summary of your article, a powerpoint (with voiceover) or a video animation.

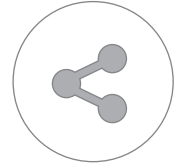


3

Social Media

Social networks is an easy way to share your research with your community.

You can easily share your work from the article page on Cambridge Core just look out for this symbol.



Twitter



Twitter has over 317 million active monthly users and is great to keep your audience updated with short posts, quick news and links to external sites. Setting up an account is very easy following Twitter's helpful suggestions:

<http://i626974o6c79.osar.com/CUPTweet>

Quick tips:

- Follow people in your community
- Add relevant hashtags to your tweets
- '@' your co-authors if they are on Twitter
- '@' the relevant Cambridge Twitter account. Here are some of our accounts:

- ➔ @CambridgeUP
- ➔ @CUPAcademic
- ➔ @CambridgeCore

For more information please view
Author Hub's Guide to Twitter.

Facebook

Facebook is the most popular social media platform with over 2 billion active monthly users. It is a popular marketing tool and can be used to share company news and updates.

Whilst the site might not be specifically



targeted towards sharing academic content Societies and groups tend to have dedicated Facebook pages so ‘Liking’ these pages and engaging with their content is a good way of increasing your fan base with an interested community.

LinkedIn

LinkedIn is a social network specifically designed to help professionals to connect with each other.

The website is available in 24 languages and has over 400 million registered users.

By setting up an account you can give a brief history of your work, your research interests, your professional experience and you can also follow groups with similar interests to you. We’d recommend sharing links to your other social media accounts, including your blog posts, and posting in relevant interest groups as a good way of keeping your account active and engaging with readers.



As an author you also have the ability to add publications to your LinkedIn profile, which is a great way of directing even more readers to your work.

Don’t forget to join the Author Hub LinkedIn group, where you can share ideas and experiences with your fellow authors and get personal advice from the Author Hub team and special guests. You can join the group by clicking [here](#). Also do visit our LinkedIn Academic Page by clicking [here](https://www.linkedin.com/showcase/11096649): <https://www.linkedin.com/showcase/11096649>

There are other social channels that are available to use, please consider the best platform for your content and audience.

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Core Share

Generate online links to read-only journal articles that can be shared across social media platforms and scholarly collaboration networks, to enhance both the impact and discoverability of research.

Core Share has many benefits to the author and audience, the URL it generates allows for simple sharing without having to be a subscriber to Cambridge Core, article usage is recorded to measure article impact and the online link ensures the final published version of a journal article is updated at any time.



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Community Networking

Promoting your research to your community is an effective way of promoting your work to your local ecosystem.

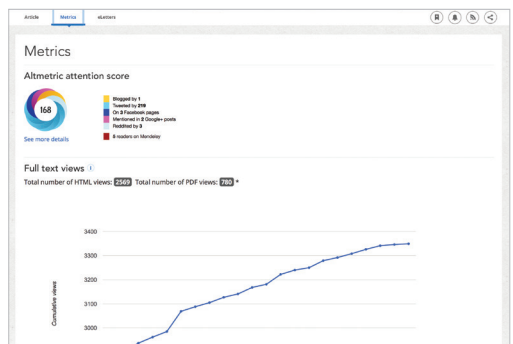
Adding your article to your faculty or professional webpage makes it significantly easier for people to find your work.

Conferences are a great way for you to share your research with your colleagues and community and will encourage promotion by word of mouth recommendation which will naturally increase visibility of your work.

Top Tip: Register for your unique ORCID iD and add your article to your profile. Find out more in our guide to ORCID.

Don't forget to look at your Metrics

Visit your article page on Cambridge Core to see the impact of your research. You can view your Altmetric attention score, downloads and abstract views.



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