

# Author Hub.



## Top 10 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. Using social media effectively can help you to engage with your peers and the academic community as a whole. In turn, this will help to encourage both usage and citations of your work.

To help you get started, here are Author Hub's top 10 tips for promoting your latest article.



## Email Signature

Adding a link to your journal article in your email signature is an extremely simple, yet very effective way of promoting your work to a large number of people.

If you need any guidance on how to do this please contact your Journal.

For example:

Professor John Smith,  
Author of ... [Find out more about my publication here](#)  
Follow me on Facebook ... | Twitter ... | Google+ ...



## 2

### Blogging

Blogging is a fantastic way of raising your profile as an expert in your field and can significantly help to increase search engine rankings. By updating blogs on a frequent basis alerts are sent to search engines, letting them know that new content is available to 'digest'. Gradually, as more alerts are sent to search engines, content will rank higher. This will really help to increase the audience for your work and make it more accessible to the wider community.

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

i

**Write for the Cambridge University Press Journals blog**

Find out more at <http://journals.cambridge.org/blogauthors>

ii

**Write a post for your own blog:** Setting up your own blog, and maintaining it, does require a serious investment of your time so please do think carefully about this option.

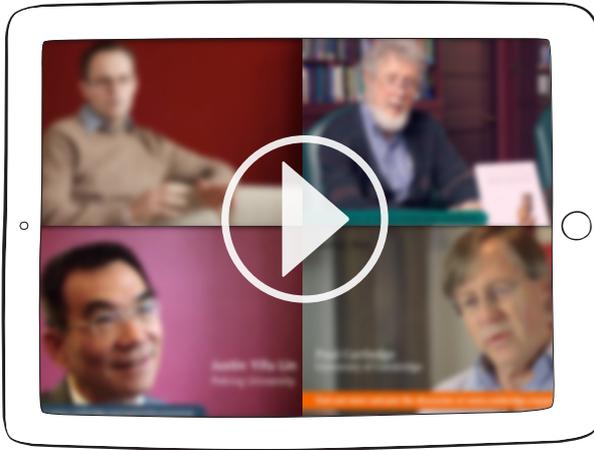
Ideas for blog posts include articles that provide insight into your research, explore a theme from your work, opinion pieces relating to a current news topic or something that would spark debate.

iii

**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.

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



### 3

## YouTube videos

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.



If you're able to film your own interview – either by yourself, with the help of a colleague or with your University's media team – you can submit the footage to the Author Hub team for editing and branding. Our marketing department will then upload the video to YouTube and promote it for you.

For more information please view our  
Author Hub Guide to Author Videos.



## 4

## Twitter

Twitter is a great way of sharing information quickly, and is less intrusive than some other social media networks, enabling you to strike a good balance between being professional yet personal. Setting up an account is very easy following Twitter's helpful suggestions:

<https://support.twitter.com/articles/100990-signing-upwith-twitter>

Finding and following related Cambridge University Press Twitter accounts for your research interests is a good way of keeping on top of news and building a fan base. Here is just a selection of some of our accounts (if you can't find what you're looking for, get in touch with your marketing contact at the Press and they will send you a link to the right account):

### **@CambridgeJnls**

Cambridge University Press Twitter – Academic account:

➔ <https://twitter.com/cambridgejnls>

### **@CambUP\_History**

Cambridge University Press Twitter – Academic History account:

➔ [https://twitter.com/CambUP\\_History](https://twitter.com/CambUP_History)

### **@CambUP\_medicine**

Cambridge University Press Twitter – Academic Medicine account:

➔ [https://twitter.com/CambUP\\_medicine](https://twitter.com/CambUP_medicine)

### **@Literature\_CUP**

Cambridge University Press Twitter – Academic Literature account:

➔ [https://twitter.com/literature\\_cup](https://twitter.com/literature_cup)

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



## 5

## Facebook

Author Facebook pages are designed for public figures, brands or companies to publicly engage with any Facebook user who chooses to 'Like' them. As an author this is a great way for you to communicate directly with your audience, share insights into your industry and work, or perhaps share your journey as you write your publication.

As of October 2014 it was estimated that there were **over 500 million users** on Facebook. Whilst the site might not be specifically targeted towards sharing academic content, Facebook is perhaps the most actively used social media site, meaning it should be seriously considered as a vehicle for helping you to promote your work.



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.

You can also 'Like' the Cambridge Journals Facebook page by visiting:

<https://www.facebook.com/CambridgeJournals>

For more information please view Author Hub's Guide on 'How to set up an Author Facebook Page'.



6

## Google+

Google+ might not instantly appear to be the most active of social media networks. However, Google currently indexes Google+ posts within a few minutes, meaning that using the site is currently the **fastest way to appear in search results pages**.

A Google+ account has a number of features that we invite you to explore at your leisure. At the very least you need to establish a profile on your account to enable people to find you. You can also follow the Cambridge Journals Google+ page by visiting:

<http://bit.ly/camjnls>

Setting up a Google+ account only takes a couple of minutes. You can get started by visiting the following link:

<https://accounts.google.com/SignUp>



## 7

## Kudos

Cambridge University Press is partnering with the web-based service Kudos to provide our authors with the tools you need to help maximise exposure of your publications, making sure that they are seen by your peers and by the wider academic community. This not only helps to increase the usage and citation of your work but, ultimately, allows your work to make a bigger impact in the research community. This impact can then be measured using the metrics available on Kudos.

There are four basic steps to setting up a free Kudos account. These steps are: explain, enrich, share and then measure. Kudos provides several different types of metrics for you to view. This information will be used by our team here at Cambridge University Press to refine the marketing strategy for your work to help increase usage and citation further (and you may wish to use this information to help refine your own activities as well).

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

## 8

## Scholarly Collaboration Networks

There are a number of social communities that have been set up expressly to share and promote academic research.

Different sites take different approaches and focus on different disciplines, so we recommend you take some time to research the options and see which best meet your objectives.





9

## LinkedIn

LinkedIn is a social network specifically designed to help professionals to connect with each other. 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](#).

For more information please view our Author Hub Guide on 'How to add your publications to your LinkedIn profile'.

**10**

## Google Alerts

Once you've spent the time establishing yourself on a number of platforms, you'll want to find out how your efforts are paying off. Setting up a Google Alerts account is one really good way of monitoring who is talking about you and your work.

Once you've activated your account, Google Alerts will send you a digest email of newly indexed web content with clickable links. Receiving these alerts will give you a good indication of what activities are working well for you. Then you can use this information to help focus on the most effective activities.

For more information please view Author Hub's guide called 'Find out who's talking about you and your book with Google Alerts'.



## Do you need advice on how to use social media effectively?

### If so, then visit Author Hub

Here you will find:

- A set of resources designed to help you engage with your readers and make yourself more discoverable online
- Resources available in a range of formats including pdf, video and animation
- A bespoke video service for authors – speak to the team about filming an author video to help promote yourself and your work
- Personal advice from the Author Hub team – email us at [authorhub@cambridge.org](mailto:authorhub@cambridge.org)

 [authorhub@cambridge.org](mailto:authorhub@cambridge.org)

 [cambridge.org/authorhub](https://www.cambridge.org/authorhub)



**CAMBRIDGE**  
**UNIVERSITY PRESS**  
[www.cambridge.org](https://www.cambridge.org)