Enhancing the Impact & Readership of Your Work

This document will help ensure that as many people read your work as possible and that it has a tangible impact. We recommend that you complete as many of the below steps as possible, if they apply to you and your work. As the publisher, we will be promoting your work via multiple online and media sources – however assistance from book contributors can make a very large difference. If you need help with distributing your research or would like to discuss strategies specific to your work, please let us know.

1) E-mail Co-Workers, Mailing Lists, Industry Contacts etc

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.

This may take a bit of creativity. 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. You may wish to combine these lists and send out one announcement, or you may see a benefit in taking 10 minutes and customizing a message for each particular group.

Remember to keep emails short and simple. Also, be sure to include a link to the book (DOI, URL, or link to retail outlet).

You may wish to use the e-mail to ask others to share your news with pertinent colleagues via e-mail or via social media platforms, if they are comfortable doing so.

2) Email Signature

One very easy way to increase awareness to your new book is to add the title and DOI link to your email signature. This will mean that everyone that you send an email to will have a one-click option to view the publication online. e.g.:

Joe Bloggs

Ubiquity Press

New Book: *Title of new publication here* (DOI: dx.doi.org/10.5334/bam)

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

Social media and academic community sites are a valuable (and free) opportunity to announce your research to a potentially very large audience. Currently, the most important social media platforms are **Facebook, Twitter, LinkedIn, Academia.edu** and **ResearchGate**. Institutional accounts are likely to be handled by a research assistant, intern or administrator, who you'll need to contact. We recommend that Facebook is always updated with your work, and at least one of the other social media outlet.

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. Consider announcing it a couple of times after it has been released, but general rules would be:

- Don't announce anything on a Friday (views are always much lower at weekends)
- Don't Tweet at midnight, if you target audience will be asleep
- 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/).

Add the publication details to your www.academia.edu and/or http://www.researchgate.net/ profile. Having the content mentioned and linked will help to raise awareness of your publication, and also alert users with similar keywords to your post. To reach the largest number of members, the keywords/research interests attached to the work should be as broad as possible. Do NOT upload the PDF of your publication to your Academia.edu profile, as this can lower the ability of search engines to rank the publication highly. 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 fantastic opportunity to advertise research. Check out specialized groups pertinent to your work or overarching groups that tend to be widely followed. For example, go to the LinkedIn page and start a new "Discussion" about your research; frame it provocatively or in a way to garner attention.

On your institution profile, ensure that your list of publications is updated to include your new citation.

NOTE: When adding links or citing your work online, please **always ensure that the DOI is provided**, rather than the URL. This will ensure that the reader can always easily be directed to the book, even if the URL were to change.

NOTE: When posting on Facebook, select the option that allows the post to be **fully public**. This will mean that anyone can see the post. Restricting the post to just your contacts will mean it is not indexed by search engines so highly and may not get picked up by your publication metrics.

For a convincing argument on why posting your publications on social media platforms is a valuable task, see: http://melissaterras.blogspot.co.uk/2012_04_01_archive.html

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 helping 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. This can be done by:

- Add a Reference: This is quick and easy. Go to the "Edit" window of the Wikipedia page. (Click on Edit at the top right of the article.) Find a place where you would like to add a footnote to your work – using the citation format within your published work. There, add the following:

  <ref>BIBLIOGRAPHIC REFERENCE FO YOUR WORK</ref>

  For Instance: <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>

- Add 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 a bit of text in between two brackets: [text goes here]. Inside of the brackets, you insert the DOI/URL address for the book publication, followed by a space. Whatever you put after the space will be the display text (that the reader at Wikipedia will be able to see).

  *[URL Title of the Book]

  For Instance: *[http://www.ubiquitypress.com/site/books/detail/9/past-in-the-present/ **Past in the Present: A Living Heritage Approach - Meteora, Greece** by Ioannis Poulios 2014]

Please also ensure that you only place citations that are directly relevant to your publication, and improve Wikipedia, otherwise it will be removed.

4) Blog about Your Work – and Comment on It

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

- 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 wouldn't mind

reviewing 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 in a pithy manner. This could be a mere 150-500 words.

- Comments: If your publication concerns a timely subject mater, 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).

5) Ask Others For Assistance In Distributing Your Work

Ask others for help in sharing your work. For instance, consider the following options:

   I.   ask your office or department's administrator to send it out to your institution's e-mail lists

  II.   see if your IT personnel could advertise the publication at your institution's website/homepage or on your personal profile page

 III.   ask colleagues or students to share the publication via their blogs or social media accounts, if they are comfortable doing so

 IV.   send the publication to teaching faculty, proposing that they include it in upcoming courses.

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.

Note 1: When adding the source information to the electronic version of the book, please always try to use the DOI, rather than the URL. A URL may be altered in the future, however the DOI will not, thus ensuring that your book stays permanently linked.

Note 2: 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), authors retain the copyright to works published. Hence, re-post it on any site – either text or the PDF file. There's no need to ask permission, we simply request that you indicate where the work was first published and include a URL linking to the original version if possible.

*Original source text provided by Steven A. Zyck

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