

Congratulations! Your work is about to be published. Now it's time to maximise its reach and impact.



We are pleased to share some promotion hints and tips, which we hope you will find helpful whatever your career stage. You may already be doing all of this and more or just beginning to explore the possibilities offered by social media and other communication channels. Increasingly, funding bodies want to see that the research they support is driving societal change, making it more important than ever to widely promote your articles. We hope you feel inspired to share your publication and look forward to seeing the results.

Share your news – promotion by word-of-mouth is very effective

Tell your co-authors and colleagues:

- Don't forget cited authors and key contacts
- Accept offers of promotion via social media, blogs etc. and reciprocate where possible
- Explore whether your publication can be added to reading lists.

Tell your institution, department, and funder(s):

- Speak to the marketing manager and/or press officer or inform the Scientific Secretary/Research Liaison Officer
- Ask whether your work can be included on the website, social media or in newsletters
- Update your staff page
- Contact the library as it may also be able to help.

Take some quick steps

- E-mail signature – include the publication title, DOI link and your [ORCID](#)
- CV and profiles – update your CV and profiles (e.g. [GoogleScholar](#))
- Listservs – join relevant listservs and post a message or start a discussion (e.g. [JiscMail](#) or [L-Soft](#))
- Join ResearchGate to share your papers, preprints, and data and connect to others in your field
- Post your article in appropriate subject or institutional repositories (such as [arXiv](#) or [HAL](#)) to boost early visibility and accessibility.

Maximise the impact of your research through social media



Social media offers a powerful way to expand your reach, with platforms like Facebook, Instagram, LinkedIn, TikTok, Bluesky, Mastodon, X (formerly Twitter), YouTube, Reddit, WeChat, and Weibo connecting vast audiences worldwide. While it's not necessary to be on all of these, having a presence on at least a couple can be highly beneficial for sharing and promoting your work effectively. If you already use social media, use your personal accounts to raise awareness, making the most of appropriate tagging to extend visibility beyond your immediate network.

If you are new to social media, ask your colleagues which are the best channels for your community.

If you would like support with promotion, consider tagging **Société Internationale de Chirurgie Orthopédique et de Traumatologie (SICOT)** or **EDP Sciences**, who can repost to their networks, reaching a wider audience.

To find the correct person or institution to tag, type @ and the beginning of the name used in their profile, the account you're looking for should pop up in a drop-down list for you to select.

LinkedIn

LinkedIn is a popular network on which you can create an online CV or portfolio of all your academic career milestones, including research publications. Like all social networks, tagging relevant affiliated institutions or colleagues will help your posts reach a wider audience.

- Update your profile and share regular posts
- Join and post to relevant groups
- Connect with people in your field and share information about your work
- Engage with relevant pages and posts by liking, sharing or commenting
- Consult the [LinkedIn help and learning centre](#) for guidance.

WeChat

If you're not already on WeChat, consider joining it as a powerful promotion channel to share your articles, connect with Chinese researchers, and engage with a vast academic community.

- Let more Chinese scientists know about your research, especially if it includes anything related to China or Chinese institutions, by preparing a piece of news in WeChat
- Include:
 - The article title, citation and an introduction to your institution
 - A brief introduction to the article or research
 - Pictures from the article with any necessary credits
 - Videos or interviews related to the research or article
 - A brief CV of the authors.

You can download the WeChat app either directly from your device's app store or, if that isn't available in your region, directly from the [WeChat website](#). Instructions on how to sign up for the platform can be found via the [WeChat Help Center](#).



Bluesky/Mastodon/X



Bluesky and Mastodon are emerging as decentralised alternatives for academics looking to move away from X/Twitter, as EDP has done. These platforms offer a different approach to social networking, with Bluesky closely resembling X in format and Mastodon providing a more community-driven experience. Many users appreciate these alternatives for their efforts to reduce toxicity and promote healthier academic discussions. However, we recognise that many authors still use X/Twitter for engagement.

The Bluesky post format most closely resembles X, with shorter character limits.

For all platforms:

- Include publication title and DOI link
- Name/tag co-authors if there's space or use "et al."
- Tag your institution, the journal and/or publisher if there's space
- Use relevant hashtags e.g. #OpenAccess
- Include a free-to-use image or a graphical (visual) abstract designed for your article or even better one from the article itself.

Refer to the [Bluesky Community Guidelines](#)

Refer to the [X Community Guidelines](#)

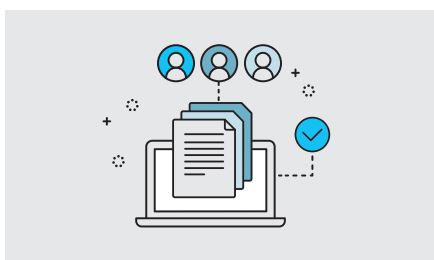


For Mastodon:

- Research the most appropriate server to join. It may be more relevant to join a smaller, more subject specific server than the large generic ones.
- [Browse Mastodon servers](#)
- Community Guidelines are specific to each server, though you may find this [Mastodon guide](#) helpful.

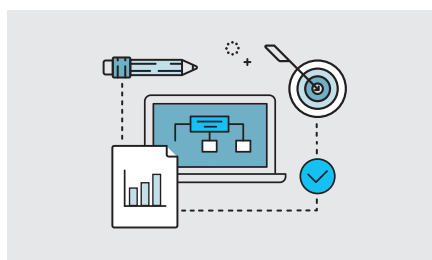
Enhancing your visibility through press releases and visual summaries

To maximise the reach of your research, focus on creating engaging content that captures attention quickly. Readers, funders, and the media are more likely to notice and share research that is presented in a clear, accessible, and visually appealing way.



Plain Language Summaries

Help a wider audience understand the impact of your work by distilling complex findings into clear, concise language.



Infographics

Visually striking summaries make key data easier to digest and are highly shareable across social media and websites.



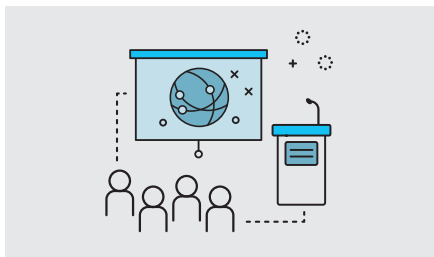
Video Abstracts

A short, engaging video (around two minutes) can significantly increase engagement, drawing in new audiences.

If your article has broad appeal, a **press release** can help amplify its impact. Identifying the most compelling aspects of your research, such as surprising results, real-world applications, or novel insights, will make it more likely to attract attention beyond your field.

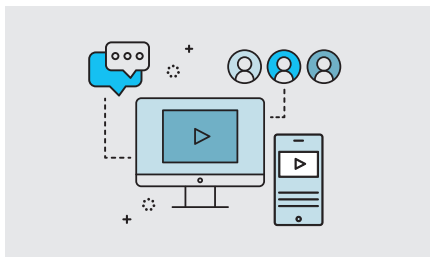
Many institutions provide support for creating engaging research summaries.

Consider longer-term promotion activities



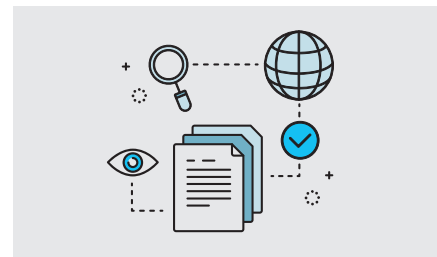
Conferences and events

- Engage with fellow-delegates and expand your network
- Accept invitations to speak (including webinars and training events) or propose yourself for “contributed sessions”
- Post on social media using the official #
- Ask our marketing department for flyers, posters etc. which you can distribute



Blogs and videos

- Write your own blog or create your own videos
- Include, for example, reviews, guest posts, feedback and news about future projects
- Contact relevant bloggers about your work or offer to write a guest post



Repositories and research platforms

Consider including your work on platforms such as:

- Repositories – institutional, community or general science repositories
- Research sharing and networking services – e.g. [ResearchGate](#) and [arXiv](#)

Using experimental technologies for promotion

The Artificial Intelligence (AI) / Machine Learning (ML) environment is evolving rapidly and, with it, tools to help you promote your research in innovative and interesting ways are growing in number.

We encourage the responsible and ethical use of these technologies to help your research reach new audiences, with the following guidance:

- Check carefully whether your research, when input into any summarisation tool, will be used to further train the language model. For many widely available tools there is an option to opt-out of this, which we would recommend.
- Consider the resource-intensive nature of generative AI used to create promotional images or audio/ video summaries. Ensure the value of the media justifies the energy cost of creating it. If it doesn't, consider whether a simple stock image, graphic from your article, or video of yourself discussing the research would suffice.
- Always verify any AI summaries of your published research using your expertise before sharing on promotional channels.
- Disclose when AI-generated content is used in promotional materials to maintain transparency and credibility.

For more support:

Follow the [EDP Sciences Masterclasses LinkedIn page](#), where we will share further resources for authors.

We will try to help whenever possible.

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