

STET

Science and Technology
for Energy Transition

Congratulations!
Your work has been published.
Now it's time to promote it...



We are pleased to share some promotion hints and tips which we hope you will find helpful whatever your stage of career. You may be doing all of this and much more or just starting to explore the possibilities offered by social media and other communications channels. We hope you will feel inspired to promote 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 and department:

- 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](#)).

Social media:

- If you already use social media, use your personal accounts to raise awareness
- If you are new to social media, ask your colleagues which are the best channels for your community
- Consider using WeChat for promotion in China



What to include

Twitter:

- 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
- Consult the [Twitter Help Center](#) for guidance

LinkedIn:

- 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:

- Let more Chinese scientists know about your research 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
- Anything related to China or Chinese institutions in your research

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"
- Tweet 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

**The EDP Sciences marketing department:**

- Finally, speak to our marketing department
- Explore what other promotion opportunities are available and how it can help you

There may be opportunities to:

- Create videos and infographics
- Contact relevant associations and organisations
- Produce printed materials
- Promote at particular conferences
- Issue a press release
- Place advertisements



We will try to help whenever possible.

EDP Sciences Marketing Team
marketing@edpsciences.org
edpsciences.org