

Paper Promotion Tips

Now that your article is published, you can promote it to make a bigger impact with your research.

Sharing research, accomplishments, and ambitions with a wider audience makes you more visible in your field. This helps you get cited more, enabling you to cultivate a stronger reputation, promote your research and move forward in your career.

As your publisher, we are committed to ensuring your research makes an impact by reaching as wide and diverse an audience as possible. Working in partnership with you means we can achieve an even greater impact.

Sharing research is an important part of the research process. This simple guide will help you share your research broadly.

1. Get an electronic version of the link

You can get an electronic version of the link that you can share with all your colleagues or friends who can read your work for free. You can share this electronic link to any platform you like.

Click on the electronic version of the link, the reader can directly open the article published on BRI journals. In this way, every download (and cite) will be recorded, making the impact of your work at a glance.

2. Add to your reading lists

Get your students reading and talking about your article. Add it, or the journal it's included in, to your course's essential reading list.

3. Update web pages

Lots of people browsing your institutional and departmental websites? Use this to your advantage by adding a link on your departmental profile page, directing people to your latest article.

4. Use social media

Various social platforms are increasingly popular tools amongst researchers, such as Weibo ResearchGate, Twitter, Facebook or LinkedIn. They're a quick and easy way for researchers to talk about developments in their research field or post about their latest publication. If people start talking about your article, it can increase awareness and readers enormously. It's also a great way to reach media outlets, with the potential for journalists to pick up on newsworthy research.

5. Update your profile on professional and academic networking sites

If you're on LinkedIn, Academia.edu, ResearchGate, Mendeley, or any other professional or academic networking site, you can include links to your article, building a complete picture of your professional expertise

and accomplishments. People looking at your profile are already interested in you, and highly likely to click through and read your research.

6. Post to discussion lists

It's easy to post a short message to any discussion lists you are a member of, letting people know that the journal's latest issue, which includes your article, is now available. You can register for the Table of Contents alert for the journal, and forward on the email as soon as it comes through.

7. Tell people on your blog

If you blog, don't forget to tell your readers about your latest article.

8. Speak to your librarian

Check your institution has a subscription to the journal you published in. If not, recommend it for the next subscription year.

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