How to promote your articles

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How does MUP promote my article?

MUP journals are all promoted at relevant conferences, through social media, discussion groups and list-servs and to librarians through sales packages. Examples of what we do include:

- Copies of journals are taken to relevant conferences.

- Flyers are sent to conferences for distribution either in conference packs or via the editor.

- Cross-marketing with other journals and our books.

- New issue announcements on relevant list-servs.

- Journals are made free to access for conferences.

- Special promotional activities tied into particular events, e.g. Open Access Week, Shakespeare Day, etc.

- Promotion on Twitter and Facebook and links to relevant conference feeds.

How do I know if anyone is reading my articles?

- Articles are discussed on social networks – join relevant networks to see what people are discussing and contribute yourself.

- You can check citations to your article or see who is reading or following your article in several places:

  o On the IngentaConnect site you can find a link in your article to other articles that cite you;

  o Google Scholar;

  o Citation indexes (if your institution subscribes), e.g. Scopus or the Journal Citation Reports;

  o Scholarly communicataion networks (SCNs), e.g. Academia.edu, Mendeley or ResearchGate.

Discussions on social networks happen quickly (and can quickly disappear) but citations take time to happen. It is therefore important to encourage people to read your article so they will cite it in their own works later.

How can I get people to read my articles?

There are several things that you can do to help raise your personal profile and get people to read your work – and most of them do not take very much time or effort.

ORCiD: http://orcid.org/

ORCiD is a publisher-supported system for identifying authors by a unique number that allows you to 'claim' your articles. Finding all your articles can be difficult – for potential readers as well as, sometimes, you. Your name may have been represented differently in different publications (Pippa Smart, P. Smart, PD Smart). You may have changed your name (for example a woman taking her husband's name). Your name may be spelt differently in different publications (AlQasmi or Al-Qasmi, Ström or Strom). Or you may use different names (Helen Zhang, Yuehong Zhang). Sometimes there is confusion between family and personal names (Xinxin Hua or Hua Xinxin).

Register for an ORCiD account (there is no charge) and it provides a clever interface through which you can 'claim' all articles you have authored (it will find a list for you to approve and you can manually add missing ones). Once you are set up you can use your ORCiD identifier in journal articles, in your email signature, on your institutional biography and elsewhere. The link will automatically reveal your full bibliography. See, for example, orcid.org/0000-0002-5528-4704

Social media

There are many researcher-sharing sites. Twitter, Mendeley, academia.edu, ResearchGate, FaceBook, etc. Do you have a presence in any of them? Which ones do your colleagues use? Use these social media to notify others of your new publications (and perhaps to draw attention to old ones that have received a high citation or are relevant to a news item). Note that although you must not post the Version of Record of your published articles onto these sites (unless you published open access), you can post the accepted manuscript – with a citation and a link to the published article to encourage other people to cite it.

GrowKudos: https://www.growkudos.com/

This initiative provides tools and guidance to help authors explain their research to new audiences, and to enrich their publications to raise interest in them – and form links with other researchers. MUP has signed up to this initiative, so authors will receive an email after publication encouraging them to use the service.

Presentations

A non-technical means of raising awareness of your articles is to cite them when you give presentations (include a link to the online article, don't just use the citation). Add a short bibliography of your most recent (or best) articles at the end of your presentations.

Self-citation

Do not be ashamed of referencing your earlier works in your newer articles. It demonstrates that you are building on your research, and that previous work was worth citing. However treat this with caution, and do not fill your articles with references to all your works, excluding others.

Summary articles

Where you have undertaken a piece of research and published an original article, it may be tempting to close the door and move onto your next work. However many research projects are of interest to a wider audience than would be

interested in the original article. Shorter summary articles (short reviews, commentaries, editorials, etc.) are welcomed by some journals, and you can use them to explain your work to a different audience. These shorter articles can also be used to direct readers to the original article if they are interested in reading more.

Other ideas

- Keep MUP informed: let us know of news that may link to your article and which we can use to help promote the article – for example a forthcoming conference on your topic, a celebration of the individual/organisation you wrote about, etc.

- Reading lists: add your articles to your students' reading lists as essential reading.

- Department website or personal webpage: use your staff profile on your department website, or your personal webpage, to add information about the article and link directly to the online version.

- Discussion lists: post a link to and summary of your article on any discussion lists you are a member of to start discussion and encourage feedback.

- Blogs: if you blog, don't forget to inform other users about your article.

- Email signature: use your email signature to tell people about your article.

- Speak to your colleagues: some people are natural promoters and have good ideas for how to raise awareness, interest and readership.