

## Tips for Self Promotion of your Journal Article or Book

SAGE is committed to promoting and increasing the visibility of our journal articles and books and would like to work with you to promote your work to potential users. We are actively engaged with several social media initiatives and see this as a key way for people to engage with your newly-published work. **As user expectations change, it is important that your article is visible where the user starts their search.** Below are some of the sites we think are key for promoting your work and other channels that will offer a direct way to reach the widest and most appropriate audience.

While social media is increasing in importance, there are other options to draw attention to your latest work:

- Email your networks or post on listservs and websites about your recent publication
- Add your journal article to your course reading list (if appropriate)
- Use your book in the classroom (as a core or supplemental text)
- Recommend your book or article to colleagues for use in the classroom
- Present at national or regional conferences, and be sure to include mention of your published work in your biography or other handout materials
- Write articles about your book topic
- Do interviews about your book or journal article

### 1. Contribute to Wikipedia

We recognize that many students are increasingly using Wikipedia as the starting point for their research. If there are pages that relate to themes, subjects or research that your article or book covers, add your work as a reference. For journal articles, be sure to include a link to the article on SAGE Journals Online. If there isn't a relevant Wikipedia page in existence, you can create one. Find out how here: [http://en.wikipedia.org/wiki/Wikipedia:Your\\_first\\_article](http://en.wikipedia.org/wiki/Wikipedia:Your_first_article)



### 2. Join Twitter

Twitter is a micro-blogging service that enables its users to send and read messages known as tweets. Authors are increasingly promoting their content via twitter which is then picked up by other researchers and practitioners depending on their search parameters. Senders can restrict delivery to those in their circle of friends or, by default, allow open access. Twitter allows you to set up search terms to enable you to monitor what is being talked about in your areas of interest: You can then comment on the relevant conversations. The more you engage, the more people will follow you to listen to your comments and recommendations. As followers come to you, rather than you approaching them, Twitter is an ideal way to reach new audiences.



SAGE's guidelines for how to use Twitter are available at <http://www.sagepub.com/repository/binaries/pdfs/twitterguidelines.pdf>.

### 3. Add content to YouTube

Content is, of course, no longer as narrow as text and figures. It also includes user-generated content and multi-media content such as podcasts and videos. We are seeing an increasing amount of traffic to our journal and book sites via YouTube as students use video as an initial way of researching a topic. If you already have video content relating to your specific book or journal article, please let us know and we will add it to our SAGE YouTube channel (<http://www.youtube.com/SAGEPublications>).



### 4. Start blogging

Wondering what to write about? How about:

- i. Your area of research and work that you have published – and/or other related articles or books in your field of research. Don't forget to link to them from your blog!
- ii. Conferences and training events that you're due to speak at.
- iii. Your last conference – were there any interesting questions that came up?
- iv. What do you think of any recent press coverage of your subject area?
- v. Ask your colleagues and co-researchers to guest blog and stimulate debate.



The more you write, the higher your page will appear in search engine results pages when researchers are searching for content – especially as they are increasingly using Google Scholar. SAGE can provide a blogging template and guidelines – please contact us if you would like further information.

### 5. Join academic social networking sites



Academics, researchers and practitioners are increasingly using social communities as a way of meeting and conversing with people who share the same research interests. These sites offer an immediate way to monitor what other people are looking at in your field of research or as a way to commission papers around online conversations you think are interesting. If there aren't any groups talking about your research interests – set one up. Take a look at [MyNetResearch](#), [Academia](#) and [Academici](#) for example. There are others too, perhaps you can ask your colleagues which they are part of to decide what suits you best.

### 6. Create your own website

Do you have your own website? If not, create one! You can create a very clean and simple site using Google sites. SAGE will provide guidelines on how to engage with your audience using social media functionality.



## 7. Utilize social bookmarking with CiteULike

CiteULike is a free service to help you store, organize and share the scholarly papers you are reading. When you see a paper on the web that interests you, you can click one button and have it added to your personal library. CiteULike automatically extracts the citation details, so there's no need to type them in yourself. It all works from within your web browser so there's no need to install any software. Because your library is stored on the server, you can access it from any computer with an Internet connection.



## 8. Join a SAGE Community Site

Sponsored by SAGE, these new online communities allow you to connect with other researchers, discuss issues and controversies in the field, discover and review new resources, find relevant conferences and events, and share and solve problems. It's a great way to connect with fellow academics and introduce them to your work!

Crimspace

The criminology & criminal justice network

[www.crimspace.com](http://www.crimspace.com)



Communicationspace

The media + communication studies network

[www.thecommunicationspace.com](http://www.thecommunicationspace.com)



Methodspace

The online community for research methods

[www.methodspace.com](http://www.methodspace.com)



Socialsciencespace

A space to explore, share and shape the issues facing social scientists

[www.socialsciencespace.com](http://www.socialsciencespace.com)



## 9. Join LinkedIn

LinkedIn is an interconnected network of experienced professionals from around the world with over 55 million members. It is not just for career opportunities. When you create your profile that summarizes your professional expertise and accomplishments, why not include a mention of your publications?

[www.linkedin.com](http://www.linkedin.com)



## 10. Join Facebook

Facebook lets users add friends and send them messages, and update their personal profiles to notify friends about themselves. Additionally, users can join networks



organized by city, workplace, and school or college. You can also join and create groups according to your interests or areas of expertise. Browse Facebook for groups or pages related to your area of research, and feel free to introduce them to your work!

#### **11. Join Amazon.com’s “Author Central” (for book authors)**

As you are probably aware, Amazon is one of the most widely utilized sites for potential book buying customers and professors searching for new course materials. More and more, professors and students visit Amazon to review books, find the best prices and to research detailed information on the book and on the authors themselves.



One way to increase your books’ visibility and sales is to market *you* – the author! Amazon offers authors a wonderful way to self-promote through a site called Author Central. Author Central offers you the opportunity to share the most up-to-date information about yourself and your works with millions of readers. You can add your biography, photos, blog, video, and tour events to the Author Page, your homepage on Amazon.com. You can also track sales of your book(s), including sales trends over time and where in the US your books are selling.

All you need to do is sign up for an account on Amazon (or use your existing account) and go to <http://authorcentral.amazon.com/>

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#### **Connect with Us!**

SAGE has several robust social media channels where we can help cross-promote your content. Connect with us, post on our walls, and send us direct messages about your promotional efforts so we can re-post, re-Tweet, and help spread the word!

Please visit [www.sagepub.com/social](http://www.sagepub.com/social) to view all our social media channels connect with us today!