

## PROMOTE YOUR ARTICLE

*Given the rising number of research articles being published every year, it is increasingly important to make sure your research gets noticed online and offline.*

All SRHM articles are open access, meaning they are available online, free of charge, for anyone to read, making your work widely and immediately accessible. You can amplify the advantages of open access by freely sharing your work on social media, in institutional repositories and websites. The following document provides some key sharing resources that may boost your article's visibility.

### ARTICLE LINKS

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Should you wish to create your own short link we strongly suggest [bitly.com](https://bitly.com) as you can easily trace activity on your article from around the world. Please note that any short link must be connected to the **digital object identifier (DOI)** and not to the PDF file as this link will not be traceable back to your citations.

### PROMOTE YOUR RESEARCH IN YOUR WORKSPACE

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#### CONFERENCES

Presenting and networking at conferences are the most personalised ways to promote your research. If you create a poster for a conference, please make sure this becomes widely available online by either posting it on your personal website, sharing it on your social media profiles or institutional page.

#### AFFILIATE INSTITUTION'S PUBLIC RELATIONS OFFICE

Make use of your institution's communications channels. Chances are that it sends out press releases to local media, and publishes one or more newsletters. Do let them know what you are up to!

#### INSTITUTIONAL WEBSITE

Update your profile or webpage hosted on your institutional website to include a new citation and link.

#### COURSE ESSENTIAL READING

If you are teaching at an institution, promote your article among your students and colleagues by including it in course packs.

#### EMAIL SIGNATURES

Always include links to your articles, and link to your website in your email signature, and on all of your online and social media profiles, to get maximum exposure.

### ENSURING HIGHER HITS FROM ONLINE SEARCH ENGINES

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## SRHM BLOG

At SRHM, we strongly recommend authors to contribute to the SRHM blog as it is a direct way to give voice to your research beyond the article, advancing new ideas in SRHM or also simply providing space for reflection and commentary outside the formal space of a published article. Contact [SRHM](#) to discuss your blog.

## GOOGLE AUTHOR SCHOLAR PROFILE

Google Scholar offers you the opportunity to create a profile that showcases your uploaded papers, maximizing the “organic” search for your work. You can also make your profile public, so that it may appear in Google Scholar results when people search for your name.

To learn more visit <https://scholar.google.com>

## LINKEDIN

We highly recommend you to promote your publication through this channel and include a *direct link* to your newly published article. If you do not have a LinkedIn profile already, we strongly suggest that you get started by following this [link](#). Once you sign up, do not forget to network with us!

## SOCIAL MEDIA

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### TWITTER

This is a key social media tool for the immediate dissemination of your article. To encourage sharing – use hashtags relevant to your subject and tag co-authors or departments as they may also want to share your paper. You can tweet about your new research more than once, although we recommend changing the message each time to call attention to different aspects or issues raised in your research.

\* Make sure to tag @SRHMjournal and we will retweet.

@SRHMjournal will tag all author names so please make sure we have your social media information by sending an email to [info@srhm.org](mailto:info@srhm.org).

### FACEBOOK

Facebook has proven to be an effective promotional tool, which can also be leveraged for professional purposes. If you want to keep your regular profile for social purposes, create an author page for your professional endeavors.

\*\* Make sure to “LIKE” us on Facebook and tag us @SRHMJournal when you promote your paper so that we can share it as well.

## SHOWCASING YOUR WORK ONLINE FOR FREE

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### MENDELEY

Although it works more as a reference management system, showcase your published work to researchers by uploading your papers. Visit [Mendeley.com](https://www.mendeley.com).

### RESEARCH GATE

Upload your paper and connect with peers and colleagues. Visit [ResearchGate.com](https://www.researchgate.com) for more information.

### ACADEMIA.EDU

Academics use Academia.edu to share their research, monitor deep analytics around the impact of their research, and track the research of academics they follow. Visit [Academia.edu](https://Academia.edu).

#### **KUDOS**

Kudos is a cloud-based platform, through which researchers can accelerate and broaden the positive impact of their research in the world. Visit [info.growkudos.com](https://info.growkudos.com)

#### **ORCID**

ORCID provides a persistent digital identifier (an ORCID iD) that you own and control, and that distinguishes you from every other researcher. You can connect your iD with your professional information — affiliations, grants, publications, peer review, and more. You can use your iD to share your information with other systems, ensuring you get recognition for all your contributions. Visit [orcid.org](https://orcid.org)

### **PROMOTE YOUR RESEARCH IN THE MEDIA**

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Getting your article into the media can help your research achieve greater impact, especially beyond academic circles. Our publisher, Taylor and Francis, can assist with a [press campaign](#). You can [nominate your article for a press campaign](#) if the publication,

- Involves major discoveries
- Has an impact on society
- Includes a human interest element
- Features recommendations for change in practice
- Ties to a timely topic or event

For any further assistance please contact us at [info@srhm.org](mailto:info@srhm.org).

Consider writing an article for [The Conversation](#)

### **MONITORING YOUR FINDINGS' PERFORMANCE**

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#### **GOOGLE AUTHOR SCHOLAR PROFILE**

Google Scholar Citations provide a simple way for authors to keep track of citations to their articles. You can check who is citing your publications, graph citations over time, and compute several citation metrics. To find out more visit [Google Scholar](#).

#### **ALTMETRIC**

This incredible outreach monitoring tool is already imbedded in our journal website - [www.srhmjournals.org](https://www.srhmjournals.org). All you need to do is visit your article page and click on the Metrics tab you will find right next to the highlighted PDF button.

#### **LINK TRACKING**

If you created a unique link to your paper via [bitly.com](https://bitly.com), you can use these sites to track visits to your paper.