# Want to maximize your research impact?

### Share your article to boost its reach!



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# Add a link to your email signature and professional websites:

Want to make sure everyone can access your article?

- 1. Log in to Wiley Author Services
- 2. Locate the 'My Articles' list
- 3. Generate a free sharing link and share a read-only version of your article with an unlimited number of people



### <u>AU</u>THOREA

Does your journal policy allow preprints? If so, submit your article to a preprint server like **Authorea** before it's published. Preprint servers are online repositories for papers that aren't yet peer-reviewed or accepted. The benefits? Your paper will immediately be available to discover, share, and cite, you can make an impact, faster.

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Make your article freely available to everyone, everywhere! There's an associated article publication charge, but we work with a number of funders who often cover this fee. There's no compromise on quality and you'll keep copyright.







# Want to get your research seen?

Connect through powerful online tools!

#### Start simple!

- Post about your article on your own social media accounts.
- Make sure you stay engaged with any conversations that follow.
- Tag any relevant accounts in your post, such as the journal, society, your department, co-authors, and contributors.



Did you know? Including images and relevant hashtags can get you 50% more engagement on your post.

### Don't stop with one post!

Repost your research in connection to relevant events such as:



Follow and engage with appropriate social accounts and post links to your research there.

Find a Wikipedia page relevant to your work and add a reference to your article.

## $\bigcup_{\perp}$ Use blogs and podcasts:

- Run a blog or podcast? Create a post or episode around your article don't forget to include the abstract link!
- Or find established blogs or podcasts and ask if you can be a guest.

#### Add a link to your email signature and professional websites:

Make sure everyone can access your article when sharing through these channels:

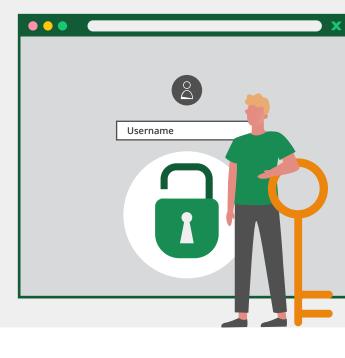






# Want your research to stand out from the crowd?

### Make it accessible!



Making your article more accessible can create greater impact for your research, but how do you go about it?



#### 1. Add visuals

Visual abstracts and infographics provide a quick overview of your article's content, making it easier for readers to digest and share. Check the journal's author guidelines for acceptable formats.

**Tip:** You can use free design platforms like Canva to do this!

### **2. Simplify your research**

Want to make your paper easy for more people to understand? Lay summaries are a great way to present a simplified overview of your work, and encourage more readers.



Tell colleagues about your new paper, speak about it when networking, and find opportunities to present it more formally at upcoming events.

#### $\checkmark$

### 4. Use Wiley's Article Promotion Services

Give your paper the visibility it deserves. This fee-based **resource** helps you create your desired content pieces, including:





Grab attention by getting on the journal's front cover. Some journals allow you to feature an image from, or related to, your work on their cover.

Check the Author Guidelines on the journal's website.



Video abstracts provide an overview of your research so potential readers quickly understand its purpose and results. This is your chance to tell your audience why your work matters.





# Want more people to see your latest article?

### Make the most of your connections!

There are more channels available to you than you might think! How can your connections help you achieve greater impact for your work?



Your institution has a large reach – use it. Give the press office key highlights from your work and ask if they'll help promote it through their publicity channels or emails.

### $\begin{array}{c} & & & \\ & & & \\ & & & \\ & & & \\ & & & \end{array}$ Use your society

Affiliated with a society? See if there are any speaking opportunities that would allow you to present your research in a more formal setting.



Ask your institution or the journal's society if they'd be willing to include your article in any newsletters they run.



Go beyond your own network. Ask your institution, department, society, or the journal's society if they'd be willing to post about your article.



**Tip:** Tag these relevant accounts in your own social posts to make it easier for them to reshare your work.



