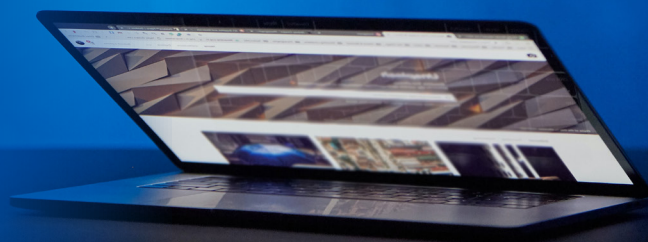


Get your research seen

# Make an impact with these nine promotional tools.



## SEO

- Use relevant keywords to make your title and abstract clear and easy to search for.
- Off-page SEO strategies, like link building, can help get your paper seen.



## Conferences

- Whether you're networking informally or presenting, think about some simple messages to promote your work.



## Publicity

- Is your latest research newsworthy? Share it with your institution's press office.
- Sending a press release? Make sure you wait until your paper is published, refer to the journal in the first paragraph, and link to the paper on Wiley Online Library.



## Networking

- Run a blog? Post about your new paper, or write a guest post for a related blog.
- Join academic social network sites and engage with fellow researchers from across the world.



## The Wider Web

- Write an entry about your latest work for your professional or faculty website.
- Always get the credit for your work by registering for your unique ORCID ID.
- Is there a Wikipedia page on a topic related to your paper? Add a reference to your research.



## Multimedia

- Short videos and podcasts allow you to speak directly to your potential readers and discuss your work.



## Email

- Sign up for journal content alerts on Wiley Online Library to know when your article is officially published online.
- Add a link to your latest paper to your email signature.
- Don't forget to send a link to your paper to fellow researchers, colleagues, and friends.



## Article Sharing

- Use Wiley Author Services to generate your own unique sharing link to a full-text version of your article that can be shared with unlimited people.



## Social Media

- Post about your work on your social media accounts, and be sure to stay engaged in any conversations about your research.
- Engage with any institution, society, or subject accounts — they may be able to share your posts.