

# Maximize the impact of your published research!

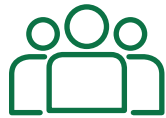
## 7 promotional tools

to help ensure your work gets seen, read and cited.



### SEO

- ✓ Are your title and abstract clear and searchable? Have you used the most relevant keywords?
- ✓ Have you looked at off-page SEO strategies, such as link building, to promote your article?



### Conferences

- ✓ Think about simple messages to promote your article at your next conference – whether networking with colleagues, or presenting formally.



### Publicity

- ✓ Is your latest research newsworthy? Have you shared it with your local press office?
- ✓ No permission is required from Wiley for any press release, but we ask that you wait until the article is published online, refer to the relevant journal in the opening paragraph, and link to the final published version of the paper on Wiley Online Library.



### Social Media / Networking

- ✓ If you run a blog, post about your article.
- ✓ Share a link to your article on Twitter, LinkedIn, Facebook or other social media platforms.
- ✓ Engage with any existing Society / College social media accounts.
- ✓ Join academic social networking sites such as ResearchGate and Academia.edu.



### The Wider Web

- ✓ Update your faculty or professional website with an entry about your article.
- ✓ Register for your unique ORCID iD and add your article details to your profile.
- ✓ Find a Wikipedia page on a topic related to your article, and add a reference to your paper.



### Multimedia

- ✓ Talk directly to potential readers and create a short video or podcast which conveys the essence of your paper. Ask your Wiley contact for more details.



### Email

- ✓ Use Wiley Author Services to nominate up to 10 colleagues to receive free access to your article, or email a link to key colleagues.
- ✓ Sign up for journal content alerts, so you know when your article is officially published online.
- ✓ Add a link to your email signature.

**97%** of authors stated they are **likely** or **very likely** to use the toolkit

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