

Tips on how to promote your published paper

Why promote your published paper?

We know that academics and researchers are working in an increasingly competitive market, and that authors are frequently asked to demonstrate the impact their research has had on the wider community. Promoting your article effectively can help you to engage with your peers and the academic community as a whole and increase the discoverability of your work. In turn, this will help to encourage both usage and citations of your work.

Who will promote your published paper?

Business History Review, Harvard Business School and Cambridge University Press are committed to ensuring your paper, published in *Business History Review,* reaches a broad international audience in order to maximize its scholarly impact. The Press' marketing team run regular promotions designed to promote *Business History Review* content through a wide variety of marketing channels including email campaigns, conference attendance, print marketing pieces and social media. Furthermore, the Press' online platform is designed to make your article easy to discover, access, read and cite. However, no one knows your article like you do. This is why we have gathered together a series of resources that seek to help you engage with your readership, increase your visibility and make your article more discoverable online.

Methods for promoting your published paper

Share links to your article

Sharing your article with colleagues and contacts is a key way to increase usage. We suggest sharing links to your article instead of sending a PDF so that usage can be tracked. The easiest way to do this is by signing up to the author tool 'Kudos' (see detailed information below).

Make sure that you check *Business History Review*'s latest copyright and archiving policy before you share or post your article. All journals have policies on which version of your article you can share and when and where you can share it, and you typically have to agree to those policies as part of the copyright form that you sign before publication. Details of *Business History Review*'s policy are published on its website and copyright form.

Blogging

Blogging is a fantastic way of raising your profile as an expert in your field. For published papers, blog articles can significantly help to increase search engine rankings. A blog article can help you reach a different audience and make your work more accessible to the wider community, and in turn drive usage back to your published article. You might use a blog article to provide additional insight into an area explored in your paper or to relate your paper to a

current news topic. Think carefully about where to post your blog to best capture your intended readers. You might consider posting on Cambridge Journals' or Harvard Business School's own blogs or a more specialist blog in your field.

Social media

You can also promote your paper through a variety of social media channels. Twitter can be used for sharing information in a less intrusive way than some other social media networks, so it's a bit easier to strike a balance between being professional and personal. If you are tweeting about your article, make sure to use existing hashtags to maximize your reach, and if you want to tweet a link to your article, use shortening services like bit.ly or ow.ly to take up fewer of your 140 characters. Facebook is the most actively used social media site, meaning it should be seriously considered as a vehicle for helping you to promote your work. For example, you can create an author page to engage directly with your readership and promote your research. You could also create a LinkedIn profile and add your paper, and join and participate in relevant groups to share your research.

Be sure to let the *Business History Review* editorial team know if you have tweeted or posted a message on Facebook relating to your paper. The team can ensure these messages are re-tweeted and posted by the Cambridge University Press team and also from any devoted *Business History Review* social media feeds.



Social communities

There are a number of online social communities that have been set up expressly to share and promote academic research. Academia.edu and ResearchGate are two of the largest, though by no means the only such sites. The basic premise behind both sites is that they enable you to engage with peers, share your research and monitor views, downloads and citation statistics for your work.

Film and share videos

You might also considering filming and sharing YouTube videos commenting on your work.

Conferences

We encourage you to present your paper at appropriate conferences.

Email signature

Listing your paper in your email signature is a very simple way to increase its visibility.

Professor John Smith
Author of … Find out more about my publication here
Follow me on Facebook … | Twitter … | Google+ …

Kudos

We encourage all authors to sign up to Kudos. Kudos is a one-stop shop which enables authors to promote their paper in many of the ways listed above in just one place, it also allows authors to track usage. Here is a two-minute video introduction.

How does Kudos work?

1. Set up an account and 'claim' your publications
2. Enrich your work by linking resources, such as videos, blogs, images, data sets and a layman's summary
3. Get trackable links to share your work
4. Measure the impact of your work

To register, visit **www.growkudos.com**

Measuring the impact of your published paper

Having devoted time to publicizing your paper you will likely be keen to find out what impact your paper has had. While the *Business History Review* and Cambridge University Press team can be contacted to obtain download numbers, there are a number of ways you can track usage and citation of your paper yourself:

Kudos allows you to measure impact through several metrics including Altmetric, views and citation data from Thomson Reuters.

By signing up for **GoogleAlerts** using part of your article title or relevant keywords or phrases you can get an email digest of newly indexed web content with clickable links. This way you can see if anyone is talking about your work and what is being said.

Via **CrossRef** you can sign up for citation alerts to see when another article cites yours – have a look at your article on the *Business History Review* website and there will be a link to sign up.

Altmetric is an alternative metric that looks at attention on social media, blogs and mainstream news sites and assigns a score. That score is based on the number of mentions the paper receives, the "quality" of the source of the mention, and who is mentioning the paper. That means that news articles generally get a higher score than Facebook posts, and Twitter mentions from a journal publisher score lower than mentions from an academic in the field. Cambridge University Press lists any Altmetric score higher than 0 next to each article , for example:



Promotional guides for published authors

For additional tips for promoting your paper we suggest you browse our author resources on Cambridge University Press' Author Hub website (www.cambridge.org/authorhub) including guides on Kudos, how to promote your article, social media, blogging and how to improve your search engine rankings.