

Using social media to enhance discoverability



Social media can be an important way to promote your journal or article to the wider community. This can be an even more effective strategy when coming from an author or editor as an expert in the field. Below are some of the social media channels that SAGE recommends for promoting your work or journal and other channels that will offer a direct way to reach your readership.

Twitter

Twitter is one of the simplest social media channels to use for promotion and is an ideal way to reach new audiences.

Read SAGE's guidelines for how to use Twitter.

Facebook

Facebook lets users add friends and send them messages, and update their personal profiles to notify friends about themselves. Additionally, users can join networks organized by city, workplace, school or college. You can also join and create groups according to your interests or areas of expertise.

Read SAGE's guidelines for how to use Facebook.

LinkedIn

LinkedIn is not just for career opportunities. It is a global network of professionals with over 500 million members. You can include links to your articles when you create your profile as part of the summary your professional expertise and accomplishments, or on your feed.

YouTube

We are seeing an increasing amount of traffic to our journal sites via **YouTube** as students use video as an initial way of researching a topic. If you already have video content relating to your specific journal article, please let us know and we will try to use this in the promotion of your paper.

Blogging

Blogging is both a form of academic writing as well as an effective way to reach new audiences and increase the discoverability of your article. The more often you write, the higher your page will appear in search engine results pages when researchers are searching for content.

Academic social networking sites

These social communities are a way of meeting and conversing with people who share the same research interests. These sites offer an immediate way to monitor what other people are looking at in your field of research or as a way to commission papers around online conversations you think are interesting.

Kudos

Kudos is a free service that allows authors to explain, enrich, share, and measure the impact of their article.

More information on Kudos can be found here:

Maximise your article impact with Kudos.

Social bookmarking

CiteULike is a free service to help you to store, organize and share the scholarly papers you are reading. When you see a paper on the web that interests you, you can click one button and have it added to your personal library. CiteULike automatically extracts the citation details, so there's no need to type them in yourself. It all works from within your web browser so there's no need to install any software. Because your library is stored on the server, you can access it from any computer with an Internet connection.

Other channels

There are other options to draw attention to your latest work: email your networks or post on listservs and websites about your recent publication, and add your article to your course reading list (if appropriate).

Recommended reading

Social Media for Academics – Mark Carrigan