



Support

Checklist for promoting your article

Download and use this checklist to ensure you're taking the right steps to promote your research effectively.

MUST: Essential Actions

- Register for [Authored Works](#), your personal dashboard to manage your article.
- Access and share your [50 free eprints](#) (if your article is not open access).
- Share your work early with colleagues, co-authors, and institutional contacts.
- Update your profiles on ORCID, ResearchGate and Google Scholar for article visibility.
- Ensure your article is in your institution's library, internal newsletters or bulletins.
- Promote your article on social media [using these tips](#).

SHOULD: Recommended Actions

- Share a [preprint](#) to gain early visibility.
- Engage with your academic community through comments and discussions.
- Share and celebrate your article milestones – citations, media mentions.
- Join researcher [training webinars](#) to improve your promotion skills.
- [Sign up](#) for our monthly newsletter to stay updated on publishing best practices.

COULD: Optional Actions

- Write a [blog post or summary](#) for non-specialist audiences.
- Create [video abstracts](#) or infographics to showcase your research.
- Present your findings at conferences or webinars.
- Use a multichannel approach with social media, email, video abstracts etc.

This checklist ensures you stay organized and focused on promoting your research effectively. Download it now and start ticking off your promotional goals!