

HOW TO PROMOTE YOUR PUBLISHED PAPER

Tips for Maximizing and Communicating Your Research

POST ON SOCIAL MEDIA

- Don't forget the graphics. Social media posts tend to do better when they have a picture or image.
- Want to boost citations? Studies have found that shares on social media correlate with higher citation rates.
- Remember to tag ESA! We'll retweet or share your post. Twitter: [@EntsocAmerica](#). Facebook: [@entsoc](#).

SHARE WITH COLLEAGUES

- Send colleagues, friends, or former advisors and teachers a copy of your paper.
- Note: If your paper is open access, feel free to post the final version online. If it isn't open access, you can still email individual copies or share a toll-free link you will receive upon publication.

REMEMBER YOUR EMPLOYER

- Many institutions have blogs, newsletters, magazines, or press teams that are looking for content to showcase their people.
- Look for department names like communications, news or media service, or publicity or public relations.
- Tip: Focus on WHY your study is important. WHY does it matter for non-entomologists? WHY should people care?

THINK LOCAL

- Does your research have implications for local crops, pests, biodiversity, or public health? Consider sharing information about your research with your local newspaper.
- Would regional groups or associations you belong to be interested in promoting your research through a newsletter or blog?
- Focus on WHY your research is important locally. What effect could it have locally? Why should people care? Remember to translate for non-scientists.

SHOOT SOME VIDEO

- Video is an increasingly popular way to communicate, and it's a natural fit for communicating science. You can create video abstracts. You can get footage of your experiment or insect you study. Be creative!
- Who are you talking to? Your target audience will shape your video. To reach non-scientists, think about how you would explain your science to a parent. If you want to reach scientists, you might need to be more technical.

FURTHER READING

- [AAAS Communication Toolkit](#)
- [How to Make a Video Abstract for Your Next Journal Article](#)
- [The Message Box Workbook](#)
- [Five Ways to Improve your Science Writing](#)
- [Communicating Entomology Through Video: Q&A With Adrian Smith](#)

The Entomological Society of America is the largest organization in the world serving the needs of entomologists and insect scientists. ESA publishes nine journals. Learn more at entsoc.org/pubs.



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