



# 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 re-tweet or share your post. Twitter: @entsocamerica. Facebook: @entsoc.



## 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.

## 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 with individuals.

## 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.

## 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?

## FURTHER READING



- ● ● <https://www.aaas.org/comm-toolkit>
- ● ● <http://thescientistvideographer.com/wordpress/how-to-make-a-video-abstract-for-your-next-journal-article/>
- ● ● <https://www.compassicomm.org/the-message-box-workbook>
- ● ● <https://entomologytoday.org/2014/11/25/5-ways-to-improve-your-science-writing/>
- ● ● <https://entomologytoday.org/2017/06/08/communicating-entomology-through-video-qa-with-adrian-smith/>



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