

How to Promote Your Scholarly Work

Congratulations on the acceptance of your scholarly work! The next step is to spread the word about it among your colleagues, patients, and families. Promoting your work extends the reach of your research and elevates the academic profile of your institution. **It is best to provide too much information early in the process than too little too late.**

Promoting Your Work to the Public

When considering the promotion of your work, please answer **all the questions** below to help understand the relevance and importance of your scholarly work.

- **Questions to Answer:**
 - What prompted you to conduct this study?
 - Has this topic been studied before?
 - If so, how are your research and findings different?
 - Is this the "first" or "only" research of its kind?
 - Were you surprised by these findings?
 - What do your findings mean for patients?
 - What is the key takeaway for physicians?
 - What is the key takeaway for parents?
 - What follow-up research do you have planned?
 - Are the findings applicable nationally?

Promoting Your Work to Colleagues

You may also consider promoting your (or your colleagues') scholarly work in the following ways:

- **Submit an e-news story** to raise awareness about your publication, presentation, or grant.
- **Follow your institution on LinkedIn** and other social media. "Like" and "share" your institution-generated social media posts.
- **Update your profile on LinkedIn, ResearchGate, and other professional social media sites** to show a clear association with your institution.
- **Use My Bibliography** in MyNCBI to create a publicly accessible list of your scholarly publications.
- Make a **Google Scholar** profile, so that can appear in Google Scholar results when people search for your name. This makes it easier for people to follow your latest publications.
- **Register for an ORCID iD**, a persistent digital identifier that links you to your professional activities, to ensure your work is correctly attributed to you.

Suggested Additional Resources

- Seven Strategies for Researchers to Sell Science and Create a Personal Brand: <https://www.elsevier.com/connect/authors-update/so,-expose!-seven-strategies-for-researchers-to-sell-science-and-create-a-personal-brand>
- Tips and Tricks for Promoting Your Research: https://figshare.com/articles/Tips_Tricks_Promoting_your_research_online/5271979