**Innovation Research Interchange**

# Author Toolkit

**Research-Technology Management**

**ROUTLEDGE**

# Contents

# Promoting your research

## Your article link

Below is a trackable "string" of text. When promoting your article, please copy and paste the below text onto the end of the url, so if your article url was www.tandfonline.com/doi/full/xxxxxxxxxx it would become www.tandfonline.comxxxx?utm_source=shared_link&utm_medium=post&utm_campaign=JPE20151.

## ?utm_source=shared_link&utm_mediu m=post&utm_campaign=JPE20151

It is important that you use this link when promoting your article on social media or via other communication vehicles so that we can track the results, we appreciate your diligence in this! We know this link looks long and cumbersome, but don't worry! Twitter automatically shortens URLs, so when you tweet this link it won't all appear in the body of the tweet, and it also won't impact your character count, on Twitter all URLs only count for 23 characters regardless of how long they are. If you would like to use a shorter link for your promotions, we would recommend using www.bitly.com, where you can create shorter URLs, customize the link, and track people's clicks. It's free to create an account and allows you to see how many people are clicking through to your article.

## Social Media

If you have a Twitter, Facebook, or LinkedIn account, these are valuable tools to promote your research to the relevant people. Don't worry if you're not particularly social media savvy, the following tips will help you create engaging posts in seconds.

Below are some top tips for creating engaging social media posts, but if you're in a rush (or not feeling particularly social media confident yet), feel free to use the below text:

> My article "{INSERT ARTICLE TITLE}" has been published in the latest issue of Research-Technology Management. Check it out here: {INSERT LINK}
>
> @tandfonline #AcademicTwitter

A recent study of 2677 research articles found that Twitter promotion of articles could be responsible for a predicted increase of up to 112% in citation count from 2.6 to 5.5 citations per article **(Finch, Finch, O'Hanlon, & Dudley, 2017)**

If you are not active on Twitter (and even if you are) please encourage your departments / institutions to support your work with tweeting / re-tweeting etc. Increasingly we are seeing a positive correlation between author engagement on Twitter and citations and article viewings hence the importance we are giving to social media activity.

**Some Top Tips:**

**Hashtags**

- Use hashtags relevant to the topic in the post. Do some research into which hashtags are being used in relation to the topic, what hashtags are your peers using?
- Be specific and think granular. Your hashtags should be targeted to avoid spamming a non-relevant hashtag. E.g. **#managementresearch** vs **#management** or **#organizationalpsychology** vs **#psychology.**
- Do not use **#free** or **#freeaccess.**
- Use hashtags in sentences, rather than repeating the same words at the end.

On average, tweets with hashtags get around 2x as much engagement as tweets without hashtags
(**https://www.quicksprout.com/ultimate-guide-to-hashtags/**)

**Tag Relevant Accounts**

There will be various other stakeholders involved, so tag them too! The more relevant accounts you can tag, the more people will see your post, and you might even get a retweet.

We recommend you tag as many of the following as possible:

- The journal = **@RTMJournal**
- The journal's society = **@IRIweb**
- Other authors of the article if there are multiple authors
- The publisher = **@Routledge_Econ**
- Your institution

**Timing**

- Research tends to be picked up **Monday** to **Wednesday**, so these are best days to post about your article (but it's not vital).
- Avoid early mornings and late nights for posting.
- Power hours – Commuting times and lunch time are the best times to post to reach the largest audience, **7-9am**, **12-1pm** and **5-7pm.**
- Time zones – Wherever you are in the world, consider posting at a time that is a UK or US power-hour. UK lunchtime/evening power-hours overlap with US morning/lunchtime power hours, so go for these times if you can.

**Imagery**

> Twitter data suggests that tweets posted with photos get up to **35% more retweets** than those without. For Facebook, using an image with your post could generate **37% more engagement** than posts without images.
> (**https://www.convinceandconvert.com/social-media-strategy/double-social-engagement-with-images/**)

Make sure to include an image with your tweet as this affects the amount of engagement your tweet will get.

For your convenience, we have prepared these images for you, each in the specific dimensions that are best for each social media platform. Feel free to use these when posting about your article (right click each image, and save to your computer):

**Facebook & Instagram:**



**Twitter & LinkedIn:**

Some other suggestions for imagery (when taking pictures on your phone, take *landscape* pictures):

- A selfie – Post a picture of you celebrating your article being published, be as whimsical or serious as you want!
- A GIF – When writing your tweet, Twitter has lots of options for GIFs (moving images) you can use. They're fun, engaging, and free to use.
- A picture of your workspace, or a pet sitting on the floor while you are working.
- Stock imagery - Visit [www.pixabay.com](www.pixabay.com) and search for relevant stock images (all these images are free to use on social media, so there's no copyright concerns with Pixabay images).

**A bit of Best Practice:**

- Be polite, honest, and respectful.
- Use retweets, handles, or comments to give credit whenever appropriate.
- Don't publish content or material protected by copyright without obtaining written permission from the owners.
- Keep it short and sweet - Online readers' attention spans are very limited so use short, simple words and keeps posts concise. For example, try to keep Facebook posts to a limit of 250 characters.
- Proofread - Measure twice, cut once. Check your handles, your spelling and your links. If you make a mistake you can delete and redo, but if it's been picked up by someone, honesty is the best policy. Hold your hands up, apologize and then redo.
- And finally – be human. A friendly, warm and genuine approach will ensure optimum engagement and reach for your messages. Write the way you talk to your colleagues – in a natural, professional, and conversational tone.

**Tips for dealing with online harassment in academia**

As a researcher, you should expect your work to be scrutinized by the public, policy makers and campaigners. However, some researchers working on high-profile subjects that attract controversy have also found themselves targeted with online harassment. In contrast to healthy debate about research, online harassment in academia could include abusive emails, social media harassment and 'trolling', or even threats to personal safety.

We want to support you in confidently communicating your work and helping your research make a positive impact. No one should be a victim of online abuse or trolling. But if it does happen to you or someone you know, read the updated guide from the Science Media Centre for support and tips, including how to deal with social media harassment: **www.bit.ly/TF-support**

## Email Signature Banner

Your email signature is a valuable tool for promoting your research.  Below is an email signature banner that you can insert into your email signature to encourage people to read your article. Not only is this a great way to promote your research, but it can also lend your emails an increased sense of professionalism.

Right click and save the banner below, and insert it into the 'Signatures' functionality of your email system/app. You can then hyperlink it to your published article, don't forget to add our tracking string to the URL first:

## ?utm_source=shared_link&utm_medium=post&utm_campaign=JPE20151

**For instructions on how to insert an email signature banner in Outlook, visit:**
**www.bit.ly/RTM-signature**

# Research Sharing Platforms and Author Identifiers

**Scholarly Research Sharing platforms**

There are a range of sites that offer research sharing and networking to academic researchers. Not only do these sites make it easier to share your work and increase your research's visibility, but they also allow you to expand your professional networks and facilitate communication and collaboration amongst the academic community.

Here is a list of Research Sharing Platforms you may find useful:
- ResearchGate
- Academia.edu
- Mendeley
- CiteULike
- Loop

**Author Identifiers**

**Google Scholar**

Creating a Google Scholar account makes it easier for people to find your work and gain access to it. It also allows you to track your citations and analyze the results.

**ORCID iD**

"ORCID provides a persistent digital identifier (an ORCID iD) that you own and control, and that distinguishes you from every other researcher. You can connect your iD with your professional information — affiliations, grants, publications, peer review, and more. You can use your iD to share your information with other systems, ensuring you get recognition for all your contributions, saving you time and hassle, and reducing the risk of errors." (https://orcid.org/)

## Useful Resources

**Author Directions: Navigating Your Success...**

A collection of free resource to guide our new, current and potential authors through the world of academic publishing. Resources include social media guidance, how to turn your PhD in to a book, how to write a successful proposal, starting a blog and many more.

**www.bit.ly/TF-Directions**

**Taylor & Francis Author Services site**

Get step by step support with all aspects of the publishing journey, as well as bite-size articles providing support and advice for researchers.

**www.bit.ly/TF-Author**

**15 Minutes to Develop Your Research Career**

Develop your skills and get professional development advice with our podcast series. The podcast features insights from a range of experts working inside and outside academia. Each episode focuses on important skills and topics, from getting published for the first time to understanding the different career paths researchers can take.

If you're a researcher, you'll get practical tips and career support that will boost your professional development.

**www.bit.ly/TF-15podcast** (Or search for "15 minutes to develop your research career" on Apple Podcasts or most podcast servers)

**Social Media Guide for Editors**

This has been a brief introduction to promoting your work on social media, but for a more in-depth guide into creating, growing and maintaining an academic twitter account, our Social Media Guide for Editors has more in-depth instructions.

**www.bit.ly/TF-guide**

# Bibliography

Finch, T., Finch, T., O'Hanlon, N. J., & Dudley, S. P. (2017). Tweeting birds: online mentions predict future citations in ornithology. *Royal Society Open Science, 4*(11), 171371-171371. Retrieved 1 16, 2020, from https://pure.uhi.ac.uk/portal/files/2503131/171371.full.pdf

https://www.quicksprout.com/ultimate-guide-to-hashtags/

https://www.convinceandconvert.com/social-media-strategy/double-social-engagement-with-images/

https://orcid.org/