



Taylor & Francis Group
an **informa** business

Increasing the visibility and impact of your research

Luke Antieul – Director of Marketing – Researchers



Agenda

1. Introduction
2. Why does it matter for authors to share their research?
3. Channels for authors to share their research
4. PR & media
5. Social media
6. Resources & training for authors
7. Questions and discussion

A huge opportunity...

...and a huge challenge

Who needs to know?



Which groups are researchers trying to reach when you promote your research?

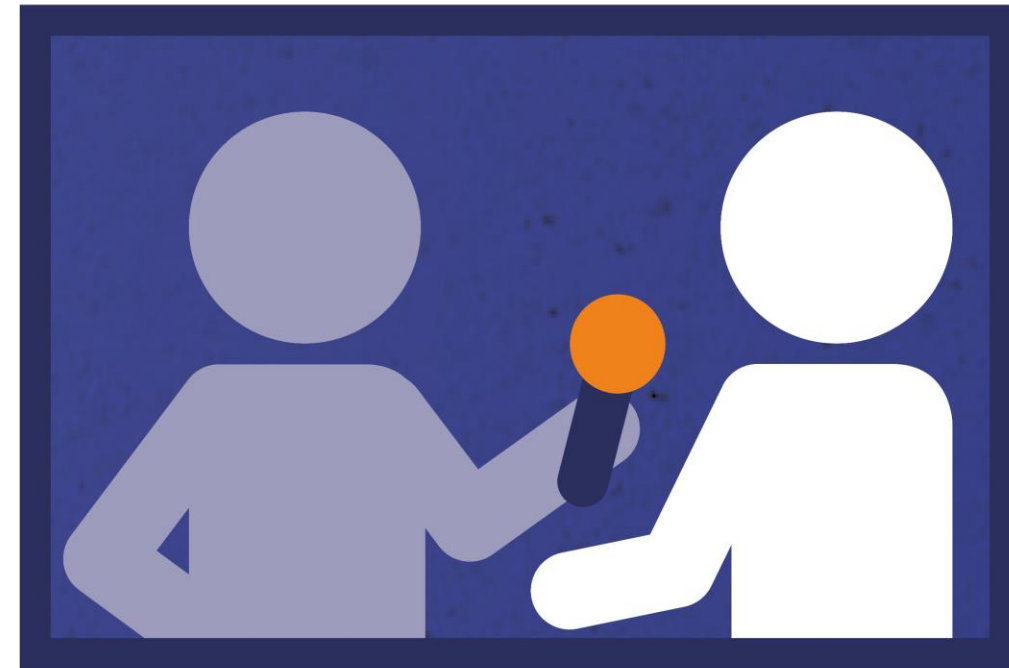
menti.com

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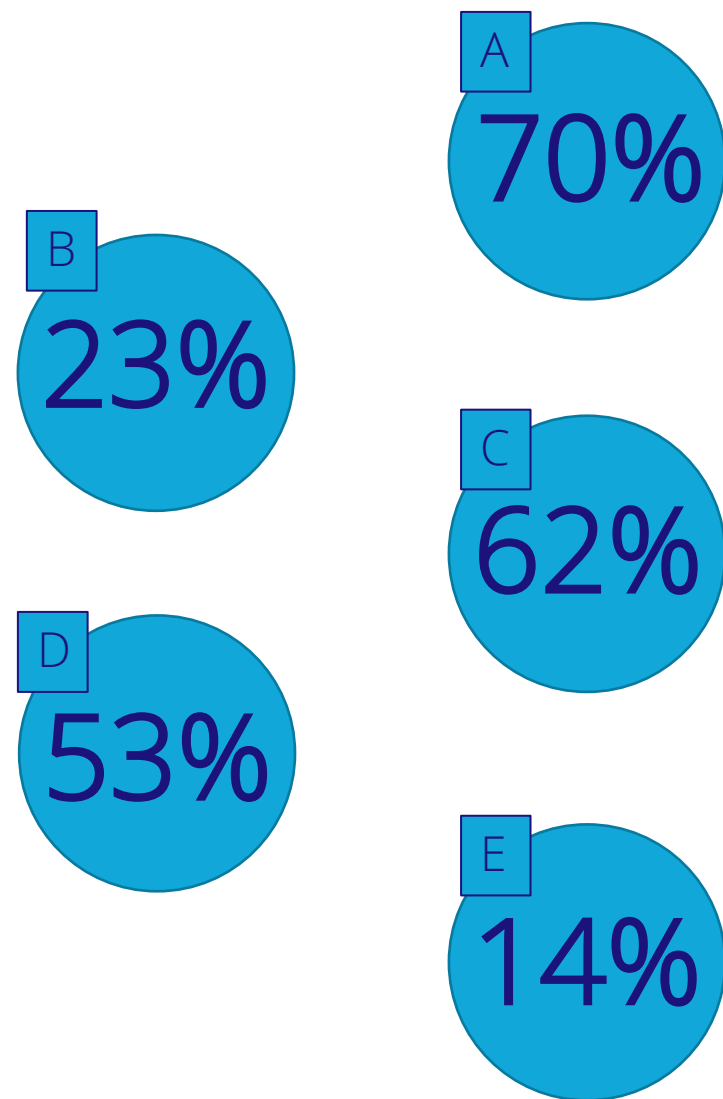
•• Why does it matter?

Why promote your research?

- Ensure research is discovered by peers (other researchers)
- Build upon meaningful breakthroughs
- Deliver value to institution / research funder
- Help author career development
- Support dissemination of research to non-academic stakeholders (e.g. policy makers / general public)
- Justify value of the research
- Enable journal development



Public attitudes to science...



1 Want to learn more about science

2 Have low levels of trust in scientists

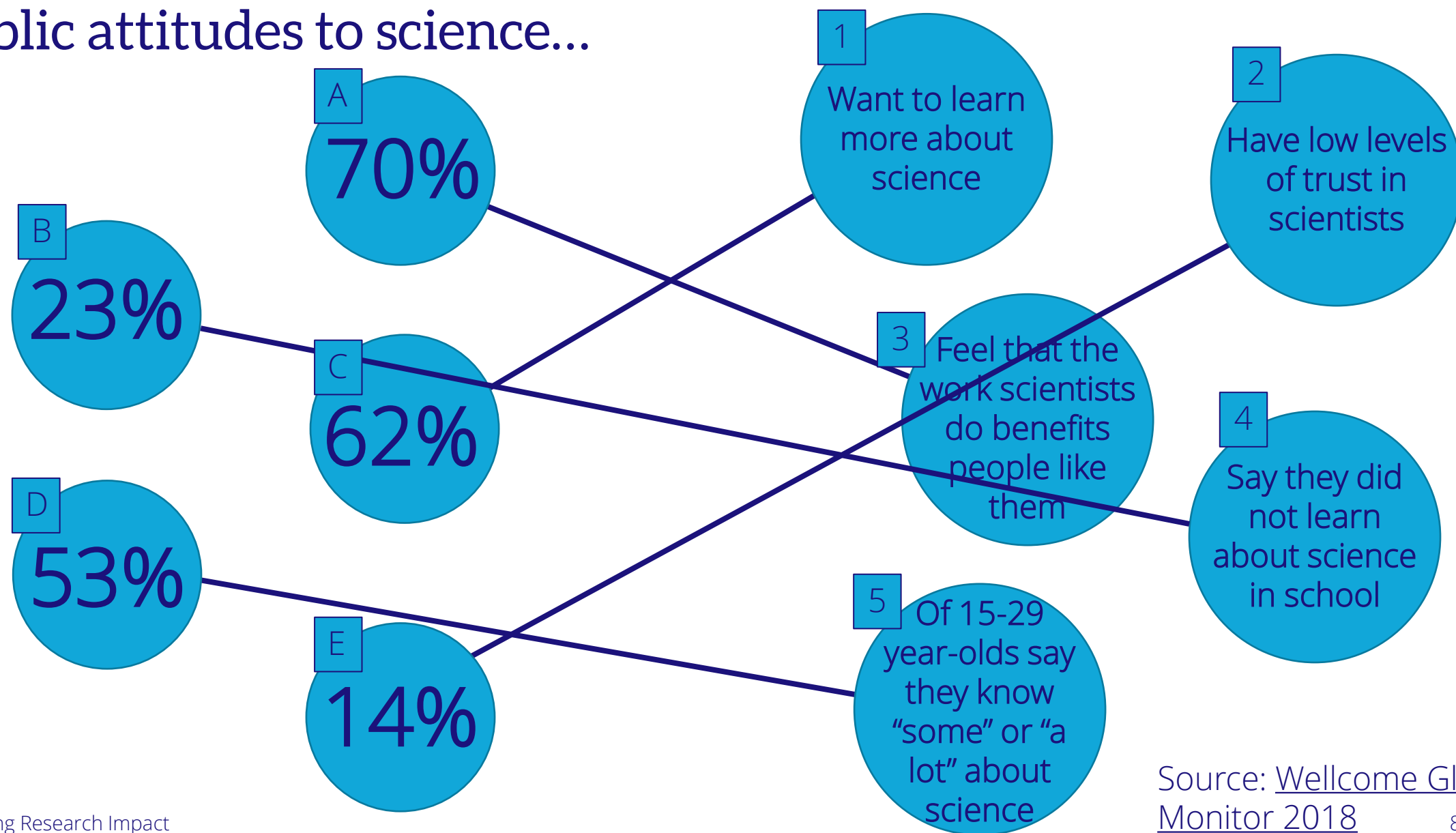
3 Feel that the work scientists do benefits people like them

4 Say they did not learn about science in school

5 Of 15-29 year-olds say they know "some" or "a lot" about science

Source: [Wellcome Global Monitor 2018](#)

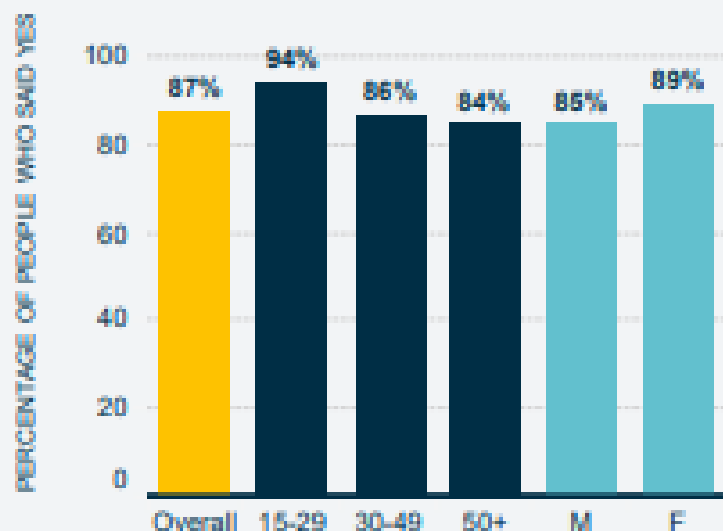
Public attitudes to science...



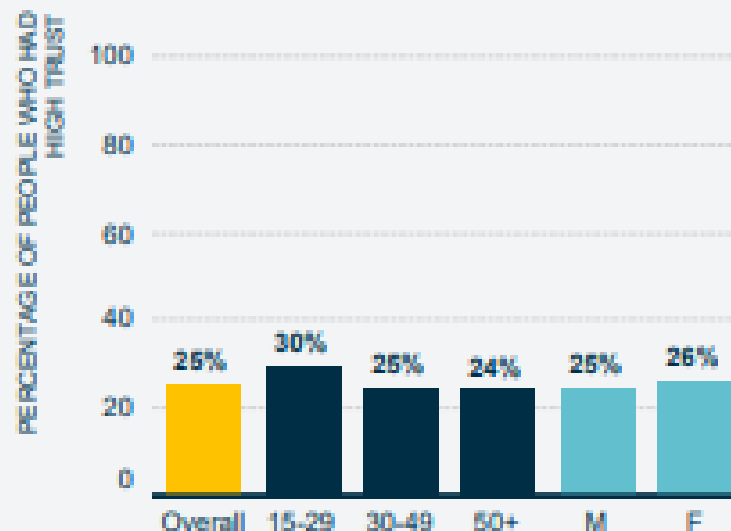
Source: [Wellcome Global Monitor 2018](#)

Data from USA

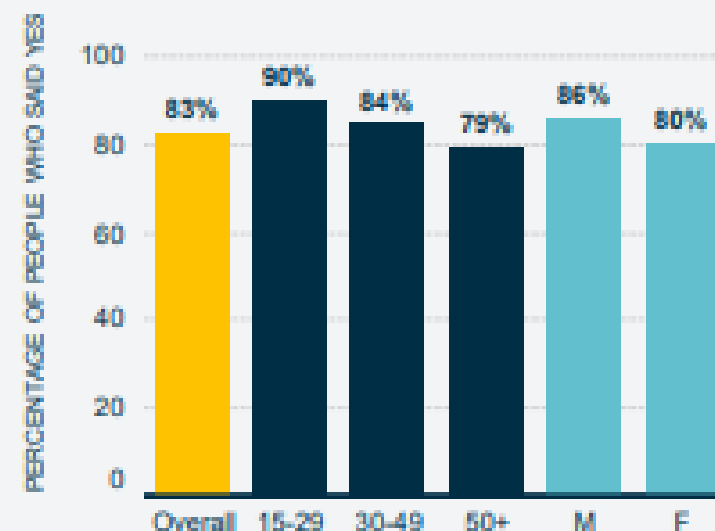
87% said they learned about science at secondary school



25% have high trust for the Trust in Science Index



83% said science benefits people like them in this country



Source: [Wellcome Global Monitor 2018](#)

●● How can authors
promote their research?



“Publicizing an article is work, but it’s worth it. I have received more emails about my article in the past two months than I have about all my other work in the previous year. Another university has invited me to visit because of my work, and my students are more excited about research because they see the attention it is getting. Not every article I write will be as interesting to the public, but I will definitely be working to do what I can to rustle up some interest in my work in the future.”

Russell Warne, Assistant Professor,
Utah Valley University

Promotional channels for authors

Repository
(Institutional / Subject)

Media / PR

Personal Blog
/ Website

Conferences

Videos

Email

Preprint

Teaching

Social Media

Workshops

Policy Briefing

Podcasts



SEO – the hidden channel



Influencing policy

Getting your research into the European Parliament

Why?

- HELPS MEPS SCRUTINIZE PROPOSALS FROM THE EUROPEAN COMMISSION
- INFORMS POLICIES AND LAWS
- DEMONSTRATES THE SOCIETAL IMPACT OF RESEARCH...
- ...WHICH IS HIGH ON THE AGENDA FOR E.U. UNIVERSITIES AND FUNDERS

The routes in:

- COMMITTEE HEARINGS
- MEP INITIATIVES AND EVENTS
- THE EUROPEAN PARLIAMENTARY RESEARCH SERVICE (EPRS)
- INTERGROUPS
- EUROPEAN COMMISSION PROPOSALS
- CORRESPONDENCE WITH INDIVIDUAL MEMBERS
- A CHARITY, THINK TANK, OR EVIDENCE BROKER

TOP 10 TIPS: Making connections

1. BE VISIBLE ONLINE OR AT EVENTS SO POLICY MAKERS CAN FIND YOU. MAKE SURE YOUR CONTACT DETAILS ARE EASY TO FIND.
2. INVEST TIME TO FIND OUT WHO IS MAKING THE POLICY DECISIONS.
3. TEAM UP WITH RESEARCHERS FROM OTHER FIELDS, NGOs, AND LOBBY ORGANIZATIONS TO WIDEN YOUR CONNECTIONS.
4. USE NETWORKS WITHIN YOUR INSTITUTION OR PROFESSIONAL ASSOCIATION.

Presenting research

5. SOMEONE IS REPRESENTING YOU IN PARLIAMENT. FIND OUT WHO YOUR MEP IS AND GET IN TOUCH WITH THEM.
6. PUT YOURSELF IN THE MIND OF A POLICY MAKER. DON'T TELL POLICY MAKERS WHAT YOU WANT, ASK THEM WHAT THEY NEED.
7. TIMING: FIND OUT WHERE YOUR TOPIC IS IN THE POLICY CYCLE - A USEFUL TOOL IS THE LEGISLATIVE TRAIN SCHEDULE.
8. TRANSLATE: EXPLAIN YOUR RESEARCH IN A WAY THAT NON-SPECIALIST POLICY MAKERS WILL BE ABLE TO UNDERSTAND.
9. BE BRIEF: USE SHORT KEY MESSAGES WITH LINKS TO EVIDENCE. CONSIDER VISUALS - A PICTURE CAN PRINT A THOUSAND WORDS.
10. PROVIDE CONTEXT: HOW DOES YOUR RESEARCH FIT INTO THE BIGGER POLICY QUESTION? BE HONEST ABOUT LIMITATIONS AND CAVEATS.

Read in full at: <http://bit.ly/researchineuroparl>

Getting your research into Parliament

Why is it important?

- PROVIDES EVIDENCE TO INFORM POLICY MAKING
- USED TO SCRUTINIZE LAWS AND POLICIES
- CITIZENS CARE ABOUT EVIDENCE
- DEMONSTRATES RESEARCH IMPACT

The routes in:

- SELECT COMMITTEES
- LIBRARIES
- CORRESPONDENCE WITH MEMBERS
- PARLIAMENTARY OFFICE OF SCIENCE AND TECHNOLOGY (POST)
- ALL-PARTY PARLIAMENTARY GROUPS
- THINK TANKS
- EVENTS
- NGOs

TOP 10 TIPS: Making Connections

1. BE SEEN ONLINE OR AT EVENTS SO THE RELEVANT PEOPLE CAN FIND YOU.
2. BLOG YOUR RESEARCH SO THEY KNOW WHAT YOU ARE WORKING ON.
3. FOLLOW WHAT PARLIAMENT MEMBERS ARE DOING VIA THE WEBSITE OR TWITTER.
4. SIGN UP TO POST, COMMONS AND LORDS LIBRARY AND SELECT COMMITTEE ALERTS.

Presenting Research

5. INVITE PARLIAMENTARY STAFF TO YOUR EVENTS.
6. DON'T JUST SEND YOUR JOURNAL ARTICLES, SEND A BRIEF AND INCLUDE YOUR SOURCES.
7. BE RELEVANT: START WITH A SUMMARY AND FOCUS ON HOW YOUR RESEARCH IMPACTS PEOPLE.
8. USE VISUALS - A PICTURE CAN PAINT A THOUSAND WORDS.
9. BE CLEAR AND ACCURATE: BE EXPLICIT ABOUT ALL LIMITATIONS AND CAVEATS.
10. DON'T FORGET THE ESSENTIALS: INCLUDE YOUR CREDENTIALS AND DATE YOUR BRIEFING.

Read in full: <http://bit.ly/researchinparliament>

Conferences – Tips & Tricks

- Arrange meetings in advance
- Look for sessions relevant to your research – can you present your paper? Ask a question?
- Use social media – before, during & after
- Present your research in a poster session
 - Prepare a 2-3 minute elevator pitch
 - Don't include too much text – think about the design
 - Direct researchers to your article

●● Press releases & media

Promoting research to the media

Why pitch research to the media?

Talking to the media might seem daunting - but pitching your research to journalists can help to increase awareness and impact. One article our press office worked with achieved....

- 45 media mentions including Forbes, Inside Higher Ed and Die Welt
- 600 tweets from 511 accounts, with up to 1,073,150 followers
- 23,413 article downloads
- An Altmetric score of 853
- 9 new blog posts

"My research has implications for daily behavior, but I had no idea how to bring it the public. Taylor & Francis organized a press release and my research has been covered around the world."
- Arnold Glass

Reference
Glass, Arnold L. Kang, Mengxue. (2018). Dividing attention in the classroom reduces exam performance. *Educational Psychology*. <https://bit.ly/2UrBv2V>.

Discover the latest research news at:
newsroom.taylorandfrancisgroup.com

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Things to consider



Is a press campaign the right strategy?



Do you have a clear message?



Will you gain positive impact?

What research makes the news?



Academic research often appears in the news - whether it's a breakthrough drug trial, a new policy proposal or an exciting discovery. To give you an idea of what the media is looking for, we've gathered some of our top-performing media campaigns and how they appeal to journalists.

A major breakthrough in the field: Significant advancement on a popular subject ...



New species of the 'first bird' Archaeopteryx uncovered

Altmetric 341
Article Views 6,735
Media hits 66

Impact on society: Relevant to the everyday lives of people ...



Many young people don't know when female and male fertility declines, study finds

Altmetric 319
Article Views 2,464
Media hits 80

Recommendation for change: An idea to help improve practice or policy ...



Web-based teaching can improve science understanding for struggling pupils

Altmetric 188
Article Views 1,981
Media hits 63

Timely: Relating to current events or popular ideas ...



Urgent need to reduce meat and dairy consumption to meet climate targets, says expert

Altmetric 310
Article Views 6,852
Media hits 92



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1. Involves major discoveries
2. Has an impact on society
3. Recommendation for change
4. Timely

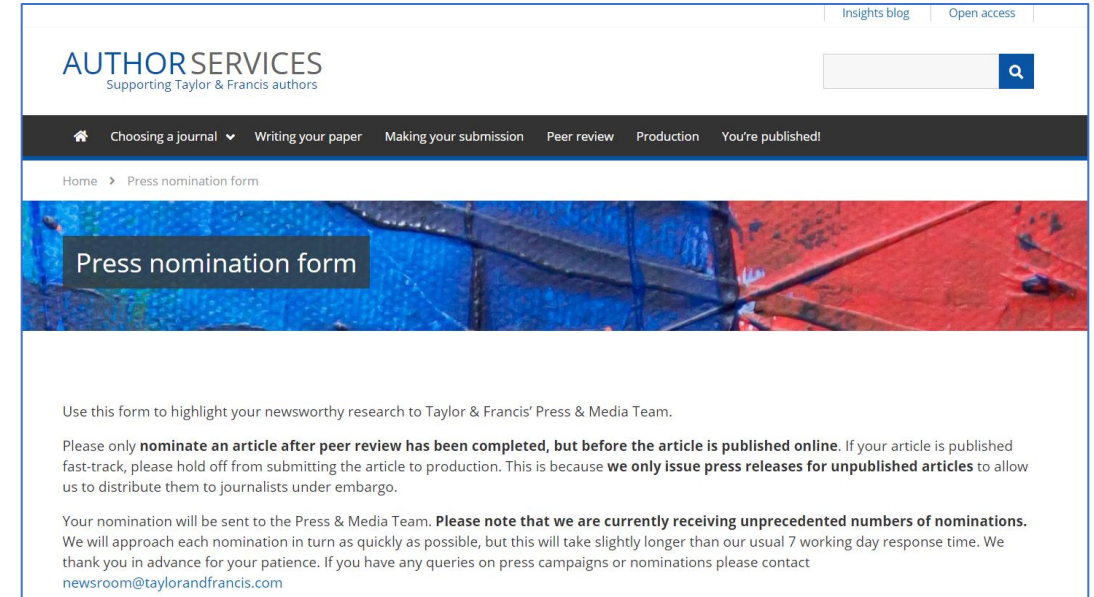
Things to avoid

1. Published research
2. It's interesting but not news
3. Niche areas of research
4. Small sample sizes
5. No one available to talk

Resources

- Taylor & Francis Author Services
- Media centres
 - Science Media Centre (UK, Australia, NZ, Germany, SciLine)
 - Education Media Centre (UK)
 - MCERA (Australia)
- Institutional press office

newsroom@taylorandfrancis.com

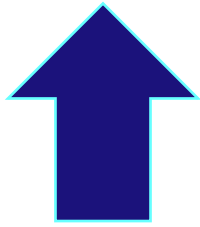


The screenshot shows the 'AUTHORSERVICES' website with the subtext 'Supporting Taylor & Francis authors'. The navigation menu includes: Home, Choosing a journal, Writing your paper, Making your submission, Peer review, Production, and You're published!. The current page is 'Press nomination form'. The page features a blue and red abstract background image with the text 'Press nomination form' overlaid. Below the image, the text reads: 'Use this form to highlight your newsworthy research to Taylor & Francis' Press & Media Team. Please only **nominate an article after peer review has been completed, but before the article is published online**. If your article is published fast-track, please hold off from submitting the article to production. This is because **we only issue press releases for unpublished articles** to allow us to distribute them to journalists under embargo. Your nomination will be sent to the Press & Media Team. **Please note that we are currently receiving unprecedented numbers of nominations.** We will approach each nomination in turn as quickly as possible, but this will take slightly longer than our usual 7 working day response time. We thank you in advance for your patience. If you have any queries on press campaigns or nominations please contact newsroom@taylorandfrancis.com

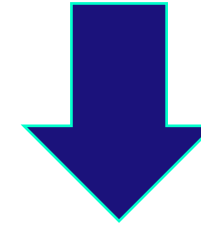
•• Social media

Why use social media to promote research?

“People are going to tweet and blog about your articles no matter what...take the opportunity to engage with interested audiences!” - *Euan Adie, founder of @Altmetric*



Value & risks



- Our audience are there already (in some spaces)
- Real time interaction
- Huge wealth of useful data through social
- Testing and learning quickly
- Brand building

- Tracking ROI can be difficult
- To do it well you need to spend time
- Trolling
- You might make a mess of things
- You don't really own it

Key points to remember



Tips for using social media to promote your research

1. Know your audience – think about who you want to reach.
2. Think about what you want to achieve overall – what is your objective?
3. Then choose your social platform based on the information above.
4. Create compelling posts – what will resonate with this audience?
5. Build your community – social media should be social!

Resources



Home > Insights, Research communication, Research impact > 4 skills for researchers of the future

4 skills for researchers of the future

There are so many useful skills you'll develop while doing your research - from critical thinking and being able to evaluate your work and that of others, to time management skills. But the research world is rapidly changing, so what skills can you develop now to make you ready for the research future? In this post we guide you through some of the key skills for researchers today.

You can also listen to our 15-minute podcast produced in partnership with Vitae for more tips and insights.

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Insights

- 30 Mentoring and support
- 32 Open access
- 12 Peer review
- 28 Publishing tips
- 32 Research communication
- 40 Research impact

Contact us

•• Resources & training for authors

Barriers to public engagement

What are the reasons that researchers felt unequipped to participate in public engagement?

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Barriers to public engagement

What are the reasons that researchers felt unequipped to participate in public engagement?



Resources and training for authors

Taylor & Francis Author Services

AUTHOR SERVICES
Supporting Taylor & Francis authors

Ensuring your research makes an impact

Becoming a published author is something worth talking about. Everyone has a list of friends, colleagues, and influential people they'd like to read their work.

As your publisher, we are committed to ensuring your research makes an impact by reaching as wide and diverse an audience as possible. Working in partnership with you means we can achieve an even greater impact. Below are ten tried-and-tested tips for you to try out. All of these will ensure that the right people find, read, and share your published research.

Ten tips to maximize the impact of your research

1. Use your free author eprints

Eprints are a link you can share with up to 50 colleagues and friends, giving them free access to your article.

Using the eprint link directs people to your article on Taylor & Francis Online, enabling every download (and citation) to be tracked so you can see the impact of your work. All named authors with email addresses get 50 free eprints, so if you collaborated on a paper with three other researchers, this means you get 50 free eprints each (that's 200 eprints to share).

You can share your eprint link in any way you like. Some authors put it at the bottom of their email signature, some email it to 50 people in their contacts list, and some add it to their website profiles.

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Mahatma Gandhi Central Library
(An ISO 9001:2015 Certified Academic Library)

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Bhagrathi: Archival Collection IR
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Departmental Libraries Collection
Recent Arrivals
Users Guides

J-Gate (Journal Search)
Search e-Book Catalogue
Online Catalogue (OPAC)
My Account @ MG Central Library
Book Purchase Request
Request for Research Paper

News and Announcements (read all)

Request for Remote Access Account

All the users are requested to check their library account after every transaction. If there is any discrepancy found, they should report it to the counter staff same day/next working day before closing of the counter. After that no

Important Links

YouTube tutorials

THE PHDIARIES

Funder support – e.g. Wellcome

Who we support
Research Enrichment funding
Public engagement training
Supporting a culture of public engagement
Latest news
More information

Public engagement support for researchers

Sharing your ideas with the public and getting new perspectives can enhance your research. We offer public engagement funding, advice and training opportunities for all Wellcome-funded researchers.

Contact us
See who's who in the public engagement team

Who we support

Support is available for all our grantholders, from PhD students to principal investigators. We can help you whether you're just starting out or developing an institute-wide approach.

Why we're passionate about engaging the public with research

Podcasts / Webinars

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Community blogs / forums

BIOMCH-L
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Forums | Member List | Calendar

If this is your first visit, be sure to check out the FAQ by clicking the link above. You may have to register before you can post: click the register link above to proceed. To start viewing messages, select the forum that you want to visit from the selection below.

FORUMS	LATEST ACTIVITY	MY SUBSCRIPTIONS
Directory	Topics	Posts
Biomech-L forums	1,543	5,133
General Discussion	1,783	2,283
Events and Conferences	5,382	5,844
Jobs and Positions	964	966
Literature Update		

Latest Topics

- LITERATURE UPDATE May 20 ... by Michael Browne
- LITERATURE UPDATE May 20 ... Channel: Literature Update Yesterday, 04:27 PM
- Research Assistant (PreDoc) In... by Ganes Palur
- The Karl Landsteiner University of... Channel: Jobs and Positions May 20, 2020, 07:28 AM
- Post-Doctoral Fellow Research ... by Chalthanya Kishore
- Post-Doctoral Fellow Research ... Channel: Literature Update May 20, 2020, 04:13 PM

Learning Programmes

bit.ly/2MSVQJ7

LEARNING PROGRAMS

Research has the power to **impact the world** and shape all of our lives, whether by influencing political decisions, changing public opinion, or revolutionizing practices in healthcare.

Our *How Researchers Changed the World* podcast tells the stories of researchers who are changing the world: but how did their research make such an impact?

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insights blog | Open access

AUTHOR SERVICES

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Supporting you through every step of your research publishing journey

1. Research your options
2. Draft your article
3. Instructions for authors
4. Make your submission
5. Peer review
6. Making revisions
7. Your article is accepted
8. Promoting your work

Research your publishing options

Take the time to explore the journals in your field, to choose the best fit for your research. Find a journal that serves the audience you're trying to reach, and whose aims and scope match your approach. You might also have choices to make about different publishing options, including open access.

Discover more about choosing the right journal

Everything you need to know about publishing open access with Taylor & Francis

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Questions?

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luke.antieul@tandf.co.uk

