



How to promote your article and impact policy

November 12, 2024

Presenting your team



Juliane Baron



Sophie Boddington



Michael Todd



Sean Scarisbrick

Send us your questions!

Send in your questions via the **Q&A Box**
on your screen. →

While we do our best to answer as many questions as we can, time constraints may not allow us to answer every question. We will follow up with you after the presentation. Thank you for understanding.



sagepub.com/authorgateway





Article Promotion

Why promote?



Expand article reach



Reach an engaged audience



Target diverse audiences



Impact policy

Why write for a wider public

- Enrich the public discourse and share knowledge
- Explain big problems, offer solutions
- Give academics a voice in scientific, cultural, clinical debates
- Raise personal profile – articles, interviews
- Expand network in unexpected ways
- Types of stories
- New research / science / techniques
- Explainer of a topical issue
- Personal story behind the headline about a research discovery



How to talk about your research after publication

Create an elevator pitch

- 60 seconds featuring your main argument and 1-2 anecdotes/key points. Consider the integral parts of your research and how to best share it.
- Write it down but also have a speech prepared

Tailor your tone based on audience

- Use formal, technical jargon for an engaged audience in your discipline
- Be conversational for individuals outside of your discipline
- If you speak more than one language, use this to your advantage

Ways to Promote Your Research

Passive

Active

**Brand
Building**

Passive Promotion

Share article link

- Institution
- Library
- Listserv
- Email signature
- Course reading list

Update publication history

- LinkedIn
- Academia
- Research Gate
- Institutional webpage

Engage on social media

- Retweet and like posts about your research

Active Promotion

Social Media

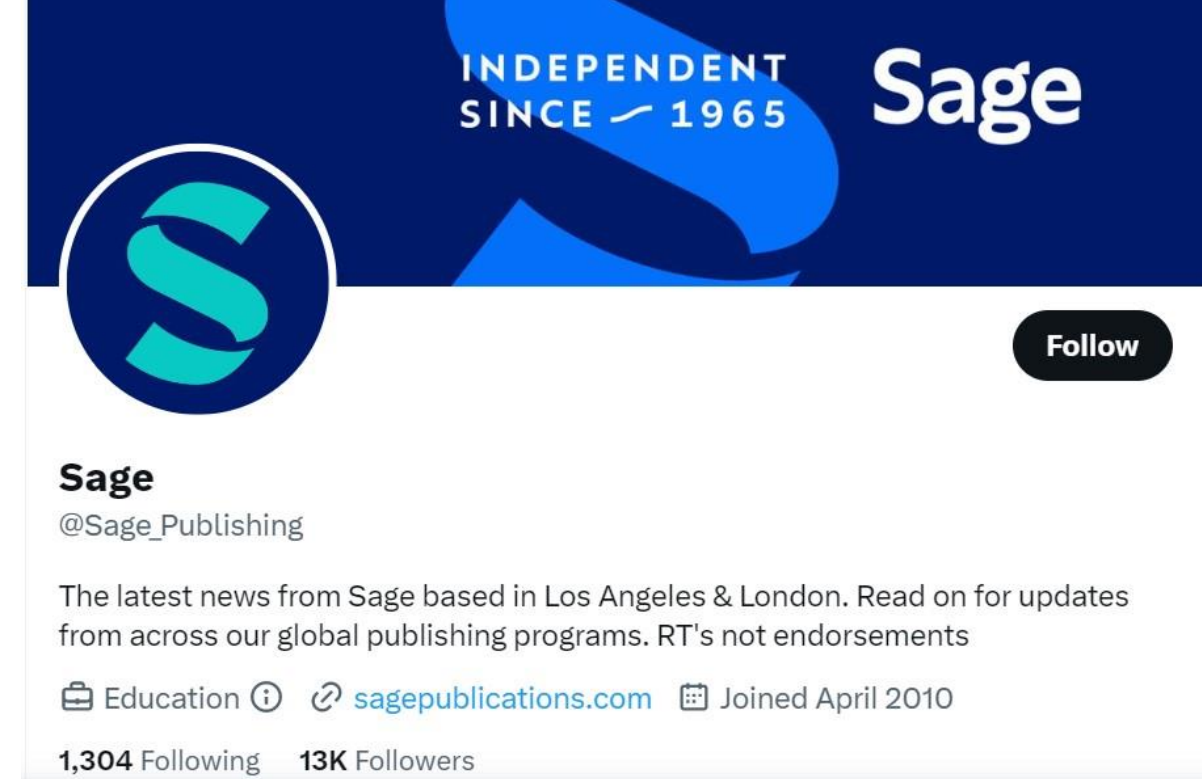
Conferences

Blogs

Podcasting

Social Media

- Posts should be personal
- Posts with images and videos are much more highly interacted with
- Link to your article (or other relevant content)
- Celebrate your successes, but remain humble
- Repeat important content
- Use common hashtags (#)
- Use tweetorials



- Monitor for responses and reply in a timely manner, but with respect and an open mind
- Keyword searches may help you find mentions of your article via other users



Additional Social Media Channels

- YouTube: Videos tend to create higher engagement than images alone. Post a video to your channel or your institution's channel.

Then post the video on your other social media accounts

- LinkedIn: Link to your article on your profile or share it on your feed.
- Mastodon: Post toots and share other people's toots
- Instagram: Infographics, short videos, or visual storytelling of your research journey can be easily shared.
- WeChat / Weibo
- Note: Link sharing is not allowable in a post, only in your bio and story. Because of this, focus for Instagram is on engagement within the network instead of driving traffic to your research



Conferences – Attending as a guest

- Identify the most suitable conference for your research and objectives.
- Attend the conference prepared to network.
- Prepare questions in advance that can introduce your research to the discussion.
- Speak to fellow researchers as well as Editors.
- Ensure your contact information is readily available.
- Join 'Meet the Editor' sessions to engage with journals.
- Even if you can't attend a conference in person, look out for resources online.

Conferences – Attending as a presenter

- Explore how presenting may align with your long-term goals.
- Evaluate the best format for presenting your research.
- Consider co-presenting as an alternative to speaking by yourself.
- Practice an "elevator pitch" for your article, covering your main points concisely and conversationally.
- Post about your presentation as a lead up on social media and via institutional channels.
- Include a QR code to your research in your slides.

Writing a blog post

What options do you have?

- Creating your own blog, where you share results of your research
- Reaching out to other industry blogs to pitch a blog post
- If you are a Sage author, you can also pitch a blog post for our Sage Perspectives blog.

What you should consider before pitching a blog post:

- Is the research topical / timely, is it relevant to current events?
- Is the paper presenting new, exciting, or significant findings?
- Does the paper explain complex issues or ideas?
- Is the paper recent? (Ideally published within the last 12 months)

Case Study: Article level promotion via Sage Perspectives Blog

Educational Researcher

Journal Home Browse Journal Journal Info Stay Connected Submit Paper

Article Menu Close

Download PDF

Open EPUB

Did you struggle to get access to this article? This product could help you

Projecting the Potential Impact of COVID-19 School Closures on Academic Achievement

Megan Kuhfeld, James Soland, Beth Tarasawa, more... Show all authors

First Published October 28, 2020 | Research Article | Check for updates

<https://doi.org/10.3102/0013189X20965918>

Article information

Altmetric 377

Abstract

As the COVID-19 pandemic upended the 2019–2020 school year, education systems scrambled to meet the needs of students and families with little available data on how school closures may impact of COVID-19-related learning loss based on of summer learning patterns of 5 million ected to start fall 2020 with approximately f the learning gains in mathematics relative ound during the school closures was not gains in reading.

ling, middle schools, plan

SAGE Education @SAGEeducation

How did students handle virtual learning this past semester in comparison to research projections?

What data from this fall about students' reading & math skills in #OnlineLearning:



How did students fare relative to the COVID-19 learning loss... The SARS-CoV-2 (COVID-19) pandemic has disrupted traditional forms of education and continues to create ... perspectivesblog.sagepub.com

3:42 PM · Jan 21, 2021 · TweetDeck

SAGE perspectives

Search

HOME CATEGORIES ABOUT SAGE JOURNALS

January 18, 2021 · Research

How did students fare relative to the COVID-19 learning loss projections?

BY ANGELA JOHNSON, MEGAN KUHFELD, BETH TARASAWA

The SARS-CoV-2 (COVID-19) pandemic has disrupted traditional forms of education and continues to create challenges for K-12 school systems in the United States and the students they serve. Districts attempted to transition academic and non-academic activities to remote settings in spring of 2020, and many continue to do so through the fall of 2020, with varying degrees of success. Policy makers and educational leaders face difficult decisions around school re-opening and how to best target limited resources to students well into the 2020-21 school year and beyond.

To help educators and policymakers better prepare for the potential magnitude of the impact of COVID-19 on learning, NWEA researchers and collaborators published a [set of projections](#) that considered multiple scenarios: (a) typical learning (assuming 2019-20 were a normal school year), (b) partial absenteeism (assuming students received half of their normal instruction in spring 2020), and (c) COVID-19 Slide (assuming spring 2020 school closures operated like a typical summer break). These projections indicated that students would likely return in fall 2020 with 63-68% of a typical year's learning in reading and 37-50% in math.

With actual fall data in hand, we can now move beyond forecasting to begin to describe what did happen. We recently released a [research brief](#) summarizing our findings of how school shutdowns impacted student achievement at the start of the 2020-21 school year. This research was conducted with fall 2020 data on the NWEA MAP Growth test taken by millions of students in grades 3-8 in over 8,000 schools across the U.S. The scope of these data is unparalleled, providing a national perspective on student progress since COVID-19 school closures

Sage Perspectives
Viewpoints from our academic
and professional community

Results:

Blog post page views: 730

Article downloads: 35,000

Altmetric score: 377



Podcasting

What options do you have?

- Creating your own podcast, where you share results of your research
- Reaching out to other industry podcasts to pitch a segment

What you should consider:

- Will individuals outside of your subject area will find your research interesting?
- Are you a confident public speaker?

Additional promotional materials

- These resources can be helpful in reaching a wider audience and help non-academic readers make sense of your research.
- If you need help creating these, you can check out Sage Author Services



Plain-language summaries

Video abstracts

Infographics

Author Brand building

Web of Science™

* Formerly Publons

kudos®

ORCID
Connecting research and researchers

Google Scholar™

Other tips



Promote in additional language(s)



Reach your audience in the appropriate channel



Press releases



Policy Impact

Determining your Audience

Based on your research, who do you want to do what differently, and how?

- **Who cares about the issue area? Familiarize yourself with the key players**
Instead of trying to get someone to pay attention to your work, how can your work help them?
- **Who is in a position to make recommendations and decision?**
Congress, Federal Agency, Administration, State, Local, School Board, etc.
- **Proactively share in relevant and digestible format**
- **Don't need to have a solution to impact policy, enormously valuable to help ask the right questions**

Available Resources

Federal

Government Relations Offices on campus

FABBS

[Public Scholarship Toolkit](#)

[Science Advocacy 101: Realizing the Benefits, Overcoming the Challenges](#)

Scientific societies

[Researcher to Policy Collaboration](#)

State

[Scholars Strategy Network](#)

[Campus Compact](#)

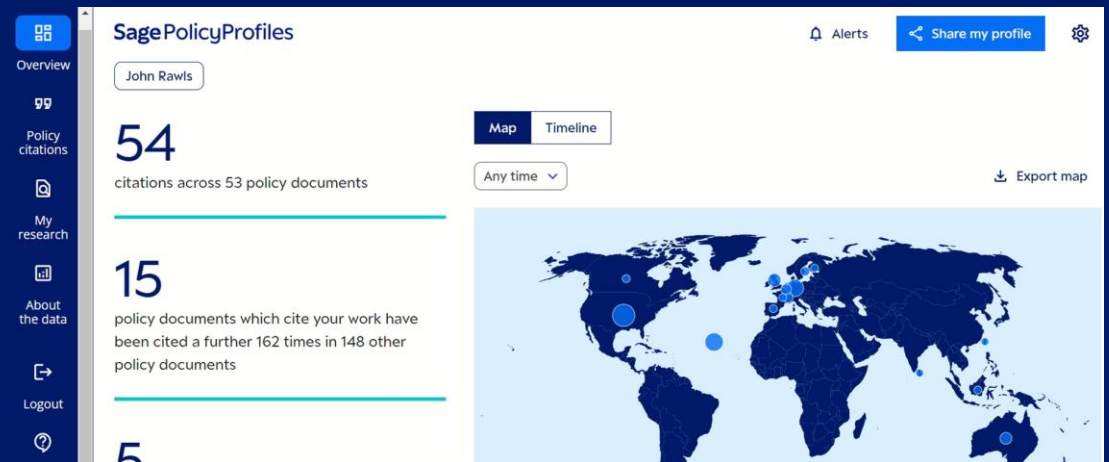
[National Council of State Legislatures](#)

[National Governors Association](#)

Sage Policy Profiles

A Free Tool for Discovering Your Own Policy Contributions

- Powered by Overton, drawing from 14 million documents from 188 countries
- Browser-based and easy to use
- Personalized dashboard
- Exportable results (including visualizations)



Sage PolicyProfiles



Spread the word

[socialsciencespace.com.sagepolicyprofiles](https://socialsciencespace.com/sagepolicyprofiles)

How to Do Research and Get Published

Webinar Series



On **January 8**, we will look at selecting a journal. Join us for an insightful webinar where we help empower you to make informed decisions and maximize the impact of your scholarly work. In this webinar, we will delve into the intricate process of journal selection, offering practical strategies and expert advice to streamline your publishing journey.



How to Do Research and Get Published

Webinar Series



January 8 – How to select a journal

February 12 – Breakdown of article types

March 12 – How to write a manuscript

Find out more: <https://us.sagepub.com/en-us/nam/how-to-do-research-and-get-published-webinar-series>



Sage Journal Resources

The screenshot shows the Sage Journal Author Gateway website. The top navigation bar includes the Sage logo, links for Disciplines, Products, Resources, and About, a search bar, and a shopping cart icon. A left sidebar lists various resources for authors, editors, and reviewers, with 'Journal Author Gateway' selected. The main content area features a 'How to Get Published' section with a 'FIND OUT MORE' button, a video player showing a play button, and a red background with a newspaper and headphones. Below this, there are three columns of links: 'SUBMIT TO A SAGE JOURNAL', 'OPEN ACCESS', and 'HAVE A QUESTION?'. The bottom of the page has a footer with the Sage logo.

Sage Disciplines Products Resources About Search: keyword, title, author, ISBN 0

Journal Author Gateway

Journal Authors/Editors/Reviewers

Journal Author Gateway ▾

How to Get Published Resources

Manuscript Submission Guidelines

SAGE Author Services

Your Paper and Peer Review

Plain Language Summaries

Advance: a SAGE preprints community

On Acceptance and Publication

Help Readers Find Your Article

Promote Your Article

Research Data Sharing Policies

ORCID

CRediT

Author Resource: SAGE Consent Form

How to Get Published

Expert tips from SAGE for navigating the publishing process

FIND OUT MORE

Here you will find information on the entire publishing process at SAGE: why you should submit, what happens after acceptance and your open access options. You will also find resources to help encourage citations and maximize the readership and impact of your research.

SUBMIT TO A SAGE JOURNAL

Find out more about our [manuscript submission guidelines](#). Use the [Journal Recommender](#) to find a journal that fits your research or use [SAGE Path](#), a service that helps you quickly and easily find, submit, and get published with the right SAGE journal. View the full list of [SAGE journals](#).

OPEN ACCESS

DISCOVER MORE... [SAGE Gold Open Access journals](#) [SAGE Choice: Open Access in SAGE subscription journals](#) [Green Open Access archiving](#) [Sage Open Access agreements](#)

HAVE A QUESTION?

DISCOVER MORE... [Author queries answered](#) [Visit the Journals Solutions Portal](#) [How to check the status of your submitted paper](#)

- Dedicated space for author support and services
- Visit for additional How to Get Published resources and answers to common author questions
- Learn which version of your paper you can share, where and when
- Sage Chinese Author Gateway features translated materials

View all resources [here:](https://bit.ly/ppdSAGE)
bit.ly/ppdSAGE





Thank you!

Questions?

For further information:

- [Promote Your Article](#)
- [Guidance for Researchers from Lower Income Countries webinar](#)
- [10 Tips for Pitching your Research to Reach Policy Makers to Spark Change](#)

[Webinar Q&A – Your questions answered!](#)