INCREASING THE IMPACT OF YOUR PUBLICATION

Strategies for Authors
You’re published! That’s great, but now what? There are things you can do to improve the exposure and impact of your published paper. By actively marketing your publication, you increase the chance that:

- It will be cited by other authors
- You will be invited to speak/present
- You will find colleagues to collaborate with in the future

Share on social media
Present a poster
Discuss on a podcast
Give a presentation
Distribute abstract at school/work

Why social media?
1. Increase awareness
2. Cultivate relationships
3. Generate conversations
4. Topic engagement

TIPS & BEST PRACTICES to improve your social media strategy

Follow best practices:
- Check your spelling and grammar.
- Limit capitalizations.
- Use no more than one exclamation point.
- Refer to authors by their title. Use ‘Dr.’ if they have a doctoral degree.

Keep it simple:
- **Twitter** Stay under 250 characters to leave space for hashtags, links, etc.
- **Facebook** Keep your post to 2-3 sentences.
- **YouTube** Share a short video discussion and provide a link in the comments area.

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Increase traffic and engagement:
- Include a clear image with your post whenever possible.
- Ask questions to encourage followers to engage with the content.
- Include direct links – send people to the exact page you want them to read.
- Use 1-2 relevant hashtags (#) whenever possible.
- Keep in mind holidays, awareness months/days, or events that are relevant to your content – and include associated hashtags.

How JAANP and AANP help:
- Work with our publisher, Lippincott®, to notify AANP members of articles published in each issue of the journal
- Highlight some of our features in AANP SmartBrief
- Tweeting about selected features and creating podcasts for each issue of the journal
- Retweeting or liking your posts when you tag JAANP and/or AANP.

Click here for more information on how you can share your work.