

## Promoting Your Published Research Article to the Media

### Identifying News Value:

If you, your institution or funder are considering the option to promote your published research to the media, it is important to first identify the news value. Why should a reporter be interested in writing about your research to their audience?

To be newsworthy your paper should cover the following factors. There are always exceptions and while your paper may not cover all of these points, it is more likely to have news value if it does:

- Is this new research?
- Does it have appeal beyond the immediate subject?
- Is it global, or are findings limited to one country?
- Does it link to a topical issue or an on-going debate?

You will also want to consider how you want to promote the research to the media: a press release; media/blog pitch; etc.

### Importance of Embargo Dates for Research Articles:

An embargo date informs the media of the online availability of the journal issue/article/abstract. A PR embargo is an unofficial agreement between trusted media sources and the source of the news that the media will not report on the information until the embargoed date.

For the majority of Wolters Kluwer journals the embargo date is the online publication date.

### Press Release Guidelines:

Authors are welcome to create press releases to promote their research articles published in Wolters Kluwer journals. We ask that you follow these guidelines:

- Reach out to the Wolters Kluwer journal publisher or point of contact to inform them of your interest to develop a press release. For the majority of our journals, the embargo date is the online publication date. It will also be important to confirm if the article is 'publish ahead of print' content. The journal publisher can assist you with the publication schedule.
- Press releases should cite the journal article, and include links to the journal/article.
  - Journal name with hyperlink to the journal website
  - Title of paper
  - DOI Number
  - Corresponding Author (name, affiliation): Email Address of corresponding author
  - Include the following: "The journal is published by [Wolters Kluwer](#)."
  - Example: Understanding the steps of the defense cascade can help in forming effective treatments for patients dealing with persistent aftereffects of trauma, according to a review in the [Harvard Review of Psychiatry](#). The journal is published by [Wolters Kluwer](#).
- Media requests: Once your press release is issued, media may request under embargo a copy of the article and/or an interview. Plan to provide the article PDF (request from the journal publisher).

### Media/Blog Pitch

If you are not writing a press release but decide to pitch journalists or bloggers about your published research article, please following these guidelines:

- Include the article embargo date. Your Wolters Kluwer point of contact can confirm the embargo date which is the online publication date (either the online journal issue date or the article Publish Ahead of Print date).
- Include a link to the journal name with hyperlink to the journal website, title of paper, and preferably the DOI number.
- Interested media may request the article PDF; please reinforce the embargo date provided by Wolters Kluwer. In addition, please request the final article PDF from your Wolters Kluwer contact

### Social Media Posts:

Promoting your published research article in a Wolters Kluwer journal on your personal or institution's social media pages is another way to drive awareness and interest in your research. Social media makes it easy for readers, authors, society members, and others to promote the sharing of research content and ultimately increase your article's Altmetric score.

Please consider these tips:

- If your institution or author is on social media, follow @WKHealth on Twitter. Reach out to your Wolters Kluwer point of contact and provide your Twitter name so that the social media manager knows to follow back and retweet items dealing with the research.
- Also ask if the Wolters Kluwer journal has a Twitter or Facebook page. If one exists, make sure to provide your social media information to the journal, so they can work with you to promote your research.
- Share and retweet posts from Wolters Kluwer about your research on your personal social media.
- Personal posts should contain the link to the study on the journal website. Links directly to the article site will help increase your Altmetric score.
- If you create a video on YouTube based on your research, be sure to link to the article on the journal's website.

**Please inform Wolters Kluwer if you plan to promote a journal article to the media so that we may coordinate with you on this effort. If you are unsure of who to contact, please email the Director of Corporate Communications, Connie Hughes. [Connie.Hughes@wolterskluwer.com](mailto:Connie.Hughes@wolterskluwer.com).**