

# How to promote your journal article and maximize its impact?

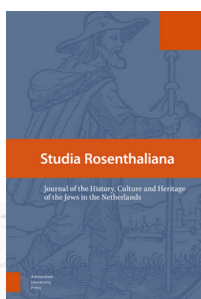
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## Tools and tips to promote your article

One of the most effective ways to promote your journal article is through social media. We at AUP are committed to connecting online with our journal editors and authors, as well as with institutions, societies, press and other publishers, helping our mission to ensure your work reaches an international audience.

This **Journal Article Promotion Kit** offers some simple tools and tips that you can use to engage with our online presence, grow your network and promote and share your article. Each article and author is unique, so do not hesitate to speak with your Editorial Board or your journals publishers at AUP if you have any questions, or if you have ideas about developing a strategy specific to your article.

Sharing and copyright • DOI links • Orcid IDs  
Social Media Platforms • Library Recommendations



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## Tools and tips to promote your article

### Sharing and copyright

It is important to share the **DOI link** to your journal article or the direct link to your online publication. The DOI (Digital Object Identifier) protects your online article online and ensures readers always find the correct and up to date version of your article. The DOI link to your article can be found on the web page of your article on [www.aup-online.com](http://www.aup-online.com). We also collect usage data here on your article's views and downloads. Depending on the Copyright License of your article, we recommend paraphrasing the content of your article or citing its keywords via social media.

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### Sharing your article on social media

Sharing your article through social media is one of the most effective ways to promote your work to relevant (academic) audiences, while also promoting your article in a bigger network. However, social media platforms tend to rotate in popularity and use. Be sure to research where your academic audience is largely located and **concentrate your efforts** there. Popular platforms include LinkedIn, Twitter, Instagram, Mastodon, Facebook, ResearchGate. Here are some tips and suggestions for utilising social media to promote your article:



1. LinkedIn is a professional networking site that allows you to create a profile complete with work experience and publications, and to connect to friends and colleagues.
2. Add your article to your profile and tag the **journal's page** and Amsterdam University Press.
3. Update your LinkedIn 'status' with the link to your online article to share it with your groups and connections.



1. Copy a link to your article on the AUP Online platform or the DOI link to your **email signature** or personal webpage.



1. Use Twitter to build connections with a relevant audience. Follow people in your research area, tweet comments, links, media, and re-tweet.
2. Always **connect** with and tag the account of your journal and @AmsterdamUPress.



1. Academic social networking platforms allow academics and researchers to directly find research and start up online discussions.
2. We advise looking at **ResearchGate** and **academia.edu** to start.

### Library recommendations

If you would like to recommend the journal you published in to your institution's **library**, you can easily do so via the journal page on our website **www.aup-online.com**, to generate an email to your institution.

#### Tools

- Add to my favourites
- Create Publication Alert
- Recommend to library

