

Article Acceptance to Promotion

Online course learning objectives

This course explores the steps authors can take after publication to increase the discoverability, visibility, and impact of their work. Learners will examine strategies for improving article discoverability, explore a range of approaches for promoting research through different channels, and develop an understanding of self-archiving and content reuse practices. By the end of the course, learners will be better equipped to share their research effectively, engage with relevant audiences, and maximise the reach of their published work.

This course will help learners to:

- Identify strategies to increase the visibility and discoverability of published research.
- Optimize articles and research outputs to improve discoverability through search engines and scholarly platforms.
- Understand the importance of research promotion and its relationship to research visibility, engagement, and impact.
- Use a range of communication channels, including blogs and social media, to effectively promote research to different audiences.
- Apply appropriate approaches for engaging with academic and wider communities online to extend the reach of published work.
- Understand self-archiving and reuse policies to ethically and responsibly share research

Language: English

Time to complete: 1.5 hours

Level: Beginner

Online course full syllabus

MODULE ONE: ENHANCING DISCOVERABILITY OF YOUR ARTICLE

This module explores how authors can improve the visibility of their published research. Learners will examine factors that influence discoverability and identify practical approaches for making their work easier to find through search engines and scholarly platforms.

This module will help learners to:

- Identify key strategies to increase their article's visibility
- Optimize their paper for greater discoverability on search engines
- Apply discoverability strategies to maximize the visibility of their article

Topics:

1. Find Readers Find Your Article
2. Search Engine Optimization

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MODULE TWO: PROMOTING YOUR ARTICLE

This module introduces a range of approaches for promoting research and increasing its reach. Learners will explore the relationship between promotion and research impact, develop skills for communicating research to broader audiences, and consider how social media can be used effectively to engage with academic and professional communities.

This module will help learners to:

- Appreciate the importance of promoting their paper and its relationship to research impact
- Be aware of the different avenues available to help promote their paper
- Write blog posts that introduce research to a general audience
- Use various social media platforms effectively and sensibly to promote research and engage with relevant communities

Topics:

1. Why Promote Your Paper?
2. Using Conferences to Promote Your Paper
3. Using Blogs to Promote Your Paper
4. Using Social Media to Promote Your Paper
5. Additional Things You Can Do as an Author

MODULE THREE: SELF-ARCHIVING AND RE-USE

This module examines how research can be shared responsibly after publication. Learners will explore the benefits of self-archiving and develop an understanding of publisher policies relating to sharing and reusing scholarly work.

This module will help learners to:

- Become aware of self-archiving and its benefits
- Recognize self-archiving and reuse policies to appropriately and ethically share their work

Topics:

1. Self-Archiving
2. Guidelines and Policies