
Using Social Media to Promote your Article



1. YouTube

Content is no longer confined to text. It also includes user-generated and multimedia content such as podcasts and videos. We are seeing an increasing amount of traffic to our journal sites via YouTube as students use video as an initial way of researching a topic. If you have ideas for producing a video to accompany your article, let the journal editor know.

2. Other websites

Which websites do you visit regularly? Do you participate in online discussions, or are you a member of any groups that send you email newsletters or updates? Your article could feature on these – why not post a message to your discussion group with a link to your article, or ask the editor of the email newsletter to include a mention if it is relevant to an online discussion?

3. Start blogging

Wondering what to write about? What about:

- Your area of research and papers that you have published – and/or other related papers in your field of research. Don't forget to link to them from your blog!
- Conferences and training events that you're due to speak at
- Your last conference – were there any interesting questions that came up?
- What do you think of any recent press coverage of your subject area?

The more you write, the higher your page will appear in search engine results pages when researchers are searching for content – especially as they are increasingly searching via Google Scholar. SAGE will provide a blogging template and guidelines – please contact your editor if you would like further information.

4. Join Twitter

Twitter is a free social networking and micro-blogging service that enables its users to send and read messages known as tweets. Tweets are text-based posts of up to 140 characters displayed on the author's profile page and delivered to the author's subscribers who are known as followers. Senders can restrict delivery to those in their circle of friends or, by default, allow open access. Twitter allows you to set up search terms so you can monitor what is being talked about in your areas of interest – you can then comment on the relevant conversations. The more you engage, the more people will follow you to listen to your comments and recommendations. As followers come to you, rather than you approaching them, Twitter is an ideal way to reach new audiences. SAGE can provide advice and guidelines for how to engage with Twitter.



5. Join academic social networking sites

Academics, researchers and students are increasingly using social communities as a way of meeting and conversing with people who share the same research interests. These sites offer an immediate way to monitor what other people are looking at in your field or research or as a way to commission papers around online conversation you think are interesting. If there aren't any groups talking about your research interests – set one up. Take a look at MyNetResearch (<http://www.mynetresearch.com/>) and Academici (<http://www.academici.com/>).



6. Social bookmarking with citeulike



[CiteULike](#) is a free service to help you to store, organise and share the scholarly papers you are reading. When you see a paper on the web that interests you, you can click one button and have it added to your personal library. CiteULike automatically extracts the citation details, so there's no need to type them in yourself. It all works from within your web browser so there's no need to install any software. Because your library is stored on the server, you can access it from any computer with an Internet connection.

7. Methodspace



Sponsored by SAGE, [Methodspace](#) is a new online community for research methods. On the site, you can connect with other researchers, discuss methodology issues and controversies, Discover and review new resources, find relevant conferences and events, and share and solve methodology problems.

8. LinkedIn

[LinkedIn](#) is an interconnected network of experienced professionals from around the world with over 55 million members. It is not just for career opportunities. When you create your profile that summarises your professional expertise and accomplishments, why not including mention of your articles?

9. Facebook



[Facebook](#) lets users add friends and send them messages, and update their personal profiles to notify friends about themselves. Additionally, users can join networks organized by city, workplace, and school or college. You can also join and create groups according to your interests or areas of expertise.