Using social media to promote your research

From just one article Taylor & Francis has seen:

- more than 890 tweets reaching over 186,000 followers
- posts on 40 public Facebook walls
- appeared in 5 news stories and 2 blog posts
- resulting in over 4,700 article views since April 2013

In the first half of 2013:

- 31% of our authors were announcing their article publication on social media
- 31% were updating their publication history on LinkedIn
- 14% mentioned their article publication or put their e-print link in their email signature

What could you do in 2014?

For more ideas on how you can promote your research we’re

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Guidance, developments, news and ideas for Taylor & Francis authors

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