

# Using social media to enhance discoverability



Social media can be an important way to promote your journal or article to the wider community. This can be an even more effective strategy when coming from an author or editor as an expert in the field. Below are some of the social media channels that Sage recommends for promoting your work or journal and other channels that will offer a direct way to reach your readership.

## Twitter

**Twitter** is one of the simplest social media channels to use for promotion and is an ideal way to reach new audiences and engage with the broader research community.

**Read Sage's guidelines for how to use Twitter.**

## Facebook

**Facebook** has evolved over time and now is a great place to create personal connections with others based on common interest. Join groups or like pages around your interests, areas of expertise, school, or workplace. Additionally, users can join groups organized by city, workplace, school, or college. You can also join and create groups according to your interests or areas of expertise.

**Read Sage's guidelines for how to use Facebook.**

## LinkedIn

**LinkedIn** is not just for career opportunities. It is a global network of professionals with over 500 million members. You can include links to your articles when you create your profile, as part of the summary of your professional expertise and accomplishments, or on your feed.

## Instagram

**Instagram** provides an opportunity to create interest in your research through visuals. Infographics, short videos, or visual storytelling of the research journey can be shared on this platform. This platform is also unique because link sharing is not allowable in a post, only in your bio. Because of this, focus for Instagram is on engagement within the network instead of driving traffic to your research.

## YouTube

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 already have video content relating to your specific journal article, please let us know and we will try to use this in the promotion of your paper.

## Kudos

**Kudos** is a free third party service that allows authors to explain, enrich, share, and measure the impact of their article.

**Visit the Kudos website for more information.**

## Blogging

Slogging is both a form of academic writing as well as an effective way to reach new audiences and increase the discoverability of your article. Sage runs a variety of blog sites to share topical and thought-provoking articles, interviews, videos, and features to engage with the academic community. If you think your research would be a good fit, contact your editor.

### Sage India Digest

This blog focuses on highlighting topical and interesting research published in Sage books and journals. The blog includes posts from authors across a wide range of subject disciplines and research areas.

### Social Science Space

This online social network features blogs with the most current thinking from key players in social science. It is an active forum for discussions, a resource center with free videos, reports and slides that support these discussions, as well as funding and job opportunity notices.

### Method Space

The purpose of this online community is to connect researchers to discuss methodology issues and controversies, discover and review new resources, find relevant conferences and events, and share and solve methodology problems.

## Academic social networking sites

These social communities are 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 of research or as a way to commission papers around online conversations you think are interesting.

## Other channels

There are other options to draw attention to your latest work: email your networks or post on listservs and institution, society, or personal websites about your recent publication, and add your article to your course reading list (if appropriate).