

Making an impact with your research: Publish or Perish

Sadie Boniface

- Promoting your research
- Promoting yourself

Promoting your research

Press release process

“My first impression is that there is definitely a story here – the paper looks really interesting.”

Promoting your research

Then it gets exciting...



Promoting your research

Lessons learned

- Focus your message
 - Press office: *“In general, I suggest you have a think about your ‘key messages’ tonight – what are the three things you definitely want to get across in any interview?”*
 - Supervisor’s recommendation: *one main point, and two sub-points*
- Do radio interviews face-to-face if you can

Promoting yourself

Promoting yourself LinkedIn

The image shows a screenshot of a LinkedIn profile for Sadie Boniface. The profile is displayed on a desktop browser. The top navigation bar includes the LinkedIn logo, a search bar, and navigation links for Home, Profile, Network, Jobs, and Interests. The profile header shows the name 'Sadie Boniface', her title 'PhD student at University College London, United Kingdom', and her location 'London, United Kingdom | Research'. Below the header, there are buttons for 'Improve your profile' and 'Edit'. The 'Activity' section shows a recent update: 'Sadie Boniface has an updated profile (Experience)' with options to 'Like' or 'Comment' and a timestamp of '1 hour ago'. Another update shows 'Sadie Boniface is now connected to Jade Annan, Senior Research Executive at C Ltd' with a timestamp of '12 hours ago'. The 'Skills & Expertise' section is highlighted, showing a list of skills endorsed by other users. The skills are ranked by the number of endorsements, with 'Quantitative Research' having the most (10). Other skills include 'Research Design', 'Scientific Writing', 'Stata', 'Literature Reviews', 'Qualitative Research', 'Conference Organisation', 'Data Analysis', 'Public Health', and 'Research Ethics'. Below this, there is a section for 'Sadie also knows about...' which lists skills like 'Organizing', 'Report Writing', 'Quantitative Analytics', 'Data Collection', 'Survey Methodology', 'Systematic Reviews', 'Meta-analysis', 'Social Networking', 'Epidemiology', 'EndNote', 'Alcohol Awareness', 'Conference Organization', 'Academic Writing', 'Research', and 'Science'. A 'See 9+ >' link is visible at the bottom of the skills section.

Skills & Expertise

Most endorsed for...

- 10 Quantitative Research
- 6 Research Design
- 6 Scientific Writing
- 5 Stata
- 4 Literature Reviews
- 4 Qualitative Research
- 3 Conference Organisation
- 3 Data Analysis
- 3 Public Health
- 3 Research Ethics

Sadie also knows about...

- 2 Organizing
- 2 Report Writing
- 1 Quantitative Analytics
- 1 Data Collection
- 1 Survey Methodology
- 1 Systematic Reviews
- 1 Meta-analysis
- 1 Social Networking
- 1 Epidemiology
- 1 EndNote
- 1 Alcohol Awareness
- 1 Conference Organization
- 1 Academic Writing
- 1 Research
- 1 Science

[See 9+ >](#)

Promoting yourself

Research Gate


The screenshot shows a ResearchGate profile for Sadie Boniface. The profile includes a navigation bar with 'ResearchGate' and links for 'Topics', 'Publications', 'Projects', and 'more'. A search bar and user profile icons are also present. The main profile area features a profile picture of Sadie Boniface and a photo of her with another person. To the right of the photo is a 'Add your publications' button and a bar chart showing an RG score of 0.01. Below the profile picture are tabs for 'OVERVIEW', 'CONTRIBUTIONS', 'INFO', 'STATS', and 'RG SCORE'. The 'OVERVIEW' tab is active, displaying statistics: 4 PUBLICATIONS, 2 Views, 0 Downloads, 1 Citation, and 15.31 Impact Points. There is a 'View all' link. The 'FEATURED PUBLICATIONS' section lists two items: an article titled 'How is alcohol consumption affected if we account for under-reporting? A hypothetical scenario.' with 21 Views, 0 Downloads, and 0 Citations; and a chapter titled 'Health Survey for England 2011. Chapter 7: Drinking diary' with 0 Views, 0 Downloads, and 0 Citations. The 'ABOUT' section contains text about her PhD and post-doc work. The 'SKILLS' section lists 'Health Behavior', 'Meta-Analysis', 'Evidence Based Medicine', and 'Measurement'.

ResearchGate

Topics Publications Projects more

Search

Profile icons

 **Sadie Boniface**

MSC Health Sciences / Full-time
University College London - Department of Epidemiology and Public Health / Full-time


RG SCORE: 0.01

Add your publications


OVERVIEW CONTRIBUTIONS INFO STATS RG SCORE

4 PUBLICATIONS 2 Views 0 Downloads 1 Citation 15.31 Impact Points View all

FEATURED PUBLICATIONS Edit

 Article: **How is alcohol consumption affected if we account for under-reporting? A hypothetical scenario.**

21 Views 0 Downloads 0 Citations

 Chapter: **Health Survey for England 2011. Chapter 7: Drinking diary**

0 Views 0 Downloads 0 Citations

ABOUT Edit

Currently finishing my PhD on under-reporting of alcohol consumption in England.

Starting a post-doc in community severance with Jenny Mindell in January 2014.

SKILLS (10) Edit

Health Behavior Meta-Analysis

Evidence Based Medicine Measurement


Promoting yourself academia.edu

The screenshot shows the Academia.edu profile page for Sadie Boniface. At the top, the Academia.edu logo and navigation menu are visible. The profile header includes a search bar and a navigation bar with links for Home, Analytics, Sadie Boniface, and Upload Papers. The main profile section features a profile picture of Sadie Boniface and a friend, her name 'Sadie Boniface', and her affiliation 'University College London, Epidemiology and Public Health, Graduate Student'. Below this, there are sections for 'Other Affiliations' (King's College London, Addictions, Research Assistant on SIPS Jr study) and 'Research Interests' (Public Health, Epidemiology, Survey Methodology, and 8 more). Statistics on the right show 1,615 profile views and 1,983 document views. A navigation bar below the profile shows '19:25 30 Jul 1959 Profile Google UK sadie boniface'. The main content area contains a quote from Christine Kraemer: "I find [analytics] fascinating. It is so useful to know who is reading what and to think about why. Some of my papers are much more popular than I thought they would be, and I would not know about that if academia didn't show me. This has affected my teaching, as it gives me a better idea of what issues are likely to interest my students." Below the quote is the attribution '- Christine Kraemer'. At the bottom, there are links for 'Add Contact Information', 'Profiles', and 'Edit', along with a paper titled 'Health Survey for England 2011. Chapter 7: Drinking diaries' with 82 views. A notification on the right states 'Sadie started following the work of Charlie Laderman, about a month ago'.

Academia.edu share research

Search People, Research Interests and Universities

0 Home Analytics Sadie Boniface Upload Papers

 **Sadie Boniface**
University College London, Epidemiology and Public Health, Graduate Student [edit](#)


Other Affiliations: [King's College London](#), [Addictions](#), [Research Assistant on SIPS Jr study](#)

Research Interests: [Public Health](#), [Epidemiology](#), [Survey Methodology](#), and [8 more](#)

About: [Postgraduate Fellow of the Royal Geographical Society](#) ... [more](#)

1,615
profile views

1,983
document views

19:25 30 Jul 1959 Profile Google UK sadie boniface 

Talks 6 [PAPERS](#) [39 Following](#)


"I find [analytics] fascinating. It is so useful to know who is reading what and to think about why. Some of my papers are much more popular than I thought they would be, and I would not know about that if academia didn't show me. This has affected my teaching, as it gives me a better idea of what issues are likely to interest my students."

- Christine Kraemer

Download (.pdf)

Add Contact Information

Profiles [Edit](#)

[Health Survey for England 2011. Chapter 7: Drinking diaries](#) [more](#)  82 [View more activity](#)

Sadie started following the work of [Charlie Laderman](#), about a month ago

Promoting yourself Klout

The image shows a screenshot of a Klout profile page. The profile is for a user named Sadie Bon... with a Klout score of 48. The page features a 'Your Topics' section with five categories: Science & Technology, Alcohol, Health, Addiction, and Drugs. Each topic has a representative icon and a 'tweet • f share' link. The left sidebar shows 'Your Influencers' with three profiles: Peter T. (score 48), Jean A. (score 48), and Matt M. (score 47). The top navigation bar includes 'Home', 'Profile', and 'Friends'. The right sidebar shows a partial view of another profile for Sadie with an 'ADD FRIENDS' button.

KLOUT 48

Home Profile Friends

Sadie Bon...

48

PhD student in UCL's Department of Public Health (views mine not drinking in England (much more))

PhD student at University of London

Your Influencers

- Peter T.** 48
- Jean A.** 48
- Matt M.** 47

Your Topics Manage your topics

- Science & Technology** tweet • f share
- Alcohol** tweet • f share
- Health** tweet • f share
- Addiction** tweet • f share
- Drugs** tweet • f share

ADD FRIENDS

Promoting yourself

A 2x2 table

