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

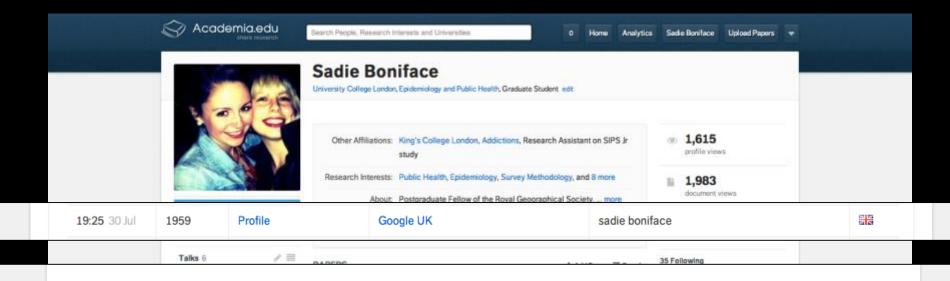
Promoting yourself LinkedIn

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Promoting yourself Research Gate

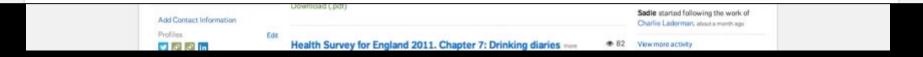
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Promoting yourself academia.edu



"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



Promoting yourself Klout

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