

Social media:

- If you already use social media, use your personal accounts to raise awareness
- If you are new to social media, ask your colleagues which are the best channels for your community
- Consider using WeChat for promotion in China



What to include

Twitter:

- Publication title and DOI link
- Name/tag co-authors if there's space or use "et al."
- Tag your institution, the journal and/or publisher if there's space
- Use relevant hashtags e.g. #OpenAccess
- Include a free-to-use image or a graphical (visual) abstract designed for your article
- Consult the [Twitter Help Center](#) for guidance

LinkedIn:

- Update your profile and share regular posts
- Join and post to relevant groups
- Connect with people in your field and share information about your work
- Engage with relevant pages and posts by liking, sharing or commenting
- Consult the [LinkedIn help and learning centre](#) for guidance

WeChat:

- Let more Chinese scientists know about your research by preparing a piece of news in WeChat
- Include the article title, citation and an introduction to your institution
- A brief introduction to the article or research
- Pictures from the article with any necessary credits
- Videos or interviews related to the research or article
- A brief CV of the authors
- Anything related to China or Chinese institutions in your research

Consider longer-term promotion activities

Conferences and events:

- Engage with fellow-delegates and expand your network
- Accept invitations to speak (including webinars and training events) or propose yourself for "contributed sessions"
- Tweet using the official #
- Ask our marketing department for flyers, posters etc. which you can distribute

Blogs and videos:

- Write your own blog or create your own videos
- Include, for example, reviews, guest posts, feedback and news about future projects
- Contact relevant bloggers about your work or offer to write a guest post

Repositories and research platforms:

- Consider including your work on platforms such as:
- Repositories – institutional, community or general science repositories
- Research sharing and networking services – e.g. ResearchGate and arXiv (check that this is compliant with the article sharing policy of your publisher if not open access)

The EDP Sciences marketing department:

- Finally, speak to our marketing department
- Explore what other promotion opportunities are available and how it can help you

There may be opportunities to:

- Create videos and infographics
- Contact relevant associations and organisations
- Produce printed materials
- Promote at particular conferences
- Issue a press release
- Place advertisements

We will try to help whenever possible.

EDP Sciences Marketing Team
marketing@edpsciences.org
edpsciences.org

