

HOW TO PROMOTE YOUR RESEARCH

May 2026



Now that your work has been accepted and published...

Celebrate!

*But don't passively wait for people to find your
article...*

Promote it!

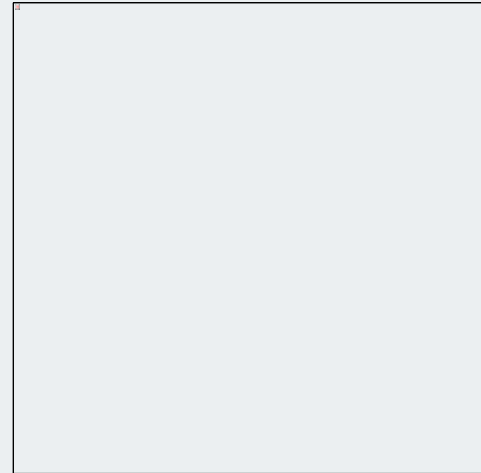
Publishing your research is only the beginning of your paper's journey.

To ensure your research reaches its full potential, it's essential to **promote** it and **share** it with the world.



How do you currently promote your research after publication?

- I share it on social media (e.g., X, LinkedIn, Bluesky)
- I present it at conferences or webinars
- I rely mostly on the journal/publisher to promote it
- I tell my peers and colleagues about it
- I don't actively promote my research



WHY SHOULD YOU PROMOTE YOUR PAPER?

BENEFITS SOCIETY

Increase the chances that your work can be translated into benefits for the society

BOOSTS YOUR PROFILE

Raise your profile within your research community

NEW OPPORTUNITIES

Can lead to new partnerships and collaborations

HELPS WITH FUNDING

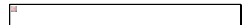
Share the publicity of your paper's engagement in grant applications

SUPPORTS YOUR INSTITUTION

Research impact of your work helps to showcase your institution

ADVANCE YOUR CAREER

Demonstrating the impact of your previous research can support future applications



THREE QUESTIONS TO ASK YOURSELF BEFORE YOU START

And help you define your promotion strategy

1

What is the main point you want to communicate about your paper?

How does it advance the field? What are the main findings? Does it benefit society or a group?

2

Who is your target audience?

Who would be interested or influenced in your findings? Who might use or apply it?

3

Which channels will help you reach your audience

Do they read the news? Are they on social media? Use collaborative platforms?

NOW... LET'S GET TO WORK!

1

CREATE

Create compelling content to communicate your message to your target audience.

2

SHARE

Share your content on the channels that best suit your audience.

3

AMPLIFY

Diversify your dissemination strategies to reach a wider audience.

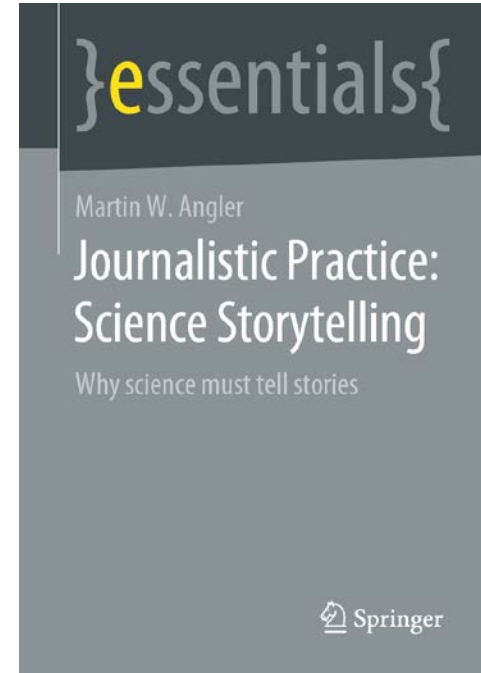
1

CREATING ASSETS

STORYTELLING

Tell the story of your research to maximize its impact

- Presenting your research through **storytelling** is an effective way to reach a wider audiences and generate greater impact.
- Well-constructed narratives help the reader **connect** with the scientific problem, understand its relevance, and more easily remember the main findings.
- An article that tells a well-articulated "story"—contextualizing the problem, highlighting the impact, and guiding the reader through the research journey — tends to be more read, cited, and shared.



STORYTELLING

Tell the story of your research to maximize the impact of your work

Examples of articles in a search for "scientific storytelling" in <http://link.springer.com>.

nature reviews cancer


Explore content ▾ About the journal ▾ Publish with us ▾

nature

[nature](#) > [nature reviews cancer](#)

World View | Published: 11 September 2020

Maximize your research to diverse audiences: it can effectively disseminate findings to a wider audience

[Julia R. Bauman](#) 






[Nature Reviews Cancer](#) 23, 75 (2020) | **2703** Accesses | **6** Altmetric

An often undervalued skill is the ability to tell the story of our work: it can effectively disseminate findings to a wider audience.

What Hollywood researchers can teach us about storytelling

Josh Ettinger says that screenwriting boosted his science-communication career

By [Josh Ettinger](#)

Home > [Nature Reviews Molecular Cell Biology](#) > Article


The art of scientific storytelling: how to get where you want to go




World View | Published: 14 September 2020

Volume 21, pages 653–654, (2020) [Cite this article](#)

 Access provided by Presidência da República do Brasil

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[Rafael E. Luna](#) 

 **5768** Accesses  **3** Citations  **24** Altmetric [Export](#)

Storytelling provides a platform to learn, publish and share your passion for science, to make a greater impact and advance your career.

nature

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CAREER COLUMN | 06 February 2025

How to sell your science without selling out

A five-step guide to communicating your science ethically and accurately.

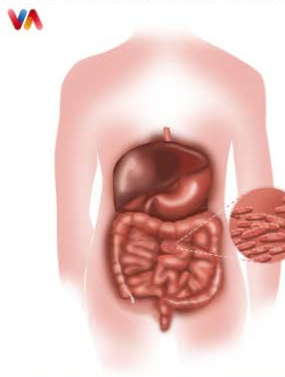
By [Kisha Greer](#)



- Visual abstracts are eye-catching graphic summaries of your research.
- Because they combine image and text, they are easy to read and very effective at engaging your audience, especially on social media channels.
- Think of a visual abstract as your research's business card!

Source: Your name et al., Journal citation 22, 87 (2021)



1. Key Message

A one-sentence summary of your key message combined with an eye-catching graphic

Abbreviations: Abbreviations you use in your abstract

Graphical Abstract and Highlights Instructions

IJDM is now requiring authors to include graphical abstracts and highlights in their original research paper submissions.

Please refer to the below guidelines.

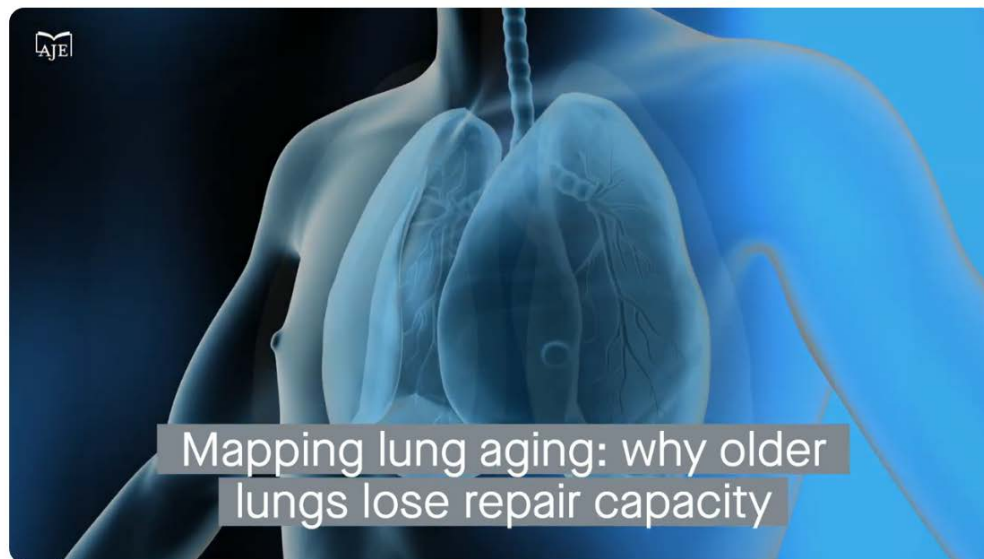
Graphical Abstracts

A graphic must be included with each manuscript for display in the table of contents (TOC) and the abstract. This graphic should capture the reader's attention and, in conjunction with the manuscript title, should give the reader a quick visual impression of the essence of the manuscript without providing specific results.

Choosing/Creating a TOC/Abstract Graphic

- The graphic should be simple, but informative.
- The use of color is encouraged.
- The graphic should uphold the standards of a scholarly, professional publication.
- The graphic must be entirely original, unpublished artwork created by one of the coauthors.
- The graphic should not include a photograph, drawing, or caricature of any person, living or deceased.

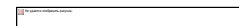
- Video Byte is a short video that presents your work in images, animation and audio.
- It is aimed at a non-specialist audience and showcase the impact of your work on society.



17 visualizações 27 de fev. de 2026

De Man et al. "Single-cell atlas of human lung aging identifies cell type dyssynchrony and increased transcriptional entropy." Nature Communications (2026)

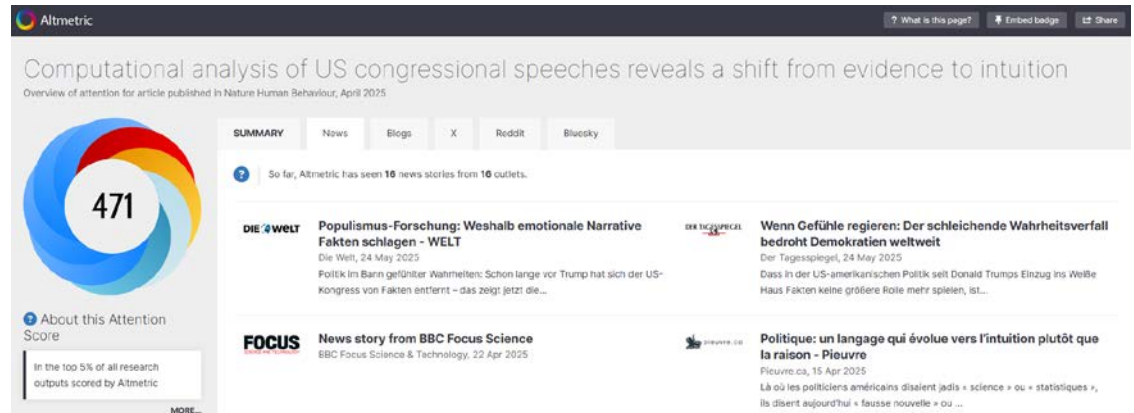
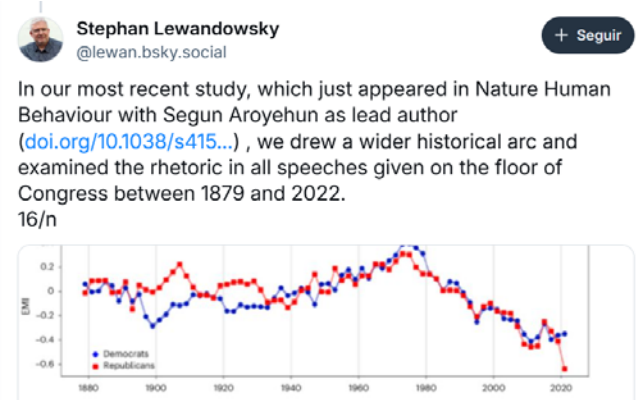
<https://www.youtube.com/watch?v=CVOXVv8nv0&t=7s>



HOW TO PROMOTE YOUR RESEARCH ON SOCIAL MEDIA

Bluesky, Facebook, Reddit, X


- Include the link to the article's HTML page or DOI.
Example: <https://www.nature.com/articles/srep30383>
Example: <https://doi.org/10.1038/srep30383>
- Avoid posting the link to PDF as it cannot be tracked by Altmetric.
- Include information that makes people want to click on the link.
- Text with images receives more attention online.
- Altmetric can only track the link to the research if it is posted on public pages crawled by the tool.



HOW TO PROMOTE YOUR RESEARCH ON BLOGS

- Look for scientific blogs that publish about your area of research.
- See if you can write a guest post or suggest your research as a topic for a publication.
- Check to see if your institution or department has a blog and participate in it.
- Look for other articles in your area and see which blogs mention them.

Distribution of water phase near the poles of the Moon from gravity aspects
Overview of attention for article published in Scientific Reports, March 2022



608

About this Attention Score
In the top 5% of all research outputs scored by Altmetric
Mentioned by [MORE...](#)

SUMMARY News Blogs X Dimensions citations

So far, Altmetric has seen 11 posts from 11 blogs.

The Moon Could Have Gathered Some of its Water from the Earth's Atmosphere
Universe Today, 21 Jun 2022
Our Moon is a fascinating world that has captivated us since time immemorial. Long before the first telescope was invented...

De l'eau de l'atmosphère terrestre pourrait tomber en pluie sur la Lune
GuruMeditation, 07 May 2022
La Lune ressemble peut-être à une grosse boule desséchée, mais il y a plus d'eau là-haut qu'on ne le pense. Dans une nouvelle étu...

Some lunar water may have come from Earth
Interesting Engineering, 08 May 2022
The moon's polar regions could hold up to 3,500 cubic kilometers of liquid water.

Water on the Moon may have come from Earth
Tech Explorer, 06 May 2022
An additional way to explain how water accumulates on the Moon... Water on the Moon may have come from Earth's...

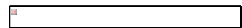
INTERESTING ENGINEERING

NEWS ENGINEERS DIRECTORY NEWSLETTERS PODCASTS

SCIENCE

Some lunar water may have come from Earth's atmosphere

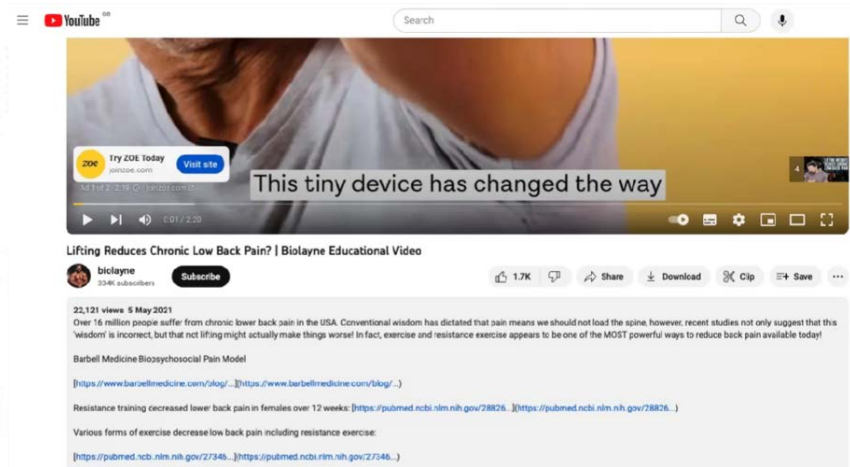
The moon's polar regions could hold up to 3,500 cubic kilometers of subsurface liquid water.
Published: May 08, 2022 09:25 AM EST



HOW TO PROMOTE YOUR RESEARCH IN PODCASTS OR VIDEOS

YouTube, Vimeo, Spotify

- Podcasts and video services are a great way to promote your research to a wider audience
- Altmetric does not track the audio of podcasts and videos, but rather the description of the episodes
- If the link to the research is mentioned in the description, it can be tracked



SPRINGER NATURE Link

Find a journal Publish with us Track your research

Home > [Environmental Science and Pollution Research](#) > Article

The environmental risks of neonicotinoid pesticides: a review of the evidence post 2013

Review Article | [Open access](#) | Published: 07 June 2017

Volume 24, pages 17285–17325, (2017) [Cite this article](#)

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Thomas James Wood & Dave Goulson

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Metrics

The environmental risks of neonicotinoid pesticides: a review of the evidence post 2013

Last updated: Thu, 29 May 2025 16:03:49 UTC

Accesses

Accesses is an approximate count of unique views and downloads. This number can fluctuate depending on multiple factors.

We update counts daily.

36k

Accesses

Citations

We get citation counts from Web of Science and CrossRef. Accuracy is dependent on their data availability.

We update counts daily.

439

[Web of Science](#)

465

[CrossRef](#)

Altmetric



- 191 tweeters
- 3 Facebook pages
- 1 Video uploaders
- 861 Mendeley
- 7 blogs
- 59 news outlets
- 3 Wikipedia page

Altmetric calculates a score based on the online attention an article gets — the higher the score, the more online attention an article has received.

Surrounding the score can be 1 or more colours. Each colour represents a different type of online attention, like social media or news outlets.

Older articles have had more time to get noticed, so Altmetric provides context data for articles of a similar age.

This article is in the 99th percentile (ranked 768th) of the 339,839 tracked articles of a similar age in all journals and the 99th percentile (ranked 1st) of the 226 tracked articles of a similar age in *Environmental Science and Pollution Research*.

View more on [Altmetric](#).

Mentions

[Earth Day challenge for gardeners: Don't poison bees](#)

CBS News

This list highlights individual mainstream news articles and blogs that cite the article.

Not all news and blogs link to articles in a way that Altmetric can pick up, so they are not representative of all media.

Altmetric are responsible for the curation of

