

RESEARCH
NETWORKING CAREER
ADVANCE SCIENCE
PROMOTE

Promote or Perish: Sharing Your Research to Advance Your Science and Your Career

WHITE PAPER

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INTRODUCTION

“Publish or perish.”

This well-known concept has been used in academia for decades: to advance in their career, academics must continually publish journal articles to demonstrate value and maintain visibility.

The modern-day twist: “promote or perish.” Today, it’s not enough to simply publish research findings in quality journals, you also need to be your own advocate and promote your research.

To some scientists, self-promotion not only is uncomfortable, it’s distasteful. In their view, having research published in a reputable journal is enough, especially if the journal has a high impact factor.

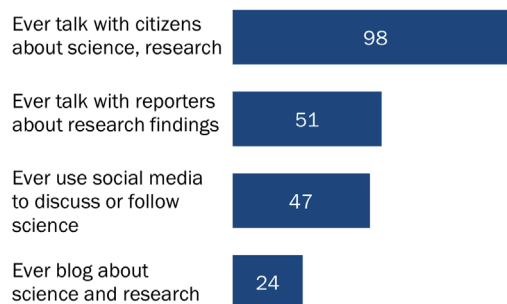
However, to stand out as a scientist today, it’s also about getting noticed online. And more important, it’s about getting noticed by the right people, the right institutions, and the right influencers who can help you advance your science and your career — and obtain funding. That means being active on social networking platforms.

A survey conducted by the Pew Research Center in collaboration with the American Association for the Advancement of Science (AAAS) (pewinternet.org/2015/02/15/how-scientists-engage-public/) shows that scientists of all generations have started to recognize the importance of sharing and talking about their research.

But with so many social channels out there — along with a myriad of ways to be visible —

Nearly All Scientists Talk with the Public; A Sizable Share Use Social Media, Blogs

% of AAAS scientists who ever do each of the following



AAAS scientists survey Sept. 11-Oct. 13, 2014. Q50a-f. Ever use social media based on combined responses to Q50d,e. Ever blog based on combined responses to Q50a,f. Responses of never and no answer are not shown.

PEW RESEARCH CENTER

what’s an overworked, time-strapped research scientist to do? Whether you are a seasoned scientist or an early-career researcher looking to build your reputation, how do you navigate the labyrinth of choices available?

To help you get started, we’ve developed this overview of some commonly used platforms, tips and best practices, other ways to increase your visibility, AIP Publishing resources, and links for additional reading.

USING SOCIAL NETWORKING SITES TO PROMOTE YOUR RESEARCH

A plethora of social networking sites exist, ranging from those used primarily by the research community to those used by the general public, including scientists. All platforms have their pros and cons, and sites continue to evolve and add new features, so it's important to stay current on the latest news.

SCHOLARLY COLLABORATION NETWORKS

As science becomes more interdisciplinary and collaborative, scholarly collaboration networks (SCNs) open up a world of possibilities — literally — by enabling researchers to more easily share their work, partner, and interact with scientists from around the globe. Mendeley, ReadCube, figshare, ResearchGate, Trellis, and the Center for Open Science are just a few platforms that today's researchers are using.

In addition to providing you with a platform to discover and read scientific content, SCNs offer many other benefits, including making your own articles and

datasets more discoverable, and allowing others to provide feedback on your research. SCNs are a useful platform to make you more visible not only among your peers but also to those beyond your current sphere.



TO SHARE OR NOT TO SHARE

Policies around copyright and sharing research vary widely. AIP Publishing tends to be more flexible than some publishers. For example, authors can submit work previously posted on preprint servers and they retain copyright for articles. They also have permission to post accepted manuscripts to SCNs, arXiv, a personal web page, and an employer's website. Other publishers and institutions, however, may be more stringent, so it's important to ensure you comply with their policies.



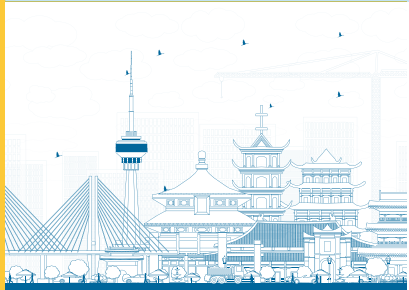
Specific information about AIP Publishing policies can be found here:

- publishing.aip.org/authors/web-posting-guidelines
- publishing.aip.org/authors/rights-and-permissions

For additional information, the website howcanishareit.com has a helpful tool that enables you to look up where a journal article can be shared and how you can share it. The website also provides links to a variety of resources, including author rights and responsibilities.

MAINSTREAM SOCIAL MEDIA PLATFORMS

In addition to SCNs, Facebook, Twitter, and LinkedIn also are used by many scientists today to share their research, collaborate with peers, and expand their visibility. These platforms also are an important communications tool used by many companies, government organizations, academic institutions, scientific associations, and journals to share breaking news and other important information, including research.



SOCIAL MEDIA IN CHINA

Scientists in China use two popular local platforms to disseminate and discuss their work.

WECHAT

WeChat is a messaging, social media, and payment platform that is nearly ubiquitous in China. This mobile-based app offers researchers opportunities to share their work and to connect with colleagues in a collaborative environment.

WEIBO

Sina Weibo is one of the most popular microblogging sites in China. Weibo is a useful channel for researchers in China to create, share, and discover content using hashtags.



FACEBOOK

Despite the controversy surrounding fake news and privacy issues, Facebook is arguably the most powerful platform currently on the market given its sheer reach. More than 2 billion users are active each day, roughly 85 percent come from outside the U.S. and Canada. Furthermore, Facebook's own research shows that everyone is separated by a mere 3.5 degrees. So, if you need to find a research collaborator, don't ignore this platform.

A few ways Facebook can help you professionally:

- **Promote your science:** Link to recent journal articles and blogs you have written, and let people know about conferences you are attending or speaking at. You also can post videos and create Facebook Live videos.
- **Keep in touch:** It can be difficult to keep tabs on colleagues and mentors, especially as we advance in our careers. Facebook ensures you do not lose these valuable connections.
- **Create a page:** One way to keep others informed about what you are working on is to create a page for your research or your lab.



TWITTER

Twitter has come a long way from posts about “what people ate for breakfast” or mere celebrity gossip. The platform enables you to connect not only with the science community, but also with journalists who follow researchers and even get story ideas from Twitter.

A few ways Twitter can help you professionally:

- **Promote your research:** As with all platforms, link to your journal articles, posters, blogs, and other relevant information.
- **Follow influencers:** Whether you know them, follow people and organizations that interest you and engage with their posts by commenting and retweeting; they often will follow you back.
- **Keep up with breaking science news:** Because news can be pushed out as it happens, people frequently see stories on Twitter before they appear anywhere else.
- **Use hashtags:** To monitor discussions and be seen by others, use and follow relevant hashtags, indicated by the # symbol. For example, if you cannot attend the MRS Fall Meeting, follow news emerging from the event through the conference hashtag, #F18MRS.



LINKEDIN

Think of LinkedIn as an online CV/resume, contacts list, and networking platform all wrapped into one, easy-to-use tool...provided you keep your profile up to date, which also means having a current, professional photo!

A few ways LinkedIn can help you professionally:

- **Grow your network:** To build and expand your professional circle of contacts, connect with people you know and new people you meet at conferences. As you advance in your career, you never know who might be of assistance to you down the road.
- **Find new connections:** If you are looking to connect with someone you don't know, it's easy to find who in your immediate network has a direct connection and may be willing to make an introduction.
- **Be visible:** LinkedIn makes it easy for others — including recruiters and academic institutions — to reach out to you, whether it's about a job opportunity or a chance to collaborate on a research project.
- **Join discussion groups:** Stay active and engaged with your community through existing online forums. And if you don't see what you are looking for, create your own discussion group.

SOCIAL MEDIA BEST PRACTICES



POST CONTENT REGULARLY:

How often you post is up to you. But, as a general rule-of-thumb, you should post at least several times a week or month, not just once a semester, otherwise there's little value in being on the platform. Content can range from talking about your science to commenting on important research, or simply sharing a fun fact.



INCLUDE VISUALS:

Whenever possible, include a photo, video, or graphic. Content with visuals is more likely to be read and shared.



ENGAGE:

Social media is “social,” so two-way communication is essential. Retweet, comment, like, and share posts — and others are likely to do the same for you, thereby increasing your following and your visibility.



THINK BEFORE YOU POST:

Could that grad school photo or a comment made out of frustration come back to haunt you at some point in your career? Remember, content lives online forever, sometimes even after you delete it.



DON'T ENGAGE IN HEATED DEBATES:

If someone attacks you or your research, don't become embroiled in an online battle. Take the conversation offline.

OTHER WAYS TO PROMOTE YOUR RESEARCH

Beyond social networking sites, many other avenues exist for spreading the word about the important work you are doing and increasing your visibility in the scientific community. One of the best ways is to leverage your current network.

WORK WITH YOUR PIO

If you are affiliated with an institution, make friends with your Public Information Officer (PIO)/Media Relations Department. Their job is to promote research coming out of your institution. PIOs are well connected to journalists, reporters, and the news stories they are working on. They understand the type of research and scientists they are looking to profile and can be a great resource to you in promoting your work. But make friends with PIOs before you need their assistance, and find out how you can be a resource to them.



TAP INTO PROFESSIONAL ORGANIZATIONS

What scientific societies, membership organizations, or other professional groups are you affiliated with? Nearly all organizations have multiple ways of highlighting what members are doing, ranging from announcing job promotions to the publication of research papers. These organizations often are looking for people to speak at industry conferences, volunteer for committees participate in webinars, or write guest blogs, so it's good practice to keep in touch with them and make your availability known.

EXPAND YOUR WRITTEN AND VERBAL SKILLS

As a scientist, you already have significant experience with writing and giving oral presentations. Why not consider starting your own blog, serving as a guest blogger for a media outlet, or creating your own YouTube channel? Depending on the audience, writing a blog or developing a YouTube channel may allow you to deviate from the more traditional academic writing and speaking and exercise your creativity. Granted these options are not for everyone, and they can be time consuming. But those who opt to use their written and/or verbal skills in new ways, find it rewarding.



AIP PUBLISHING RESOURCES

Publishers also play a key role in disseminating scientific research. AIP Publishing showcases new content to our global readership as it's published, highlighting Featured Articles and Editor's Picks on the journal homepages, and actively promoting articles through table-of-contents alerts, email newsletters, and social media channels. Here are two additional services AIP Publishing provides to help authors spread the word about their science.

Scilights: These science highlights showcase some of the top papers we publish and are promoted through our website, monthly newsletters, and social media channels.

Scilights also are designed for authors to share them on their social platforms, thereby further expanding their reach and readership.

Research shows that articles that have a Scilight receive 2 ½ times more downloads than articles that do not have a corresponding Scilight.

Press Releases: AIP Publishing disseminates the latest news about scientific discoveries to the media via two global distribution services: PR Newswire and AAAS's EurekAlert.

We send out an average of 150 press releases a year and feature them on our website's homepage: publishing.aip.org.

Research shows that articles that have an accompanying press release are downloaded three to four times more often than articles that do not have an accompanying release.

The screenshot shows the AIP Scilight interface for an article. At the top, the AIP Scilight logo is visible, along with navigation links for HOME, BROWSE, and INFO. The article title is "The germanium laser might be harder to implement than previously thought" by Shannon Hall. A red callout box labeled "Twitter Friendly Title" points to the title. Below the title is a red callout box labeled "Standfirst" pointing to the abstract: "Researchers address the impact of heavy doping on the excess carrier lifetime in Ge/Si layers." The article has 723 views and 0 shares. Social media icons for Facebook, Twitter, LinkedIn, and YouTube are present. The main content area features a band structure diagram on the left and a 2x2 grid of photoluminescence images on the right, titled "Heavily-doped Ge Photoluminescence". The images compare experimental results with a numerical model for different doping levels (w/o P, P) and orientations (Γ, L). The x-axis is Energy (meV) from 600 to 1000, and the y-axis is Temperature (K) from 100 to 400.

All Scilights include a "twitter friendly title" and a "standfirst," which is a brief description of your research and is just the right length for a Facebook post.

CONCLUSION & ADDITIONAL READING

CONCLUSION

The explosion in technology has changed the way we all work and interact with one another. Taking an active role in sharing your research can help raise your visibility, build your personal brand, and advance your career.

Like all good science, research is key. In the end, only you can decide which platforms are best for you.

So experiment and have fun!



ADDITIONAL READING

- **Pew Research Center, The Science People See on Social Media:**
pewinternet.org/2018/03/21/the-science-people-see-on-social-media
- **Harvard Business Review, “How Academics and Researchers Can Get More Out of Social Media:”**
hbr.org/2016/06/how-academics-and-researchers-can-get-more-out-of-social-media
- **Fast Company, “Why We Need Scientists on Social Media, Now More Than Ever:”**
fastcompany.com/3067752/why-we-need-scientists-on-social-media-now-more-than-ever
- **GotScience Magazine, “Scientists and Social Media:”**
gotscience.org/2017/03/scientists-social-media
- **eLife, “How open science helps researchers succeed:”**
<https://elifesciences.org/articles/16800>