Congratulations! Your Article Has Been Accepted. Now What?

Media, Social Media, and Other Outlets for Promoting Your Work

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First, know the journal’s embargo policy.
- All journals have one. It dictates when you can share information publicly about your article.
- Most begin when you initially submit your article and lift once your article is published.
- While your article is under embargo, you can still share it privately—with colleagues and your institution’s communications office (CO). You can also discuss it with trusted journalists, as long as no news stories are released until the embargo lifts.

Next, consider what you want to say and who you want to reach.
- This will dictate which outlets are most appropriate for sharing your work.
- It will also help you think about what you can do, what your institution can do, and what the journal can do. Each has unique expertise, experience, and reach.

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<th>Promoter</th>
<th>Role</th>
<th>Reach</th>
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| You      | • Provide a first-person account of your work  
• Explain the applications and implications of your work | - Personal and professional networks |
| Your institution | • Provide guidance on which outlets (see below) are best for sharing your work  
• Offer expertise on shaping the message for each audience | - Institutional community  
- Local and national media |
| The journal | • Give weight to your work because of its reputation  
• Provide perspective on how your work fits into current scholarship | - Journal readers and society members |

Finally, consider these communication strategies for crafting your message and reaching the right audiences.

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| Media  | - Contact the CO at your institution as soon as your article is accepted. Explain in clear, nonscientific language your work, its importance, and any critical next steps.  
- The CO personnel can help you determine the appropriate outlets for your work (e.g., local/national media, social media, news services, health Web sites, trade publications) and develop a plan to reach those outlets.  
- They also can provide you with media training to ensure you are comfortable discussing your work and to help you shape your message for specific audiences.  
- Be available before and after your article is published for interviews.  
- Consider visuals to accompany news stories (e.g., videos, graphics, 8-roll footage).  
- Share any specialty-specific or foreign outlets or contacts you have with the CO personnel—they do not know your field as well as you do and might not know about these channels.  
- Connect the CO with the journal’s editorial staff so they can coordinate efforts. |
| Social media | Twitter  
- Ask the journal and your institution to tag your handle in tweets they send.  
- Tag the journal’s handle and those of your coauthors, institution, relevant funders, or other organizations involved in your work in tweets you send, as the character count allows.  
- Use relevant hashtags to reach a broader audience (see Symplur Healthcare Hashtags).  
- Include a link to your article on the journal’s Web site. Use a shortened URL (from bit.ly or owl.ly) to reduce the character count.  
- Include a visual when appropriate (e.g., photo you took or graphic from your article—it does not have to be professional).  
Facebook  
- Post a one- to two-sentence description of your article (Facebook will truncate your post after 400 characters).  
- Include a link to your article and a visual when appropriate.  
LinkedIn  
- Post a one- to two-sentence description of your article both to your personal page so your network will see your work and to any groups whose work is relevant.  
- Include a link to your article and a visual when appropriate. |
| Other  | - Share your work in medical school/hospital/university/alumni newsletters and Web sites and in appropriate trade publications. The CO can help you facilitate this process.  
- Share your work on appropriate blogs. Ask the journal to share your work on its blog, if available.  
- Post a description of your work on your personal blog or Web site.  
- Share your article on scholarly networking Web sites like Mendeley or ResearchGate.  
- Whenever possible, include a link to your article. |

Remember, publishing your article is not the end. Getting the word out can help ensure that your work has an impact.

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Further reading:

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