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
Promoting yourself on Research Gate
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
# Promoting yourself

## A 2x2 table

<table>
<thead>
<tr>
<th>General</th>
<th>Specific academic</th>
</tr>
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**USEFUL FOR**

- Narcissism
- Professional
- General
- Specific academic

**AUDIENCE**