

Sharing your research is a crucial part of research visibility in the 21st century. Promoting your ideas to a wide audience can boost your scientific stature and raise your professional profile both within and outside of RTI. RTI Press publications are issued with a [Creative Commons license](#) to facilitate sharing and reuse of our publications. The following tools offer options for every researcher, regardless of time or skill.

Share (5–30 minutes)

- * Add a link to your publication in your email signature.
- * Announce your publication on [LinkedIn](#), [X \(formerly Twitter\)](#), [Yammer](#), [Facebook](#), or other social media.
 - Include the specific RTI Press link for your publication so that readers can get to it with one click.
 - Tag your post with relevant hashtags to increase reach.
 - Use interesting visuals (easy to read charts, figures, photos) for effective social media posts.
 - Tag [@RTI_Intl](#) and your unit X feed (if applicable), so that we can amplify your message.
- * Ask the administrators of relevant email lists/newsletters (e.g., professional societies) to feature your publication in the next mailing.
- * Let RTI Press know of any databases/websites in your field where your work should be indexed.
- * Post RTI Press publications to scholarly networking sites like [ResearchGate](#), [Academia.edu](#), or [Mendeley](#). Include the Digital Object Identifier (DOI; found in your publication) and link to your RTI Press publication to make the connection back to RTI Press.
- * Register/update your [ORCID](#) profile and link it in [CRIS](#) to help others to find your publications. ORCID allows you to create a unique digital identifier that links all your work. Research databases rely on these identifiers to categorize and connect your publications.

Amplify (30–60 minutes)

- * Send targeted email messages to a curated set of contacts, highlighting the key contributions of your paper.
 - RTI Press can help with formatting and mailing. We would also be happy to provide examples of previous emails.
 - Tap co-authors, colleagues, unit communications partners, and Salesforce to build your distribution list.
 - For books, include “blurbs” from reviewers in the message for additional credibility.
- * Connect with an industry influencer in your field who could disseminate your publication to new networks. Send a short personal email to share your publication and request an informal review. Make it clear why your publication would be of interest.

Build on (60+ minutes)

- * Write a blog post.
 - Summarize your argument or discuss one point in greater detail, and include an embedded link to the full publication. Some helpful steps for structuring your blog post can be found [here](#).
 - RTI Press can connect you with RTI's [Insights](#) blog.
 - You can [publish blog posts on your LinkedIn page](#).
 - Find a blog in your field and contact the owner to pitch your idea.
- * Create a podcast or a video to summarize the key points of your publication. RTI Press can offer suggestions and assistance with these options.
- * Organize an event such as a panel, a briefing, a conference paper, or a poster.
- * Apply for awards relevant to your publication.
- * If you need help, reach out to the RTI Press team at rtipress@rti.org.
- * If you are contacted by or would like to connect with the news media, please reach out to RTI's newsroom at news@rti.org.

©2023 RTI International. All rights reserved. RTI International is a trade name of Research Triangle Institute. RTI, RTI Press, and the RTI logo are U.S. registered trademarks of Research Triangle Institute.

www.rti.org/rtipress

10573 R4 09-11-23