

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. They will help you **share**, **amplify**, and **build** on your RTI Press publication, as well as help you **learn more** about other tools for scholarly communications.

Share (5–30 minutes)

- * Add a link to your publication in your email signature.
- * Announce your publication on [LinkedIn](#), [Twitter](#), [Yammer](#), [Facebook](#), or other social media.
 - If you only have time to post your publication once, update your LinkedIn profile.
 - 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.
 - Mention [@RTIPress](#), [@RTI_Intl](#), and your unit Twitter 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](#).
 - RTI Press's [Creative Commons](#) license permits sharing on these sites.
 - 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.

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.
 - Reach out to 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.
- * Register/update your [ORCID](#) profile to help others to find your publications.
 - ORCID allows you to create a unique digital identifier that links all your work. Some research databases rely on these identifiers to categorize and connect your publications.
 - Your RTI Press publication may not be automatically included in your ORCID profile. If so, add it manually.
 - Tools like [Impactstory.org](#) rely on ORCID to pool the online impact of your publications.
- * 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 requesting an informal review. Make it clear why your publication would be of interest.
 - If your publication is a book, offer to send a complimentary hard copy to make the review easier.

Build on (60+ minutes)

- * Find a suitable blog and ask to write a guest post about your publication.
 - Summarize your argument or discuss one point in greater detail, and include an embedded link to the full publication.
 - You can [publish blog posts on your LinkedIn page](#), which can then be amplified through RTI's page (use [@RTI](#) tag) and potentially be featured on LinkedIn Pulse.

(continued)

- In addition to blogs in your field, consider RTI-owned platforms such as [IDG's Medium channel](#) and rti.org's [Insights](#) blog.
- Once you've found a suitable blog, identify whether the owner prefers to review abstracts or draft posts. Then contact the owner to pitch your idea in the appropriate format.
- Some helpful steps for structuring your blog post can be found [here](#).

✳ 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 or a briefing, a conference paper or poster, or even a Twitter chat.

- RTI Press can help host a Twitter chat.

✳ Apply for awards relevant to your publication.

Learn more

✳ These tools can help give you more in-depth information on how to promote your work, the RTI brand, and your brand as a researcher.

- Anthony Williams, US Environmental Protection Agency, National Center for Computational Toxicology, [Building on Online Profile Using Social Networking and Amplification Tools for Scientists](#)

This slideshare gives a comprehensive overview of how to strategically manage your online professional profile and amplify your publications to reach appropriate audiences.

- Elsevier Researcher Academy, units on [Social Impact](#) and [Ensuring Visibility](#)

Researcher Academy is an online learning tool for researchers that offers short video courses to facilitate the publishing process. The Social Impact unit helps researchers learn about how their research can have more societal impact, offers advice for sharing research more widely, and teaches authors to write lay summaries. The Ensuring Visibility unit contains four modules on conference skills, social media, promoting research for maximum impact, and using Elsevier's proprietary AudioSlides.

✳ If you need help, please feel free to reach out to the RTI Press team at rtipress@rti.org.

✳ If you are contacted by the media or would like to connect with the news media, please reach out to RTI's newsroom at news@rti.org.

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