Publicity Toolkit for Authors

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 “blurb”s 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.

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