

## Article Sharing Checklist

You are the best advocate for your research: help others find out what you're up to! Here is a handy checklist of activities that will help make your article a success.

✓	Activity
	<b>Update any working papers or preprints with links to the finished article.</b> These documents may be in your institutional repository or an open-access repository like <a href="#">arXiv</a> .
	<b>Write a blog post about your article.</b> If you have a personal blog, this is a great place to present further insights that didn't make the publication.
	<b>Send a link to your article to your colleagues,</b> both in your department and at other institutions. Always share the link, not the PDF, to improve usage metrics.
	<b>Share a link to your article on Facebook.</b> Use the @ function to share with any research groups or institutions you are affiliated with. See example below.
	<b>Share a link to your article on Twitter.</b> Use the @ function to share with research groups, institutions, or fellow scholars who can retweet you. See example below.
	<b>Retweet, share, or reblog social media posts the Press performs on your behalf.</b> We create social media publicity on <a href="#">Facebook</a> and <a href="#">Twitter</a> for most themed journal issues.
	<b>Share a link to your article on other social media platforms.</b> Examples include Tumblr, LinkedIn, Reddit, Sina Weibo, and Instagram.
	<b>Update your faculty profile page and other professional profiles to reflect your new publication.</b> Include a link to the article. Examples of professional profiles include Google Scholar, Academia.edu, and Mendeley. If you have your own website, be sure to update that as well.
	<b>Update your CV to reflect your new publication.</b> Some people compile research references by examining your CV. Including the article DOI (found in the article's footer) will help them quickly locate the publication. Be sure that your new CV is on file with your academic department.
	<b>Contribute a blog post to the Duke University Press blog.</b> We feature blog posts that connect scholarly work to current events. If you'd like to learn more about contributing to our blog, please contact our <a href="#">publicist</a> .
	<b>Ask your department or institution to share your research on their blog or news feed.</b>
	<b>Check that your library subscribes to the journal in which your article appears.</b> If not, ask your librarian to subscribe so that your students and colleagues can access your research.
	<b>Suggest your article to colleagues teaching courses on your topic.</b> Humanities and social science articles published by Duke University Press are available through the University Readers custom coursepack library ( <a href="#">universityreaders.com</a> ). When suggesting your article for course adoption, remember that humanities and social science articles published by Duke University Press are available through the <a href="#">Cognella Academic Publishing custom coursepack library</a> .
	<b>Contact a relevant news source and let them know about your research.</b> There are many smaller niche news sites that may be looking for articles like yours. Don't know where to get started? Ask your university news office for suggestions or contact our <a href="#">publicist</a> .

	<p><b>Let Duke University Press know if your publication leads to awards, speaking opportunities, or special events.</b> Contact our <a href="#">publicist</a> and we will help spread the word through our own social media channels.</p>
	<p><b>Create an account with Kudos and write a lay summary of your research findings.</b> <a href="#">Kudos</a> is a service for authors that publishes descriptions of research for nonspecialists and generates trackable links for sharing via email, the web, and social networks.</p>

## Examples

### Facebook

 **Duke University Press**  
June 13, 2016 at 3:05pm · 🌐

The American Dialect Society's Word of the Year is the singular "they," and we've got the inside scoop on the term! Read all about the polemic pronoun in the latest American Speech:



Singular they: An Empirical Study of Generic Pronoun Use

Example of Facebook post with descriptive copy of the article, the society tagged, and the article linked.

### Twitter

 **Duke University Press** @DukePress · 2m  
Check out this #infographic from @WorldPolicy on how populist leaders use their Twitter accounts: [ow.ly/GZu530al88R](https://ow.ly/GZu530al88R) #populism



World Policy Journal analyzes how populist leaders use their Twitter accounts.

Example of a Tweet with the journal tagged, the article linked, and several popular hashtags used—#infographic and #populism. Some ideas for successful tweets include featuring a surprising conclusion from your work, tweeting from a conference, sharing an illustration or anecdote, checking out trending Twitter topics to see if your content fits, and including a link to your article or the journal issue on [read.dukeupress.edu](http://read.dukeupress.edu) or [projecteuclid.org](http://projecteuclid.org) (the introduction, table of contents, and abstracts to each issue are freely available).



