Using social media to enhance discoverability

Social media can be an important way to promote your journal or article to the wider community. This can be an even more effective strategy when coming from an author or editor as an expert in the field. Below are some of the social media channels that SAGE recommends for promoting your work or journal and other channels that will offer a direct way to reach your readership.

**Twitter**
Twitter is one of the simplest social media channels to use for promotion and is an ideal way to reach new audiences and engage with the broader research community. Read SAGE’s guidelines for how to use Twitter.

**Facebook**
Facebook has evolved over time and now is a great place to create personal connections with others based on common interest. Join groups or like pages around your interests, areas of expertise, school, or workplace. Additionally, users can join groups organized by city, workplace, school, or college. You can also join and create groups according to your interests or areas of expertise. Read SAGE’s guidelines for how to use Facebook.

**LinkedIn**
LinkedIn is not just for career opportunities. It is a global network of professionals with over 500 million members. You can include links to your articles when you create your profile, as part of the summary of your professional expertise and accomplishments, or on your feed.

**Instagram**
Instagram provides an opportunity to create interest in your research through visuals. Infographics, short videos, or visual storytelling of the research journey can be shared on this platform. This platform is also unique because link sharing is not allowable in a post, only in your bio. Because of this, focus for Instagram is on engagement within the network instead of driving traffic to your research.

**YouTube**
We are seeing an increasing amount of traffic to our journal sites via YouTube as students use video as an initial way of researching a topic. If you already have video content relating to your specific journal article, please let us know and we will try to use this in the promotion of your paper.

**Kudos**
Kudos is a free third party service that allows authors to explain, enrich, share, and measure the impact of their article. Visit the Kudos website for more information.

**Recommended reading**
Social Media for Academics – Mark Carrigan