PUBLICATION
IS JUST THE BEGINNING

When you received the acceptance email on that paper you submitted, you thought you could tick the 'done' box and that it was all over. But no, there are a lot more things you can (and should) do once your paper has been accepted. In the current brave new academic world, there are many reasons (a huge one being positioning yourself for non-traditional funding!) to consider publication to be just the beginning of your research dissemination. You might not do all of these with every paper you publish, but here is a checklist of options to consider every time you publish a paper.

YOU

- ☐ Update your page on the university website
- ☐ Add to your ORCID (and any equivalents)
- ☐ Update your own website (if you have one)
- ☐ Update your CV
- ☐ Add a link to the paper in your email signature
- ☐ Pin printed first page on department notice board (and encourage others to also)

COLLEAGUES

- ☐ Email the paper to key people you cited
- ☐ Email the paper to interested colleagues
- ☐ Email the paper to interested people such as industry and community groups (be sure to include a brief translation from academese to plain English)
- ☐ Email a copy of the paper to people you might want to talk to at an upcoming conference

REPOSITORY

- ☐ Add to your university repository (eg. academic commons, research online, etc.)
- ☐ Check Google Scholar picks it up from here
- ☐ Check with your librarian what level of open access it can have
- ☐ Check green open access – then lodge acceptable version to increase citations
- ☐ Check SCOPUS picks it up (may take time)

MEDIA (report to the shareholders, tax payers paid for this research!)

- ☐ Press release – very easy to do. Email your media department with a brief, plain English description of your paper. They will do the rest – let them decide if it is interesting, not you!
- ☐ The Conversation – pitch the ideas to them and see if they are interested
- ☐ Scimex.org – you pitch the idea

SOCIAL MEDIA

- ☐ Twitter – tweet about your paper. There is growing evidence it increases citations
- ☐ Facebook – post about it on relevant pages (does not need to be your page – could be professional groups, interest groups, discussion groups)
- ☐ Blog about it – this could be your own blog or offer to write a piece for someone else's blog

INDUSTRY/STAKEHOLDERS

- ☐ Newsletters – offer to write a plain English summary to include in their newsletter
- ☐ Industry journals – again offer to write a plain English summary
- ☐ Community publications – offer to write an even plainer English summary
- ☐ Direct approach to people within relevant industries and community groups, etc.

THINKWELL