You work hard conducting research and preparing articles for publication—and you know your science can make an important difference to the field. You want to be sure your study gets the attention it deserves.

Here are a few easy strategies you can use to help your article reach its full potential and find its readership... from the start of your writing process to publication and beyond.

**AS YOU WRITE**

**Choose a title that speaks to your readership**
These days, many researchers find interesting papers using search engines like PMC or Google Scholar. When choosing a title for your manuscript, take a moment to think about what terms a reader might search to find your study. Make sure that the main point of your article is clear from the title.

**Write an abstract that draws readers in**
Just like choosing a title, it’s important to consider what key words might lead a reader to your study, and to incorporate those into your abstract.

Pay special attention to the first two lines of your abstract. Those first 30 or 40 words will show up in online searches and library databases. They could be the reason readers click through to read the rest of your article. (Some experts even suggest relocating your conclusions to the top of your abstract for this reason!)

**WHEN YOU SUBMIT**

**Share early with preprints**
Post your article on a preprint server like arXiv, bioRxiv, medRxiv, or OSF preprint. Preprints are a great way to establish priority for a new advance, disseminate results, and attract readers. Research suggests that bioRxiv-deposited journal articles have a citation and altmetric advantage over those without preprints.

**Publish OA**
Open Access is great for the research community, but did you know articles published under an Open Access license are cited 30% more often than similar articles published in closed subscription journals? Publishing Open Access is a great step toward making your research discoverable and accessible to the readers who need it.

**Nominate your article for inclusion in a PLOS Channel**
Channels span the published literature, bringing together research and commentary in a particular area of study so readers can easily access the best new content in their field. If you are submitting to PLOS, you can apply to be featured in a Channel at submission; if publishing elsewhere, just contact the channel editors after acceptance.

**AT ACCEPTANCE**

**Share the good news with your co-authors**
Coordinate with co-authors about promoting the manuscript and make sure they have the tools and information they need for publication day.
Seek media coverage
Contact your university or institution press office to ask how they can help spread the news about your paper. Let the PLOS Media Team know about any plans you may have. Visit the journal website for information on embargos and working with the media.

> Tip: Learn more about social media, publicity, press releases, and more in the PLOS Media Toolkit.

Submit a synopsis to Science Trends
In addition to a press release, you may also wish to post an original summary of your work to Science Trends—a free platform for authors to share their research with a global audience.

Consider creating supplementary content
Does your institution or lab have a blog or a podcast? If so, they’re probably hungry for content. Consider participating in an interview or writing a short blog post about your article. Remember, a blog doesn’t have to be a lot of work—a plain-English summary of your study, suitable for lay readers, and one or two topical highlights or key takeaways can be plenty.

> Tip: Do you already have supplementary content? Depending on the type of research you do, you may have photos, videos, lab notebooks, deposited data, or other documentation that can add dimension and interest to the work. Consider incorporating these resources into blog or social media outreach.

ON PUBLICATION DAY... AND BEYOND

Know your elevator pitch
Take a few minutes to verbally summarize what your paper is about and why it’s important in just one or two sentences. That way, you’ll be ready in case any media attention comes your way. Plus, you’ll have a great answer next time someone asks what’s new with you.

Update your online profiles
Update your ORCID, ResearchGate, lab website, or other professional profile with your latest publication. Be sure to link your ORCID in your email signature so your newest papers are always just a click away.

> Tip: Update with ease
If you provided an ORCID and you’ve authorized PLOS to write to your ORCID profile, your newly published article will appear automatically. Learn how.

Share on social media
Link to your article on Twitter, Facebook, LinkedIn, and other social media sites you frequent. Be sure to tag us and use the author hashtags so we can help to amplify your message. Think about who else might be interested—it can also be helpful to tag co-authors, your institution, and your funder.

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#plospathogensauthors
2,500 followers

PLOS NTDS
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#plosntdsauthor
10,000 followers

PLOS Computational Biology
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#ploscompbiolauthor
18,000 followers

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#plosgeneticsauthor
27,000 followers

PLOS Pathogens
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#plospathogensauthors
2,500 followers

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#plosntdsauthor
10,000 followers

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- What first drew you to your field of research?
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- Is your research interdisciplinary? If so, how crucial are structures that support interdisciplinary review to the publication of your research?
- At what time in your career did you start thinking about Open Science, and why is it important to you?

Tip: Don’t forget to include your full name and academic affiliation as you’d like them to appear, your article DOI, and any social media handles you’d like us to tag.

JOIN THE CONVERSATION

Do you have an article promotion strategy that isn’t covered here? Let us know, and we’ll add it to the guide!