

CHAMBERS COLLEGE RESEARCH RESOURCES:

Amplifying Your Academic Reputation

Why should you promote your research?

Publications give you a better chance of being cited, and citations are the bread and butter of the academic world. The more citations you get, the farther your reputation will spread within and beyond your field. Nobody can cite your work if they don't know about it – so make sure they do!

PR comes in many forms.

Your research might be best-suited to WVUToday, an Expert Pitch to media, The Conversation, the Department Digest that runs through our College website and email campaigns, our Expert Series on social media, or something else entirely. [Get in touch](#) and we can help you figure out where it will work best. Email the Strategic Communications Team directly at becommunications@mail.wvu.edu.

Break it down.

Nobody knows your research like you do, so you'll need to translate it for a wider audience. If you can quickly and easily summarize your research in a way the layperson will understand, you will have a better chance of it being picked up by external sources.

Research is a team sport.

The Chambers College wants to help you succeed in your academic career. If you publish a paper that's of public interest, or received a competitive grant, [let us know using the Good News Form](#). This form sends your research submission directly to both the Chambers College Strategic Communications Team and University Relations' Research Communications Team.

PATHS TO PUBLICITY

WVU has many ways for you to put your research out there. Depending on the nature of your research, it may be best suited to one of the following:

WVUToday: A university-level press release, generally reserved for research related to a competitive grant led by WVU or lead authorship on a peer-reviewed publication.

Expert Pitch: If you're an expert on a newsworthy topic, you can offer quotes about current events that external media sources can use in their reporting.

The Conversation: Want to write about your research yourself? Work with WVU University Relations to write an article for The Conversation.

Department Digest: The Chambers College's regular publication that lives on our website and is disseminated through our internal communications platform.

Expert Series: Get in front of the camera and talk directly to the public with the Chambers College's Expert Series on social media.

GETTING SOCIAL

Your social media presence is an important tool for spreading the word, and you can get maximum impact using the four Ps:

PLATFORM

Make sure you're broadcasting your work over the right platforms. We recommend using LinkedIn for a professional audience.

PROFILE

Make sure you have an up-to-date photo, header image, and bio to give your profile a distinct look and feel.

POST

Keep your posts short and sweet and use visuals when you can. See below for some great content ideas.

PROACTIVE

Be it! The more high-value content you post, the better. Follow other social media leaders in your field and make sure to engage with your audience.

WHAT SHOULD I POST?

The content you post will define your online personality. Here are some ideas that you can use to jumpstart your social media presence:

- Your research results or preliminary conclusions
- How our research relates to current issues
- A reaction to someone else's research or post
- A book or article recommendation
- A plea to policymakers to make a certain change
- Funding opportunities
- Resources for a class you're teaching
- A one-minute clip of a presentation you have given
- Accomplishments, awards, and recognitions