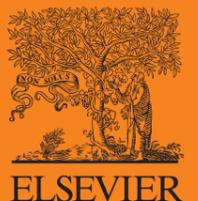


Journal Marketing: An Editor Toolkit

**How you can promote
your journal**



ELSEVIER

This pack has been designed to explain the important role you can play in the marketing of your journal.

In the following pages, we highlight just some of the actions you can take with your Marketing Communications Manager to profile the great work you are doing.

Below are the topics we will cover and at the end of each section there is a brief explanation of 'what you can do'. The good news is - with only one or two exceptions - these recommended actions should take little more than 10-30 minutes of your time.

As always, we would be delighted to hear your thoughts. You are always welcome to contact your Marketing Communications Manager with your feedback.

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How to promote the research in your journals

Elsevier's Marketing Communications & Researcher Engagement department is currently piloting a content marketing toolkit of resources for Editors and Marketing Communications Managers.

The toolkit helps you to identify potential stories in your journals and your Marketing Communications Manager to write, publish and promote them. Potential stories can be newsworthy research that is of interest to the wider public. Together, we can promote that research via a variety of channels, including:

Journal homepages – From Q&As with authors to items in your news pods. Find out more about how you can make the most of your journal homepage on page 5.

Social media – As well as our company profiles, we now have more than 160 subject channels. We have also developed social media guides for Editors. Discover how you can use social media on page 7.

www.elsevier.com/editors/journal-marketing/social-media

Elsevier Connect – Elsevier's online platform with daily stories for the global science, health and technology communities receives more than 80,000 unique visitors per month.

www.elsevierconnect.com

Elsevier's Newsroom – Channels include press releases and Elsevier Research Selection, an e-newsletter for journalists.

www.elsevier.com/about/elsevier-newsroom

What are the advantages?

Enables authors to engage with the public

It's a competitive environment for researchers today, and funding requirements often include references to public engagement. Authors are more attracted to journals that provide the possibility of engaging with wider audiences on the research they publish.

Improves the recognition of your journal

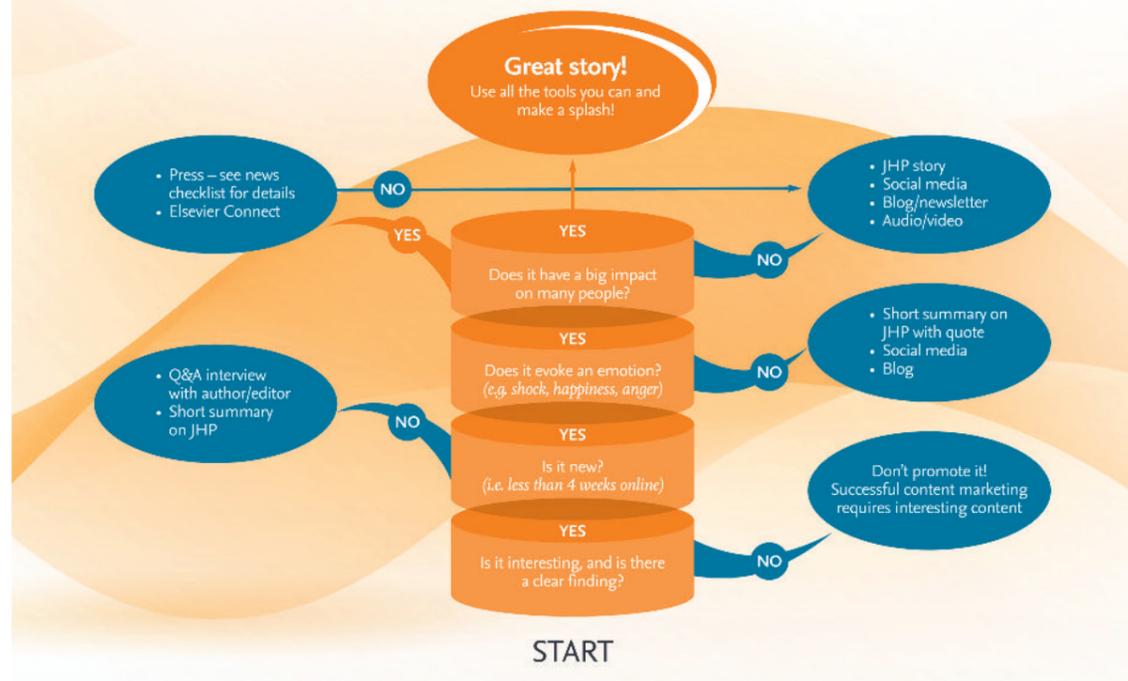
Researchers read newspapers. They search on Google, scan blogs, follow Tweets and watch the news. Reading about research published in a particular journal on a platform they trust can have a very positive effect on their perception of the journal, which could lead to increased submissions. Also, the more an article is mentioned publicly, the higher chance it has to be noticed, therefore read and – potentially – cited.

Supports research

Research is helpful and useful. It changes the lives of ordinary people on a daily basis. In 1985, The Royal Society published *The Public Understanding of Science*, on why science communication is important to society.

According to the publication, "More than ever, people need some understanding of science, whether they are involved in decision-making at a national or local level, in managing industrial companies, in skilled or semi-skilled employment, in voting as private citizens or in making a wide range of personal decisions."

CHANNEL TREE Choose where to promote your story



Once a promising piece of research has been identified, and discussed with your Marketing Communications Manager, the author will be contacted, and, with the help of the channel tree above, we can decide the best place to promote that research.

Your Marketing Communications Manager will ensure the various channels are updated, designed, deployed or posted for you.

What you can do

Highlight to your Marketing Communications Manager any interesting research items coming up in your journal. Below is a quick checklist which can help you decide whether the item is newsworthy.

- **Timing** – is it new? (i.e. online for 4 weeks or less)
- **Impact** – does the research impact many people?
- **Result** – is there a clear finding that you can summarize in one sentence?
- **Emotion** – does it make you feel happy/sad/surprised/angry?
- **Entertainment** – is it an interesting and entertaining story?
- **Location** – could the research be interesting to regional media?
- **Celebrity** – does the research relate to a celebrity? (This means a 'star' which could be an elephant or Jupiter or a Prime Minister)
- **Novelty** – is the research new? (It's best if it hasn't been press released or covered in the media)

Making the most of your journal homepage

The Elsevier.com and Health Advance journal homepages have two key goals:

- To showcase the journal, its contents and the editorial team and encourage submissions
- To help authors identify the right home for their paper and navigate the submission and publication process

The journal homepages provide a unique platform on which we can highlight important news, communicate and interact with our target audience, and differentiate our content from that of competing journals and publishers.

What are the advantages?

Informs authors and researchers

Each homepage features sections such as the journal's aims and scope and various journal measurements, e.g. Impact Factor, SNIP etc. It also contains information vital to authors interested in submitting to the journal.

Provides you and your journal with a voice

The journal homepage is flexible and dynamic so you can choose to highlight information, articles and news uniquely relevant to your journal.

Increases visibility of your journal

Through the use of keywords, images and headlines, we are continuously working on Search Engine Optimization (SEO) to ensure that your journal homepage is found by the broadest, most relevant audience.

What you can do

Upload your biography and image

Send a high-resolution headshot and a short biography to your Publisher and Marketing Communications Manager. Research shows that the links to the Editor's information and the Editorial Board page are not only the most visited sections on the journal homepage, but that users linger longer when a biography and image are featured. Alternatively, consider creating a two-minute video introducing yourself and the journal.

Make your selection for Editors' Choice

On page 8 we explain how you can contribute to this Elsevier initiative. If you do participate, your selected articles will be highlighted in the Editors' Choice pod on the journal homepage.

Highlight interesting articles and news

Forward interesting stories, information about journal developments and changes in editorship etc. to your Publisher and Marketing Communications Manager so that they can be added to the news or other relevant pod.

Provide personalized input and motivation

You are the expert in your field and authors like to hear from you. Why did you choose to compile a specific Special Issue? What are the newest developments within your discipline? Why you are personally involved as an Editor of the journal?

Q&A sessions with members of the editorial team are always very popular - contact your Marketing Communications Manager to suggest a candidate for interview.

The journal homepage

Put a face to the name. You can add your image and profile.

Share your stories via social media.

Update your aims & scope to include all relevant keywords and reflect the latest developments in the field. The choice of words is particularly important for SEO!

We can easily create banners to advertise calls for papers, meetings, content innovations etc.

Highlight exciting news, interesting articles, new findings etc.

We can make these 'promotional access', and share them via social media and other channels.

The screenshot shows the Elsevier journal homepage layout with the following sections and callouts:

- Journal Name:** Callout: "Put a face to the name. You can add your image and profile."
- Journal Cover (Sample):** Callout: "Share your stories via social media."
- Editorial Board Information:** Callout: "Update your aims & scope to include all relevant keywords and reflect the latest developments in the field. The choice of words is particularly important for SEO!"
- Aims and Scope:** Callout: "Update your aims & scope to include all relevant keywords and reflect the latest developments in the field. The choice of words is particularly important for SEO!"
- Online Banner (top):** Callout: "We can easily create banners to advertise calls for papers, meetings, content innovations etc."
- Journal Metrics:** Callout: "Highlight exciting news, interesting articles, new findings etc."
- Journal Insights:** Callout: "Highlight exciting news, interesting articles, new findings etc."
- News:** Callout: "Highlight exciting news, interesting articles, new findings etc."
- Recent Open Access Articles:** Callout: "We can make these 'promotional access', and share them via social media and other channels."
- Special Issues:** Callout: "We can make these 'promotional access', and share them via social media and other channels."
- Recent Articles:** Callout: "Highlight exciting news, interesting articles, new findings etc."

Social media

With four out of five internet users visiting social networks and blogs [1], social media has an increasingly important role to play in the promotion of your journal.

Elsevier has established more than 160 social media channels across an array of subject areas - a full list is available on [Elsevier.com \(www.elsevier.com/about/social-media\)](http://www.elsevier.com/about/social-media). These channels can be used for:

- Promoting new research
- Highlighting other news about your journal
- Calls for papers
- Gauging opinion on key questions

We have also developed a series of social media guides for Editors. These provide information on the key channels, advice on how to pick the right channel for you, and guidance on setting up your profile. The guides are available on [Elsevier.com \(www.elsevier.com/editors/journal-marketing/social-media\)](http://www.elsevier.com) and include dedicated sections on:

-  www.elsevier.com/editors/facebook
-  www.elsevier.com/editors/twitter
-  www.elsevier.com/editors/mendeley
-  www.elsevier.com/editors/googleplus
-  www.elsevier.com/editors/linkedin

What are the advantages?

Ensures we reach our target audience

In our most recent research (2013), we found that 57 percent of researchers use social media in a professional context.

... And engage with a broader audience

Social media often reaches a different demographic than our usual promotional channels.

Drives traffic to your journal homepage

Social media can be used to highlight journal email campaigns and content posted in the news pod on your journal homepage; the Noble Prize Special Issue resulted in 10,000 impressions via Facebook, Google+ and Twitter which led to an extra 100 visits to the *Chemical Physics Letters* journal homepage in one day.

Can increase article downloads

Researchers may choose to download the articles or collections of articles on interesting topics (sometimes known as Virtual Special Issues) that we have promoted.

Facilitates short, succinct messages

We are able to deliver short snippets of information quickly and easily via several social media channels - ideal for sharing time-sensitive information.



What you can do

Provide articles, news items etc.

Have you come across an interesting article, manuscript or news item? Send this to your Marketing Communications Manager, along with a couple of sentences explaining why it is important in your field - include the URL, if available. Your Marketing Communications Manager can then post it on the relevant subject-specific channels.

Set up your own social media account

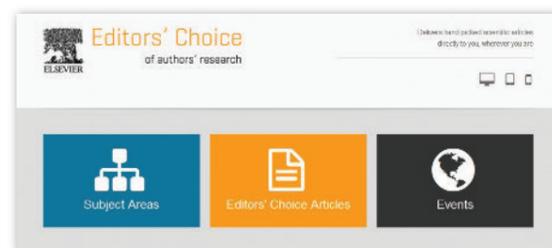
Using the guides listed above, you can set up your own profile and then like, share or retweet relevant research or news.

[1] Cara Pring, "100 more social media statistics for 2012", *The Social Skinny*, February 2012.

Editors' Choice – hand-picked articles

No-one is more familiar with a journal's content than you. As the journal Editor, you have often curated each manuscript from arrival to acceptance.

On the new **Editors' Choice website** (www.editorschoice.elsevier.com) you can highlight the five most interesting, novel or important papers to have featured in your journal over the past 24 months. You also have the opportunity to add your biography and photo and motivation as to why you chose these articles and what makes them so special... Chosen articles will also be highlighted in the Editors' Choice pods on journal homepages on Elsevier.com, subject webpages on Elsevier.com, and relevant Elsevier social media channels. They will also be promoted at exhibitions relevant for your journal. The articles will be freely accessible to all readers for a full year. Of course articles from open access journals are always fully accessible.



What are the advantages?

Maximizes the reach of your journal's research

The website has been designed to appeal not only to the academic community but to the general public, ensuring your journal content reaches the widest possible audience.

Allows you to share your knowledge and expertise

Our experience has shown that the knowledge the articles have been personally chosen by the Editor is important to readers and boosts interest in the research.

Recognizes top authors

Equally importantly, authors will be notified that their article has been chosen - a strong acknowledgement of their work - and they will be encouraged to spread the news through their social media channels.

Engaging with authors and reviewers

Research shows that a journal's reputation is one of the major factors authors consider when deciding where to submit their paper. And for a reviewer facing an inbox full of referee requests, a well-known journal name could well prove the tipping point when deciding which invitations to accept.

There are various steps you can take to raise awareness of your journal and its goals. These range from providing input to email campaigns to hosting training workshops for authors and reviewers of the future.

What are the advantages?

Attracts new authors and reviewers

The more we create familiarity with you and your journal, the more authors and reviewers are likely to prioritize it when making key submission and referee decisions.

Influences the next generation of researchers

By contributing to Publishing Connect author and reviewer training workshops you can provide PhD students, postdocs - or even junior faculty - with advice on researching, writing and/or submitting a manuscript and reviewing.

Provides the journal with a human face

Meeting with other researchers is a valuable way to promote and receive feedback about your journal, develop loyalty and create publishing relationships that continue throughout a researcher's career.

What you can do

Marketing Communications Managers are currently contacting Editors to request their article selections for Editors' Choice. If you are interested in participating and haven't been contacted, your Marketing Communications Manager can provide you with your personalized link to the database. It takes just 20 minutes to upload your articles and provide a brief explanation as to why you selected them. You also have the opportunity to add your biography and photo.

What you can do

All of the activities outlined in this guide will contribute to raising your journal's profile. Below we list just a few of the other options available to you. Simply contact your Marketing Communications Manager who will be able to help you progress these further.

- Promote your journal and related websites by using a personalized email signature.
- Profile a journal innovation or pilot in one of our researcher-focused news channels:
 - Authors' Update – newsletter for Elsevier authors
www.elsevier.com/journal-authors/authors-update
 - Reviewers' Update – newsletter for Elsevier reviewers
www.elsevier.com/reviewers/reviewers-update
 - Editors' Update – newsletter for Elsevier editors but read by a wide academic audience
www.elsevier.com/editorsupdate
- Host a Publishing Connect author or reviewer training workshop at your institution, at a conference, or even via an online webinar to reach a more global audience. For more information, please send an email to publishingcampus@elsevier.com

Influences the next generation of researchers

- By contributing to Publishing Connect author and reviewer training workshops you can provide PhD students, postdocs - or even junior faculty - with advice on researching, writing and/or submitting a manuscript and reviewing. Reach out to your publisher for more info or send an email to publishingcampus@elsevier.com

Don't forget, we are also keen to hear your ideas and feedback!

