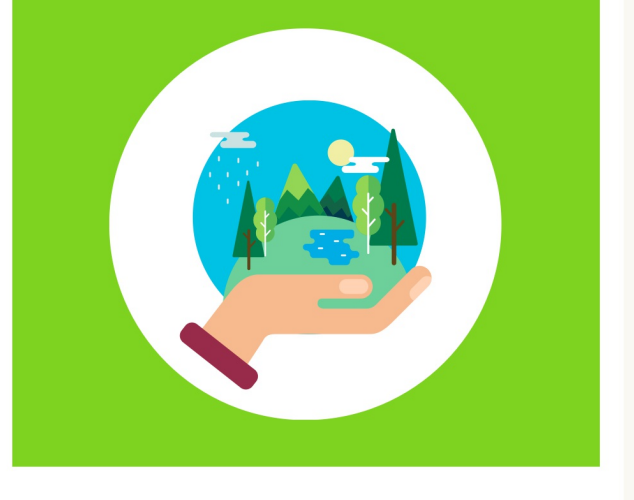




Know your strengths

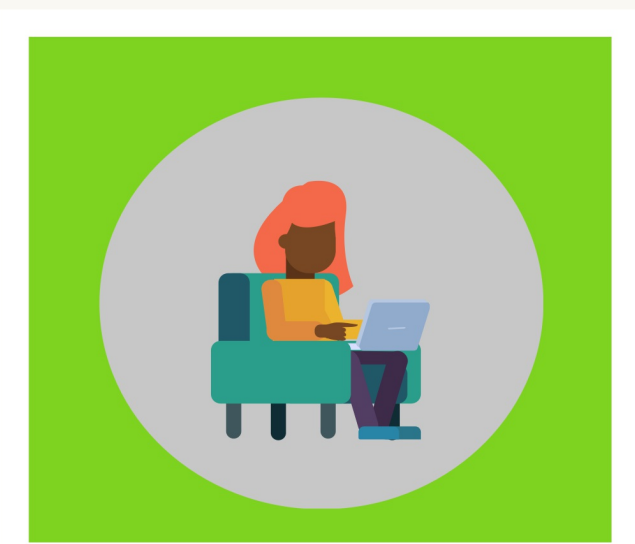


What sets your journal apart? What is unique, special about it?

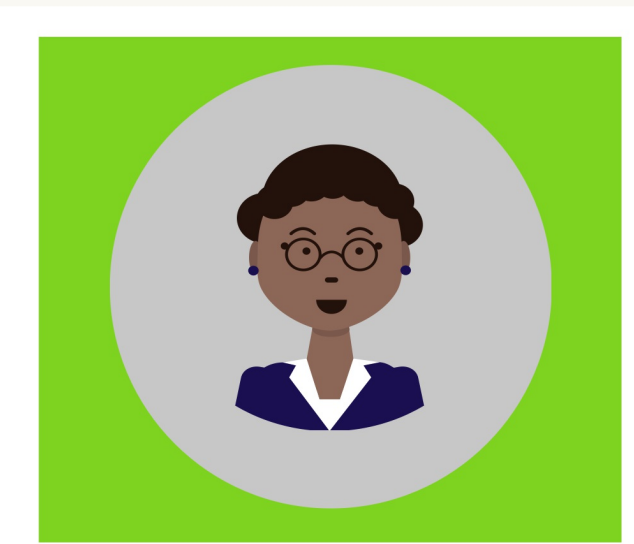


What is your niche? How do you fit in the world of your discipline?

Know your audience



Who is your target audience?



Where is your target audience?

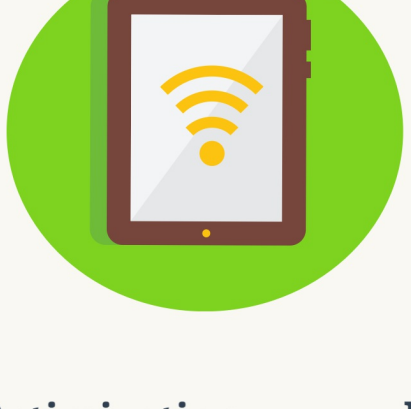


- Use ListSers
- Association, department lists
- Editorial and Advisory Board contacts
- Posters in departments
- Handouts for meetings, conferences

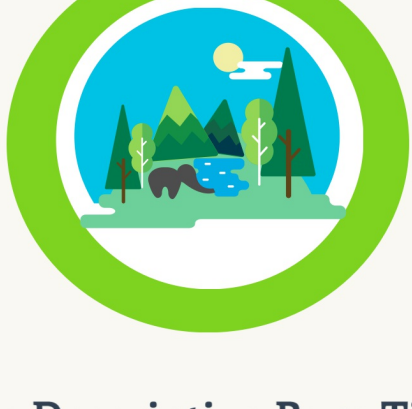


Search Engine Optimization

- Link the journal to relevant websites
- Link content to relevant Wikipedia pages
- Embed the download map in other webpages



- Add RSS feeds from your journal to website
- Encourage authors to link articles to their blogs, websites, society webpages



Use Descriptive Page Titles

- Review the page title for the publication homepage
- Descriptive Page Title field-- add Keywords
- Improve search results of Google Snippets

https://www.bepress.com/reference_guide_dc/search-engine-optimization-repository/



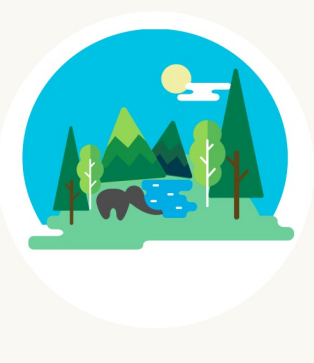
Facebook

- Use images, video
- Post at different times of the day
- Facebook for longer informational posts; Purchase Ads to boost signal



Twitter

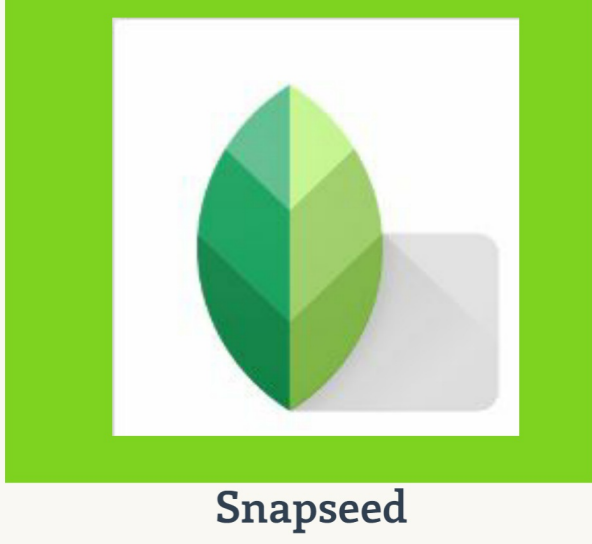
- Timely and topical
- Memes, themes, #hashtags
- @user_name
- Twitter is a conversation; respond as quickly as possible



Useful Tools

- Use social media management tools, like Hootsuite or Tweetdeck
- Automate your posting: Buffer, IFTTT & Zapier
- Assessment tools: Twitter, Tweetmap, Klout, Google analytics
- Storify: Beautiful web storytelling

Western University Communications Social Media Best Practices
http://communications.uwo.ca/comms/web_design/social_media/index.html



Snapseed



Canva

Access and navigate your dashboard



Digital Commons Tips
 Dashboard: https://www.bepress.com/reference_guide_dc/digital-commons-dashboard/
 Social Media Marketing: <https://www.bepress.com/wp-content/uploads/2017/01/Spotlight-on-Social-Media-Marketing.pdf>

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