

## Promoting your research after publication

CONGRATULATIONS on the publication of your article in *Awareness*! <u>Now is the best</u> <u>time</u> to promote your research – immediately after it is published!

The *Awareness* Editors <u>strongly encourage</u> you to promote your own research, using your institution's **Press Release**, on various **Social Media** platforms (Facebook, Instagram, Reddit, LinkedIn, etc.), by writing a **Blog**, by posting recorded **Podcasts**, or by explaining your research via **Animation** movies. Publishing and propagating the results of your research and creativity is more than a personal choice; it has become an ethical and increasingly regulatory obligation. This helps to build your career, establish your name and fame, enhance your reputation, as well as ensure that your research informs and benefits society at large. This also helps you to get additional grant funding, international speaker invitations, tenure or promotion in the University's academic ranks, as well as new job offers in the future.

It is easy and simple to launch a **public education campaign**, with the several resources available online! See, for example, published articles by <u>Badyal 2023</u>, and by <u>Hardman et al. 2023</u> or their <u>video abstract</u>, online discussion forums, or <u>blog posts</u>, and advice from a <u>research librarian</u>. Your co-authors and collaborators can help you with this task, so please call on them. Your institution or company may also have resources that you can use for this purpose. But don't get into analysis-paralysis! Do whatever you can right now!!