



Journal of Breast Imaging AUTHOR RESOURCE GUIDE

HOW TO INCREASE YOUR ARTICLE'S IMPACT AND EXPOSURE

On behalf of the Editorial Team, congratulations on publishing your article in the *Journal of Breast Imaging*!

It is a pleasure to present you with the *Journal of Breast Imaging* Author Resource Guide to help you promote your article and ensure your work reaches the broadest audience possible. We value you and your research, and hope these resources will help your article garner many citations and a high Altmetric score. Thanks for helping us promote you and your article!

Social Media

Social media is a great way to help researchers connect and engage with your article. Below, we have detailed a few simple steps that can help you achieve these goals. Posting on social media does require some engagement; please be sure to monitor your accounts so you don't miss any questions or opportunities to connect.



Twitter: Firstly, be sure to follow the Journal and Society at [@breastimaging](https://twitter.com/breastimaging). Then, create a short link to your article using bitly.com. You can then tweet your article with your own personal style. Be sure to use an image if you can – they garner more attention and retweets. Tag us by including [@OxfordJournals](https://twitter.com/OxfordJournals) and [@breastimaging](https://twitter.com/breastimaging) when you tweet. Using hashtags will also help you connect like-minded folks in the Twittersphere (e.g., #BreastImaging).



Facebook: Please join the SBI Facebook community at www.facebook.com/BreastImaging and like the [OUP](https://www.facebook.com/OxfordUniversityPress) Facebook page so you can keep updated on new research publishing. You can also tag us in your Facebook post so we know you're chatting about the *Journal of Breast Imaging*. Be sure to include a short link to the article that will direct users to the Journal's website and increase the number of eyes on your research.



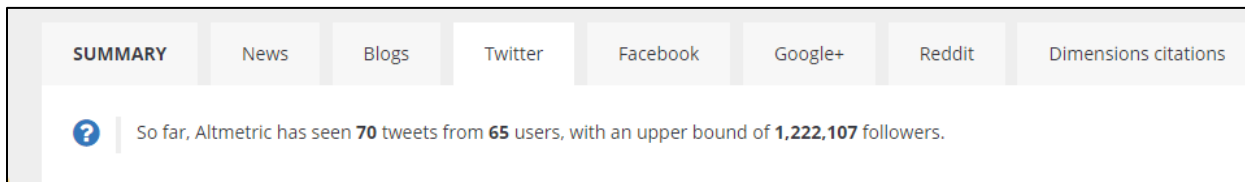
LinkedIn: LinkedIn is a great networking tool for career advice and opportunities and offers users the ability to post, create groups, and have ongoing discussions. Feel free to promote your article on your personal LinkedIn page so people working in your area can see it.

Don't worry if it takes some time to see results; all of the above efforts will help contribute to your article's visibility. The more you tweet and post, the more people will see and share your article!

Altmetrics

All articles published in the *Journal of Breast Imaging* are assigned an Altmetric score – this score is generated based on the number of online mentions of your article. Sources tracked include mainstream media, blogs, social media sites, Wikipedia, and other online platforms. Click the Altmetric “donut” on your published article to learn the Altmetric score. Altmetric scores are quickly becoming the second-most important metric besides Impact Factor in Academic publishing today.

Altmetrics can also be used to interact with those reading your work. For example, using the Twitter tab on the Altmetrics site (shown below), you can find readers who have shared your work. If you have your own Twitter account, you can interact with these readers and share your experiences and network, further helping to enhance your research and profile.



Each tab can be used in the same way, meaning Altmetrics gives you a greater outreach into your community and an opportunity to network within it.

General Promotion

In addition to promoting your article via social media, we also ask you to consider some other opportunities to increase your article’s exposure:



Your Website: Many of our authors tell us that promoting their articles on their own website helps colleagues connect with them and stay abreast of their areas of interest and expertise. Posting a link to your work not only promotes your article but strengthens your professional credentials. You may also choose to cross-promote with your co-authors by sharing the full author list.



Video: Create a brief video (1-2 min. max) that provides your audience with an overview of the article along with key takeaways. Post your video on your website beside the article link, or share it via YouTube or your other social media accounts. Video is an easy way to digest medium that is widely used in social sciences publishing for promotion.



Journal Cover: Whenever you post or share your article link, feel free to include an image of the Journal’s cover. This helps with journal- and article-level branding and lets your audience know you’ve published in one of the most established journals in consumer research. You can find the journal cover by going to the journal issue you are interested in and clicking the “front matter” pdf link at the bottom of the page.



Email signature: Once your article is published, we encourage you to add a line to your email signature such as: “Check out my new article on [insert topic, but not full title] in the *Journal of Breast Imaging* [link to article].”



Email campaigns: Want to tell your friends and colleagues about your newly published

article? Why not prepare a simple email campaign that can be implemented from Microsoft Outlook. Simply create a group, and add them to the BCC line then email to yourself (to avoid copious 'reply all' messages). Then, write a brief message explaining the reason for your outreach and be sure to include a link to the article and perhaps even the full abstract, which is OK from a copyright perspective.

Media Coverage

If your manuscript has the potential for a breaking news story, please reach out to your institutional press office to discuss the possibility of a press release. You can search for the public relations, publicity, or external relations department at your university or institution. If you would like to do this, please reach out to them as early as possible. You may share the manuscript with them and ask if they are willing to promote your work, provided that they respect the publication date.

If you are coordinating a press release with your press office and/or institution, please contact the production team at jbi@oup.com as soon as possible with the manuscript number and embargo information soon after receiving the final acceptance letter to set an embargo date.

Please refer to the [OUP press release guidelines](#) for additional information.

Oxford University Press Author Resource Center

Our publisher, Oxford University Press, provides detailed author resources, which go into more depth on the issues discussed above. This page on [social media for authors](#) is particularly helpful. More information can be found [here](#) or by following the links below.

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