

Using social media to promote your research



From just one article Taylor & Francis has seen:

More than
400 tweets from
351 accounts, reaching
over **1,000,000**
combined followers



Posts on
12 public



f Facebook walls
from **11** different accounts

Appeared in
3 news stories,
including Time magazine
and The Telegraph



Resulting in over
13,400 article views
since December 2014
(with over 1,000 from
Twitter alone)



What are Taylor & Francis authors doing?



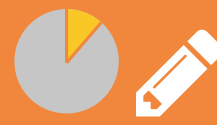
47% of
authors are
planning to
share their
free eprints



30% are
announcing
the publication
of their article
on **social
media**



29% are
updating their
publication
history on
LinkedIn



12% are
mentioning
their article
publication
in their **email
signature**



11% are
posting a
link on share
services such
as **Reddit**

Taylor & Francis
Author Survey, 2014



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