

Using social media to promote your research

 From just one article* Taylor & Francis has seen:

More than

1,651 tweets from

1,482 accounts, reaching

over **2.5 million**

combined followers



Appeared in **23**

news stories, including

Times Higher Education and
The Conversation



Posts on **6**

public

Facebook walls

and featured in **12** **blogs**



Resulting in over

156,650 **article**

views since March 2019

* Altmetric data, 'Moving to a world beyond "p < 0.05"',
The American Statistician, Nicole A. Lazar, Allen L. Schirm
& Ronald L. Wasserstein, taken on 26 February 2020.

What are Taylor & Francis authors doing?



50% of authors are planning to share their **free eprints**



44% are announcing the publication of their article on **social media**



63% are updating their publication history on **professional social networks**



22% are mentioning their article publication in their **email signature**



18% are posting a link to their article on **share services**

Taylor & Francis
Author Survey, 2019

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