

Effective Use of Academic and Social Media Networks for Endorsing Publication

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You have successfully published your research. Great! But does that mean it was communicated well and has impacted the global research community? Researchers need to ensure that their research study has gained maximum visibility for both, a significant impact on the academic community and an increased citation count. “Digital networking” is a powerful means through which the academic community can boost the reach of their study. We are glad to announce that [The Royal Society of Medicine](#) in collaboration with [Karger Publishers](#) and [Enago](#) conducted an interactive webinar to provide researchers with a detailed overview of the recommended strategies for effective research promotion on academic and social media platforms. It also helped them optimize the visibility of the published articles. Through this webinar, researchers got a better understanding of the following:

- Understanding the significance of research promotion
- Overview of traditional and trending ways of research promotion
- Importance of an effective social media strategy
- Popular academic and social media networks
- Other digital strategies for research promotion
- Measuring the impact of the applied promotional strategy

About the Speaker

Dr. Fiona Murphy

Vice-Chair of the Board of Directors of Dryad Data Repository, STM Journals Publisher, and Scholarly Communication Expert

Dr. Murphy is an independent publishing consultant with more than 20 years of experience in the scholarly publishing industry. She is the owner of Murphy Mitchell

Consulting Ltd. advising institutions, learned societies, and commercial publishing companies about research data and its collection, management, storage re-use, and access requirements. She is currently a board member of the data repository, Dryad, and an Editorial Board Member of the Data Science Journal. Along with holding an Associate Fellowship at the University of Reading, she is also a member of the peer-review board of Research Data in the Earth Sciences, Data2Paper, and Belmont Forum, and a co-Chair of WDS-RDA Publishing Data Workflows Working Group and Force11 Scholarly Commons Working Group.

Dr. Murphy is DPhil in English Literature from the University of Oxford and has collaborated with several reputed publishers like Oxford University Press, Bloomsbury Academic, and Earth and Environmental Sciences at Wiley in past. She has also written and presented widely on data publishing, Open Data, and Open Science.

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