



Description

You have spent months and perhaps even years on your research and have finally published it. What's next? Will people read and understand your research? Will the article spark interest from the general public? After all, the goal of scientific research is to effectively share information and scientific breakthroughs with everyone. In this smartshort, we present a list of tips to improve public engagement with your research article. You might want to go through a detailed article on this topic by [clicking on this link](#).

Tips to Increase Public Engagement with Your Research Article



Discuss your project on social media and blogs.



Make attractive and meaningful graphical presentations



Ask for feedback and analyze the same carefully



Let people know about the societal benefits of your research



Identify your target audience and optimize your outreach campaign(s) accordingly

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Category

1. Checklist

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