

# Using social media to promote your research

 *From just one article*

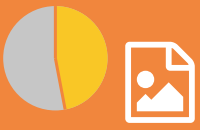



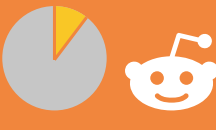
More than **400 tweets** from 351 accounts, reaching over **1,000,000** combined followers 

Posts on **12** public  **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 authors doing?

 <p><b>47%</b> of authors are planning to share their <b>free eprints</b></p>	 <p><b>30%</b> are announcing the publication of their article on <b>social media</b></p>	 <p><b>29%</b> are updating their publication history on <b>LinkedIn</b></p>	 <p><b>12%</b> are mentioning their article publication in their <b>email signature</b></p>	 <p><b>11%</b> are posting a link on share services such as <b>Reddit</b></p>
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Taylor & Francis Author Survey, 2014

 Want to know more? Read our tips on promoting your research.