

## Five ways to share your research

Let's start off by asking the question: why would we want to share our research? Well, one answer is that we might share early versions of an article to get feedback so we can improve it. Another reason might be to get the work cited by others. In the world of academia, citation rates are the currency that builds careers. So let's suggest some sharing strategies.

1. Share through conference papers. Conferences are a great way of getting your work noticed. Not only will you deliver a presentation in front of 10, 20 or 100 people (or sometimes considerably fewer in my own experience!) your paper may be published in conference proceedings. However, here's a word of caution. Many conferences request, firstly an abstract of your work and, if this accepted, a full paper. But once the paper is accepted and published in the proceedings, you can't then send it to a journal. Journals tend to get many more citations than conference proceedings, partly because they have more status and standing. Some conference, however, allow you to specify whether you want either the abstract or full paper published in proceedings. My advice would be to go for the abstract.
2. Share through ResearchGate. ResearchGate is one of the world's largest social media platforms for academic research. By joining (which is free) you can construct your personal profile and then add articles (with tag words so they can be found in searches by others). The system will tell you week by week how many people have looked at your articles and how many times you have been cited. Do be careful though! If your article has been published in a journal or conference proceedings, it may be subject to copyright. Check with each individual journal; most allow you to post a pre-publication version of your article but certainly not one that has been typeset for publication. In addition to ResearchGate also take a look at Academia.edu, another academic social media site.
3. Share through LinkedIn. LinkedIn is more a business site than an academic one but it is still inhabited by academics and researchers. Journals also make use of it. For example, Human Resource Development Quarterly posted that it's current edition was out and made reference to one of my jointly authored articles that was in it. We got 5 likes! Advice for posting your research in LinkedIn is the same as for ResearchGate.
4. Share through GoogleScholar. GoogleScholar is a site that not only lists all of your research outputs (articles, books, conference papers, etc.) but also provides data on how many times each of these has been cited by others. I look at my GoogleScholar sight several times a week – maybe I need to get out more!
5. Share through blogging. I have my own research blog at:  
<http://realworldresearch.blogspot.co.uk/> When I get an article published, I post about it in the blog

Finally, the key to using social media in disseminating your research is to link everything up. So, on your ResearchGate site create a link to your GoogleScholar sight and to your blog. Happy dissemination!