



## Tip Sheet: Promoting, Sharing and Celebrating Your Research

Congratulations on your valuable contributions to research at the Alberta School of Business! As part of our commitment to promoting our research strengths and enhancing our visibility as a top research-driven business school, we encourage you to promote and celebrate your research achievements.

**Please reach out to the Alberta School of Business marketing and communications team (Brea: [bdelford@ualberta.ca](mailto:bdelford@ualberta.ca)) with new research, press releases and upcoming events! We can work with you to help highlight your research and promote your news on your social media channels, as well as the school's channels, if appropriate. If you need support with social media and/or media engagement, please reach out.**

Here are some quick tips to help you get started:

1. Create profiles on professional networking platforms such as [LinkedIn](#). Here are some helpful tips for [setting up your social media profile](#).
2. Follow and interact with experts within your research area, as well as with Alberta School of Business channels.
3. Use relevant hashtags and mentions to increase visibility and engagement.
4. Add your research output DOI to your social media post to increase citation metrics.
5. Keep the language simple: write so readers outside of your research area of expertise can meaningfully engage with your content.
6. Include a relevant image when sharing content on LinkedIn or other social media platforms.
7. Use university branding wherever possible.
8. Engage with online platforms for academics: Researchgate, Google Scholar, ORCID.

## Alberta School of Business social media channels

Engage with the Alberta School of Business on social media!

- [LinkedIn](#): Alberta School of Business
- [Instagram](#): ualberta\_biz
- [Youtube](#): abbusinessschool
- [X \(Twitter\)](#): ualbertabiz
- [Facebook](#): ualbertabiz

## Sharing research stories on social media:

- Share links to news articles, blog posts, events or press releases about your research on your social media channels:
  - The Alberta School of Business communications team will send you links to your media engagements. Consider resharing the school's posts, or writing one of your own! Jump to [Appendix 1](#) for step-by-step instructions to promote your research on LinkedIn.
  - Summarize your research findings or key insights and include relevant hashtags (#UAlberta) to increase visibility.
    - Ideas for other hashtags include: #businessresearch #researchers #thoughtleadership, #yeg, etc.
    - When deciding on hashtags, less is more! Consider things like event hashtags, target audience demographics and interests, keywords and other hashtags already popular on social media.
  - Consider writing your research summaries on social media using language that allows people outside of your research area of expertise to be excited about your findings! [This guide](#) may help.
  - Tag the Alberta School of Business and relevant collaborators or institutions in your posts to amplify reach and engagement.
  - If you link to any of your research articles or books, be sure to include the DOI of your article or book in your post. This will increase your reach metrics.
- Note: If video is your preferred format, consider uploading your video to your personal YouTube account and then amplifying your video to your other channels.

### Engage with your network:

- Reach out to co-authors, colleagues, industry partners, businesses and alumni who may be interested in your research and share updates with them directly or tag them in your posts (check out Appendix 1 below!)
- Join relevant online communities, discussion groups or forums related to your research field and actively participate in conversations.
- Respond to comments, questions and inquiries about your research on social media platforms to foster engagement and build relationships.

### Write thought-leadership articles:

- Consider writing opinion pieces, blog posts, articles for industry publications or magazines and newsletters, such as [Times Higher Education](#) or [The Conversation](#).
  - Are you interested in contributing to publications like Times Higher Education? Contact Brea ([bdelford@ualberta.ca](mailto:bdelford@ualberta.ca)) if you would like to be included on the regular call for submissions email list.
  - Here's how to [become an author for The Conversation](#).
- Share your expertise on current trends, challenges or emerging topics in your research field and offer insights or solutions.
- Include a link to your faculty profile or research page in your author bio to drive traffic to the Alberta School of Business website.

### Participate in media opportunities:

- Respond promptly to media inquiries or interview requests related to your research area or provide commentary on timely topics in your community.
- Prepare key messages and talking points to communicate your research findings effectively to journalists or reporters.
  - Jump to [Appendix 2](#) for tips on how to make the most of your media engagements.
- Offer to provide expert commentary or contribute guest articles to media outlets to raise awareness of your research and expertise.

Being engaged externally benefits your academic and professional development and enhances the reputation and visibility of the Alberta School of Business. By actively



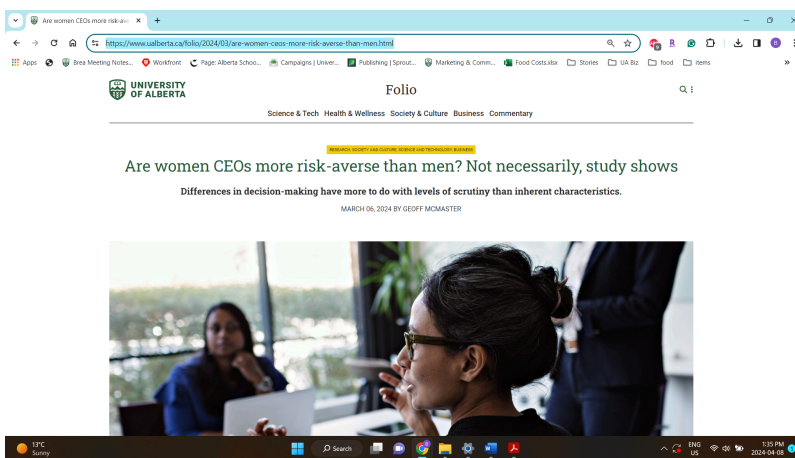
promoting your research, you contribute to our collective efforts to become a global hub for innovative business research and thought leadership.

If you have any questions or need further assistance with promoting your research, please don't hesitate to contact Brea ([bdelford@ualberta.ca](mailto:bdelford@ualberta.ca)). Together, we can amplify the impact of your research and strengthen our position as a top research-driven business school.

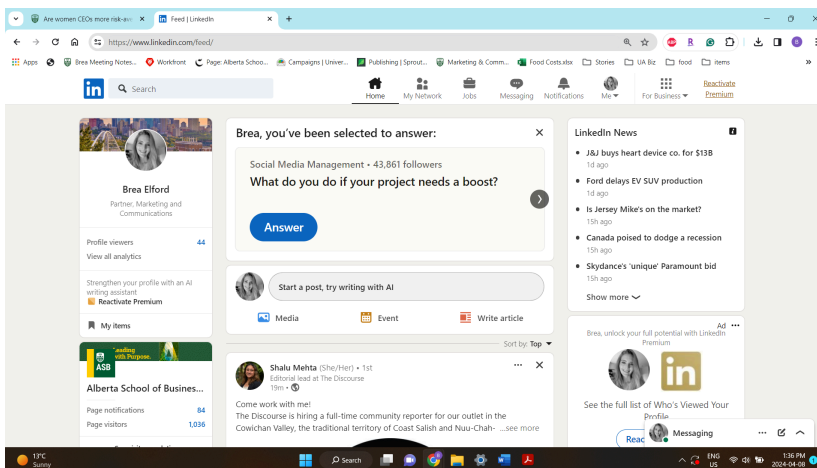
# Appendix 1: Sharing articles on LinkedIn – step-by-step instructions

## Sharing an external article on your page

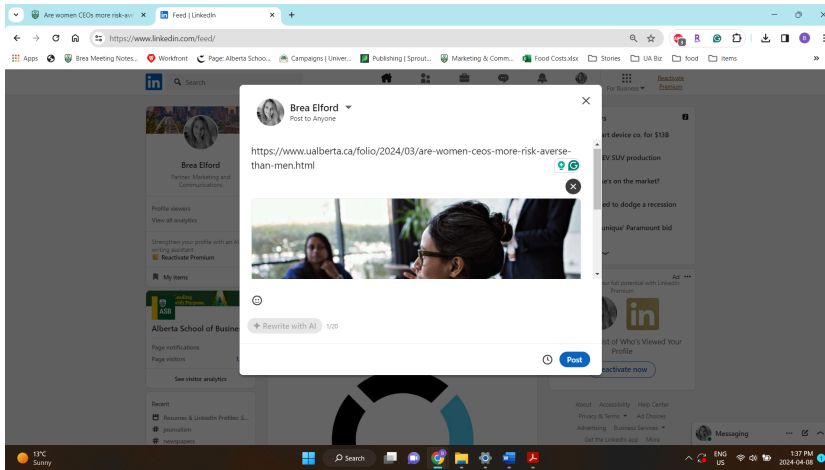
1. Copy the story URL you wish to share.



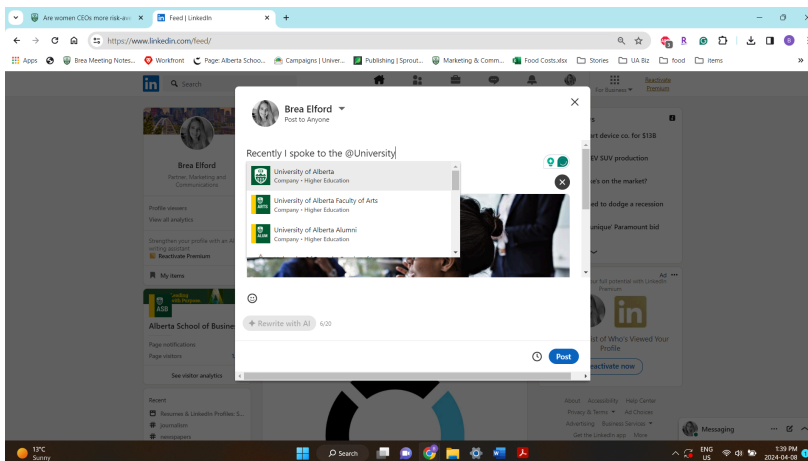
2. Navigate to your LinkedIn homepage and click on the post textbox.



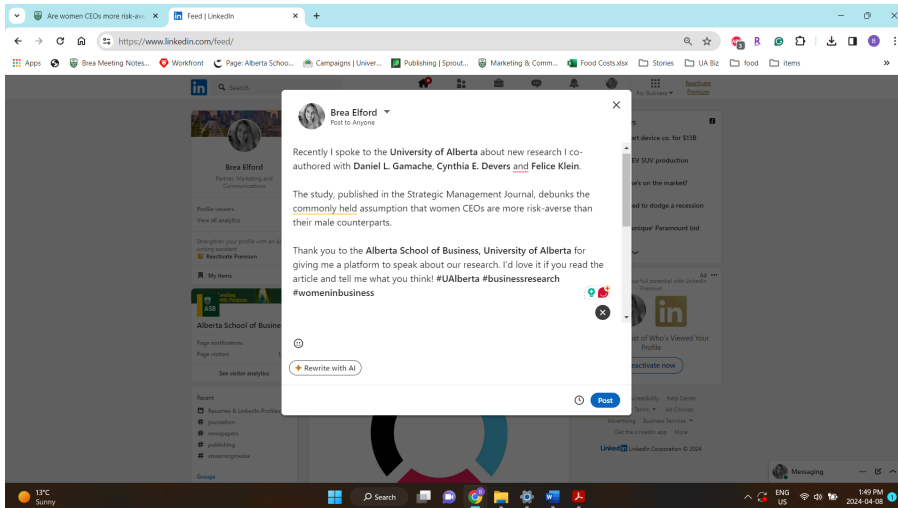
3. Paste the story URL in the textbox. A story preview should appear. You may now delete the URL for a cleaner look, and the preview will remain.



4. Begin writing your post. You can tag colleagues, collaborators and organizations by writing *@ + the name*. Select from the populated options and press enter.



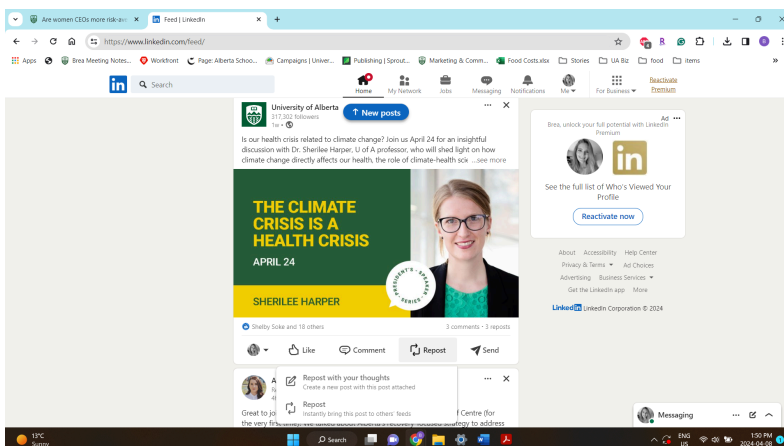
5. Give a summary of the article: what is your research about?



6. Include a call to action, such as encouraging your community to read the article and discuss the research, and relevant hashtags (#UAlberta and others).
7. Submit the post!
8. Don't forget to engage with any comments on your post.

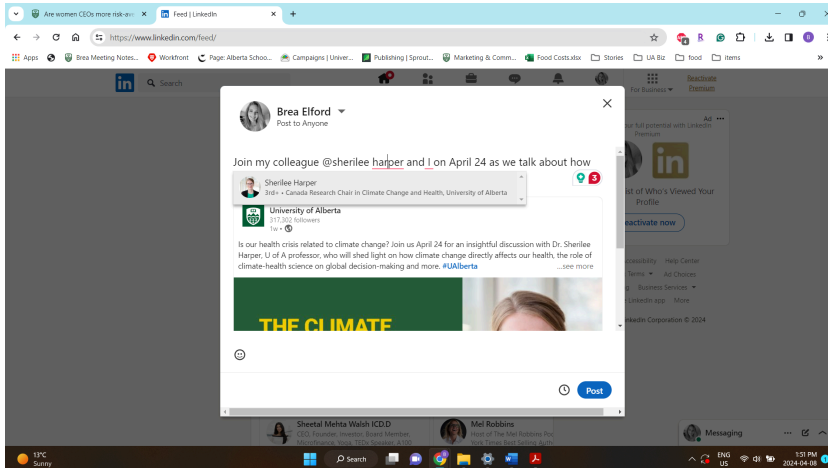
## Reposting a LinkedIn post in your feed

1. Navigate to the post you want to share.

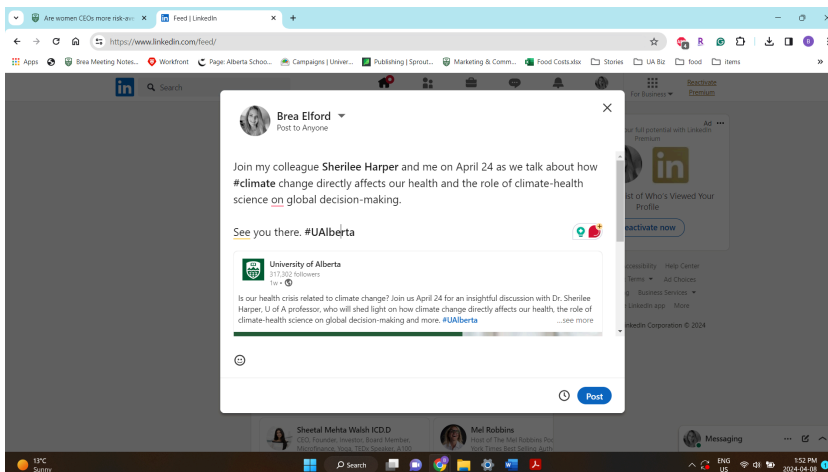


2. There are four pre-populated options. You can react to the post or comment on it. You may also reshare it: either with your own comments, or directly.
3. For this example, select reshare with comments.

- Write your post! In this case, I am encouraging people to attend an event at which I'm speaking.



- As above, don't forget to tag any relevant colleagues, colleagues or organizations (other speakers, host organization, sponsors, event location, etc.)
- Include a call to action. In this case, I'm encouraging my network to attend.



- Submit the post!

## Appendix 2: Making the most of your media engagements

### What makes a good news story?

1. Published research of interest to the general public
2. Substantial new funding with key partners
3. An invention or commercialization of research
4. News you can use (practical tips and advice)
5. Charitable efforts
6. Educational excellence
7. Human interest stories
8. It affects people!

### What is newsworthy?

- Timeliness – keeping the “new” in news.
- Significance –the number of people affected matters.
- Proximity –stories near to us have greater significance.
- Prominence – important people garner greater interest.
- Human Interest – stories that appeal to emotion.

### Media and journalism insights:

1. Journalists are normally assigned their story in the morning. The deadline is almost always that same day.
2. The story can get dropped at any time, for any reason.
3. Interviews typically last 5-15 minutes.
4. Questions are rarely given beforehand, unless the story is being written by an Alberta School of Business writer.
5. Reporters will summarize what they are told.
6. You can't expect to see the story before it is published, unless the story is being written by University of Alberta writers, for the University of Alberta (ie. *Folio*, Alberta School of Business website, etc.).
7. Facts are necessary, but the story is always about people.
8. Interview types: web/print (phone, video call, in-person); radio (phone, video call); television (in-person, video call, phone). Interviews for radio or television can be live or pre-recorded.

## Preparing for an interview

1. Before the interview:
  - a. ask for the journalist's name, the outlet and deadline.
  - b. ask what the story is about, if you need to prepare anything in advance and if anyone else is being interviewed.
  - c. ask about the interview format?
  - d. check if there is any context or background information you need to know.
2. Practice!
  - a. Key messages: they should be short, memorable and focused on the key picture. Avoid jargon and technical terms; overcomplicating matters can make it more difficult for the reporter.
  - b. Your name, title and area of expertise, affiliation.
  - c. Sample questions and responses
    - i. what do people want to know about your research?
    - ii. how does your knowledge and area of expertise help people?
    - iii. how are you informed to respond to or comment on timely issues?
  - d. I don't know responses or out-of-scope questions
    - i. redirecting questions back to your key messages
3. After the interview:
  - a. You will rarely see the story before it's published, except if it's for a U of A publication.
  - b. Even after the formal interview is over, you are still on the record, unless otherwise specified.
  - c. Try to be available to the journalist to provide clarification, if needed.
  - d. Share the news article, radio or television or story with your audience once published.
  - e. Be prepared to participate in follow up media inquiries related to your article/news piece!

## Landing an interview

There are a few different ways you can be approached for an interview or to provide comment in the media. Here is what you can do in each scenario:

1. You are contacted directly by a University of Alberta writer to participate in a story to profile your recent research, event, grant announcement, etc.
  - a. This could be either a freelance writer supporting the College of Social Sciences and Humanities, or a member of the Alberta School of Business communications team or University of Alberta editorial team.
  - b. They will coordinate with you to arrange a time for a conversation. They may also ask to coordinate time for a photoshoot (especially if it's an inquiry for a U of A publication).



- c. After the interview, you will be sent the draft to provide feedback and approval before it is scheduled for publication.
  - d. Once published, you can work with the Alberta School of Business communications team to promote your work on social media.
  - e. You may be asked to confirm availability after your piece has been published for any potential follow up media inquiries.
2. You are contacted by a member of the University of Alberta media team asking to provide comment on an issue, event or story in the news, or are connected to the media team via your marketing and communications partner as part of a U of A experts list.
- a. The media team will work with you directly to connect with the journalist. They may coordinate a time for the interview, and prepare you for the conversation.
  - b. If you are a seasoned expert and you prefer to work directly with the journalist, that's okay, but the media team is available to support you however needed.
  - c. After the interview, the media team may follow up with you. More likely, your job is complete until publication!
  - d. Once the news piece is published, you may be asked to confirm availability after your piece has been published for any potential follow up media inquiries.