



Tipsheet for promoting your SGIM *Forum* publication

Promoting your own work is an important process for increasing the visibility and impact of your work. To achieve maximum impact, it is important that you consider taking steps now that we've notified you that we've accepted your work for publication.

Your article will appear online first on <https://connect.sgim.org/sgimforum/home>. It is important to time your promotion with the online publication date. **Prior to appearing online, the article is “embargoed” which means that it can’t be shared publicly.** This means that you can’t tweet or promote it until the embargo date.

1. **Share the link to your published article or the full issue pdf via social media.** When you tweet your article, consider: What do readers and your followers need to know? Why is this work important? Make sure to use relevant hashtags for your article, for example, universal ones applicable for all SGIM *Forum* publications could include: #MedTwitter #MedEd. Mention handles of colleagues and others who may be interested in and retweet your article. For example, you could also include #SGIMForum #ProudToBeGIM and @SocietyGIM.
2. **Consider using other social media outlets**, such as Instagram, Facebook, LinkedIn, or any other social media platforms you use. Post a one-two sentence description of your article on your personal pages and provide a link to the published article. If a visual is available and appropriate, be sure to include it as readers tend to react to visual content. Various tools or apps exist to help with make quick, easy visuals.
3. **Share your article with your Department or Division for inclusion in listserv email updates.** Or, you may contact your institution’s communication officer and encourage them to do a press release. You can help them by providing a clear, non-scientific explanation of your work, why it is important and the next research steps. You are free to share your article with media outlets once it is published on the *Forum* website.
4. **If you blog, share your work.** If you follow other blogger’s work, consider directing them to the link to the published article in *Forum* online. You could also explain why your work is worthy of being mentioned.

Thank you for your contribution to SGIM *Forum*!

If you have questions or additional tips to suggest for fellow writers for *Forum*, please contact Editor-in-Chief, Tiffany I. Leung at Editor.SocietyGIMForum@gmail.com.