Turbocharge Your Research with Social Media

by

Professor Christopher Wright

Author of
Climate Change,
Capitalism and
Corporations:
Processes of Creative
Self-Destruction

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In partnership

We work closely with our authors to maximise the reach and impact of their publications, by combining our collective marketing efforts. In this case study, we illustrate how the partnership worked for one of Business and Management books, providing an example of how one author used digital channels to turbocharge his research and build a community of fans for his book and around his subject area.

Key Activities

Professor Christopher Wright attended a social media training course and is now fully aware of the additional reach and possibilities the online world offers. He was able to put into practice many of the skills he learnt on the course for research purposes and to promote his subsequent book. Christopher made full use of many digital channels including a website, Facebook, Twitter, blogs and LinkedIn.

From the author

What digital channels and social media platforms did you use?

I set up a website which features details of the book, quotes, endorsements and reviews, links out to purchase the book and a list of events that I will be attending to promote the book.

The Twitter account is invaluable to me as a news and information source that can be tailored to my interests via ‘lists’. LinkedIn and Facebook are also useful in not only communicating with other social networks (professional and personal) but can also provide links to new information.

Since attending a social media course, I’ve become addicted to blogging and have set up my own blogging site. Typically, an idea for a blog post will come from something I’ve read or seen, or from producing a summary or op-ed based on a recent publication. I maintain oversight of comments and respond to most which helps with building my readership.

How successful was this activity in reaching and connecting with more readers?

I’ve found social media to be invaluable in building a larger public profile for my research. Social media platforms such as Twitter and blogging allow you to reach out to a much wider
readership than you encounter via traditional academic publication. More generally, it also assists in bringing your research to a broader readership, which might be cross-disciplinary or in the media or general public. By writing a short 600-800 word blog post about your research (with links to the full research) you can broaden the readership and potential impact of your publications. This can be further developed in reworking your blog posts into media articles and op-eds (which can then be further promoted via Twitter and Facebook posts!). Beyond promoting research, social media has also meant I have interacted with a much wider range of people in academia, media, industry, NGOs and other civil society organisations than would normally be the case. These have included some of the world’s leading climate scientists, environmental activists, politicians and journalists. These contacts provide not only a source of information, but have in some cases gone on to become research collaborators and good friends.

Would you recommend social media tools to other authors?

I strongly believe social media is an essential supplement to academic journal and book publication. Having slaved over multiple revisions of a paper for several years and have it finally accepted in a top international journal, you really need to try and ensure as many people know about your research. This is particularly important in an era in which academic performance is increasingly measured by citations and research impact. Social media provides an invaluable source of information, contacts and learning that no academic should be without.

From the marketing team

How did you work with the author to promote this book?

Chris Wright has been instrumental in supporting our marketing and publicity efforts for Climate Change, Capitalism, and Corporations. He has worked with us to produce multiple blog posts and routinely shares our content on his own social media platforms (including a dedicated Facebook page for the book). He also set up an impressive companion website in order to host a variety of content, and has actively established himself as an expert commentator for the mainstream media on how corporations engage with climate change.

Ellena Moriarty, Senior Marketing Executive

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Author Hub.

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