



Helping to promote your reference title

Suggestions for authors, contributors and editors

Have you ever wanted to help promote and market your reference handbook, encyclopaedia or major work, but haven't known where to start? These helpful tips will steer you in the right direction...

Local libraries and bookshops

- Contact your local and/or institutional library / teacher resource centre to ask them to stock a copy... or several.

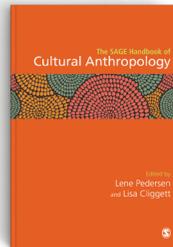
Your institution

- Print out a copy of the cover of your book (or ask us to send you one) and stick it up on your department notice board.
- Alternatively, why not print out a copy of the cover of your book and stick it up on your office door?
- Are any of your colleagues teaching courses that your book would be ideal reading for? Please make sure that they know about it.
- Does your university / local authority/ organization have a newsletter? Make sure they include a mention of your new publication in the next issue.
- Take advantage of your university profile page, and under Publications mention and hyperlink to your book's page on our website.
- Your organization may have a press department who could send out a press release about your book.
- If your institution has a VLE, don't forget to add details and links to your book where possible. Contact us for a link to a free sample chapter. Or, if your book has a companion website, why not link to the additional resources?

Emails

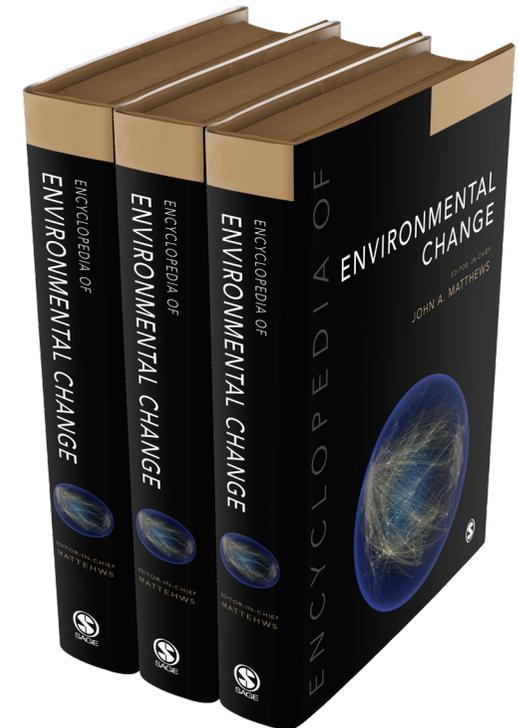
- You can add either a simple line of text and a link, or a signature with an image included. Here's an example of a signature with image.
- A quick Google search should offer guidance on how to do this or use the help function within your email provider.

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Many thanks,
Lene Pedersen

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Teaching and speaking opportunities

If you're interested in speaking opportunities, check out some of these websites for opportunities:

Education:

- Osiris Educational osiriseducational.co.uk

Other subject areas:

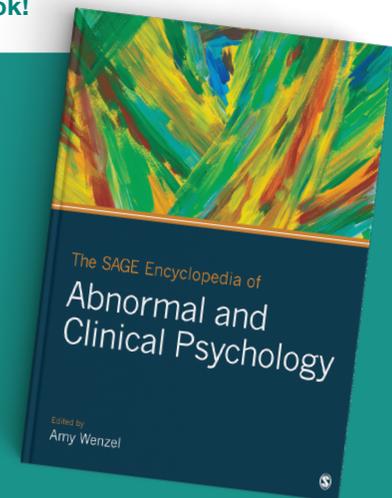
- Sign up for conference alerts to find out about forthcoming conferences where you might present your work at conferencealerts.com
- If you have any suggestions for other sites we might list here, please contact market@sagepub.co.uk

Your teaching and speaking engagements

- Include a PowerPoint slide with your book in your presentation
- If you're on Twitter, get hold of the conference's hashtag and write live tweets that tie in your book topic to current issues being discussed, mentioning your book if possible.

If you want to buy copies of your book to sell at a workshop/event you're attending, get in touch with specialsales@sagepub.co.uk.

Remember, you are entitled to a 35% discount off your own book!



Promoting your book online



Amazon.co.uk

- Ask colleagues, contacts and students to review your book on Amazon – and to vote good reviews of your book as ‘helpful’. The more reviews and ‘helpful’ votes your book has, the more likely it is to get highlighted on Amazon’s category pages which will lead to more views and more sales!
- Amazon author pages is a free service that allows authors to create a page on Amazon with a bibliography, biography, author photo, event listing and discussion board. It is a way of bringing your book(s) together in one place (even across publishers), and allow customers to learn a little more about you. It also helps raise your book up the Amazon search rankings and increase your books’ discoverability. You can sign up via your book page on Amazon.co.uk or directly at Author Central (authorcentral.amazon.co.uk) then make sure to add your new book to your author page!
- Sign up for the Amazon Associates. Add to your income by earning fees on all qualified purchases (not just on your books). You can find more information at affiliate-program.amazon.com.

To find out more about how to set up an Amazon author page, visit the SAGE Book Author FAQs: sagepub.com/book-author-faqs



YouTube

YouTube is now the world’s second largest search engine and a lot of students are using it as a starting point when learning about new topics. So it’s an excellent way to make sure your work is more discoverable online.

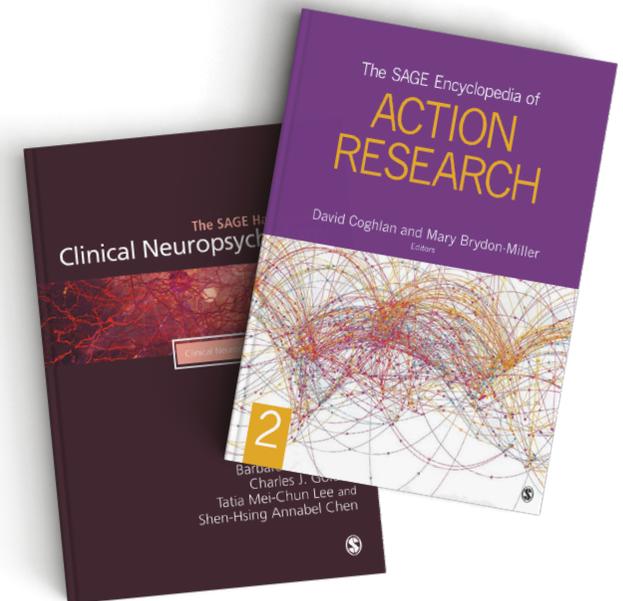
If you already have video content related to your book – perhaps a video of a conference presentation or lecture? – please let us know: we can add it to our YouTube channel (youtube.com/SAGEPublications).

If you have ideas for producing a video or a podcast (such as an interview, or you or your co-authors talking about an issue related to your book) please let us know.



Wikipedia

Do you have a personal Wikipedia page? If not, consider creating one. Here is an example for our author Peter Dicken: en.wikipedia.org/wiki/Peter_Dicken.



Your own website or blog

- Do you have your own website or blog? If not, create one!
- Wondering what to write about? What about:
 - Conferences and training events that you're due to speak at
 - Your last training session or conference – were there any interesting questions that came up?
 - Have you read any particularly good articles on your subject recently? – link to them! If readers agree, they'll come back for more of your good advice
 - What do you think of any recent press coverage of your subject area?
 - Make a list of related, popular blogs that do link roundups in your subject area and submit your article. If it is accepted, you will get an influx of high quality visitors to the blog and to your book
 - You can repurpose your popular posts, useful insights, significant graphs or chapter outlines by sharing them as a presentation on Slideshare or short videos on YouTube.
 - Don't have time to manage your own blog? Try guest blogging: find highly rated blogs and get in touch to see if you can contribute every once in a while.



Social Media



Twitter

Twitter has become one of the most popular social networks for academics. Following and engaging with the right users and hashtags will allow you to stay on top of the latest research and debates in your field.

The most important thing to remember is that this is not a broadcast medium so always use it to 'talk to' rather than 'talk at' your followers.

Some ideas to try

- Try to offer value to your reader, by tweeting a quote, a question, or something fun, along with a link to your book's profile on our website.
- If there are any current events that are related to your book's topic, get involved in the conversation.
- Create hashtags around the themes in your book (not just your book's title) and get conversations going.
- Why not start weekly chats with your readers or students? Try setting up a specific time on a Friday afternoon for example, when you are available for your Twitter followers.

We have several discipline specific Twitter channels. Check this page to find the channel relevant to your book and tag it in your posts: [sagepub.co.uk/social-media](https://www.sagepub.co.uk/social-media)



Video meetings

There are various platforms that offer free and simple ways for people to communicate with each other via video. Zoom and Google Meet are just two options. You can be a sole presenter introducing your book, you can have one or more guests, or you can host a panel discussion, a Q&A session or training. Via Google Meet you can invite up to 100 participants and meet for up to 60 minutes per meeting for free. Via the free version of Zoom you can hold meetings for up to 40 minutes with 3 or more participants and you can record the video so that it can be made available on YouTube after the event.

To get started go to: meet.google.com or zoom.us



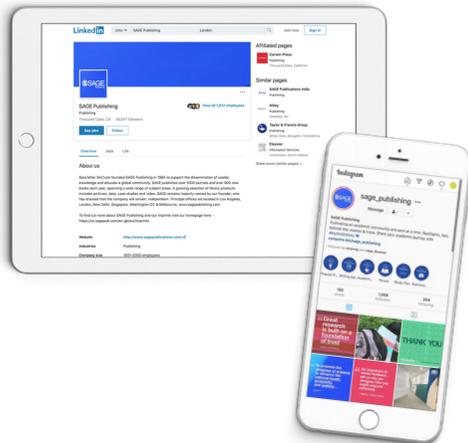
Facebook

- Are your students on the site, does your university already have a general Facebook group? Try setting up a group for your class to encourage them to discuss topics that the book covers or to post reviews of the book. Take a look at one of our author's Facebook pages: facebook.com/ProfAndyField
- Try commenting on threads in Facebook groups or on other people's threads to build your reputation as an expert.
- Add some photos of your book cover to your profile and link to the book in the description of the photo. You can upload an excerpt, a few illustrations/ graphs from your book to the 'discussions' section, allowing people to read and post comments.
- If you have a book launch or a speaking engagement coming soon, create an event and invite all of your Facebook friends to join.
- Invite your friends and family to 'Like' your book's Facebook page. Make sure that you 'Like' other authors' pages as it's likely they'll 'Like' you back!



LinkedIn

- Make sure you add your book to your 'Professional Headline' and 'Experience' sections. After that, you can encourage friends to 'recommend' your book in 'Recommendations'.
- Use the 'Update' feature to tell people about your book. Share your update with groups and Twitter.
- Do you have an excerpt of your book? You can upload it to your profile, share it with your groups and use it to support ongoing discussions. If not you could use the sample chapter from your book page on the SAGE website.
- Create a Book Launch Event and use LinkedIn's 'Events' app to invite people to it. This will increase your visibility with search engines and direct interested people to your book.



Online discussion lists, groups or forums

Do you participate in or are you aware of any online discussion lists or forums related to your book? For example, there are many run by JISC (jisc.ac.uk) and on Google and Yahoo Groups.

- Post a message announcing your new book with a link to our website.

Social Networking Do's and Don'ts

- Be careful not to spam users of these sites with messages about your book.
- Make sure that you list your book on your profile to aid discoverability.
- Contribute to online discussions. If other users appreciate your contribution then they may be more interested in viewing your book.

Academic social networking sites

These sites offer an immediate way to monitor what other people are looking at in your field of research and to engage with related online conversations. Take a look at Methodspace (methodspace.com) and Academia.edu (academia.edu), ORCID (orcid.org) and Kudos (growkudos.com).

ORCID and Kudos can be particularly useful for making sure that you are recognised for your research:

- ORCID is a free service that provides you with a digital ID so that you can be easily told apart from other researchers. Your ID is connected to a record in which you can link to your research activities, awards, or even different versions of your name.
- Kudos is a platform that allows you to create a 'profile' around your articles. You provide information about your article, such as title, lay summary and impact statement, and then you share your profile via social media or email. What's really useful about Kudos is that it gives you trackable links so that you can see usage statistics and measure how often your article is being shared or discussed. You can also include your ORCID ID so that you are even more easily recognised.

