

4 Pages of Research Dissemination Secrets

Few academics know these secrets, and those few don't always share them.

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Important information needs to be shared with all those who can benefit. Only then can a discovery fulfill its potential for good. Yet researchers often communicate in silos. This means they commune with people in the same role (like researcher to researcher), field (such as economist to economist), or at the same site (like working at the same university) when sharing knowledge, seeking knowledge, making decisions, and collaborating. The way information is shared has changed dramatically in the past decade, and researchers should be aware of these changes, which bring new opportunities to spread findings. Give a TED Talk, get on NPR, have reporters come to *you*, become a book author (without the usual time investment)... there are so many ways to share your research, and many take very little time or effort. Keep reading for a handful of ideas pulled from these two books:

- *Increasing the Impact of Your Research: A Practical Guide to Sharing Your Findings and Widening Your Reach*
- *Sharing Your Education Expertise with the World: Make Research Resonate and Widen Your Impact*

Let Reporters Come to You



Add your name (for free) to databases that journalists use to find experts to interview or quote:

Public Insight Network (PIN) is used extensively by TV stations and networks (like PBS), public radio stations (including NPR), commercial news organizations (like *The Washington Post*), and universities www.publicinsightnetwork.org

Education Writers Association's (EWA's) SourceSearch is used by thousands of journalists who write about education, which also means topics like kids, the mind, and more www.ewa.org/sourcesearch

Receive Reporter Queries

Sign up (for free) to receive emails listing reporters' calls for sources to quote:

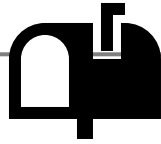
1 Set up HotKettle Alerts (www.hotkettle.com), which filter reporters' queries for you (i.e., you enter your own keywords, and only related queries will reach your inbox).

2 When queries reach your inbox, respond to reporters who need your expertise (ideally within 60 minutes, no matter the deadline given on the query).

HotKettle keeps your inbox from being overwhelmed, but if you want to see *all* queries (you can filter these from your inbox), see the top of page 2 for options.



Want Even *More* Reporter Queries?



Try these (use inbox filters to limit what reaches your inbox): HARO www.helpareporter.com, JournoRequests www.journorequests.com, SourceBottle www.sourcebottle.com; **if it fits your research, try:** Agility www.agilitypr.com, Anewstip www.a.newstip.com, Bitesize www.bitesizepr.com, Cision www.gorkana.com, KITI www.thekiti.com, MyBlogU www.myblogu.com, ProfNet <https://profnet.prnewswire.com>, ResponseSource www.responsesource.com

Add #TellEWA When Tweeting Your Work



If your online article or interview relates to education (the brain, youth, family, etc.) in any way, add **#TellEWA** to your social media posts sharing it. This alerts the EWA, which will often share your piece with its 3,000+ journalists as “Story of the Week”.



Bookmark This (Twitter)

<https://bit.ly/2vw88S9> (and scan it periodically for reporters’ invitations). Add **AND** and then a word that denotes your topic (e.g., **AND science**) for calls catered to you.

Maintain a Press/Media Page Online

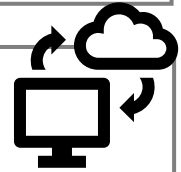
Reporters look for these as evidence you’re vetted and quote-worthy. For an example see www.JennyRankin.com/press.



Hashtags

Add some to your social media posts:
#AcademicLife, #AcademicMama,
#AcademicTwitter, #AcWri,
#CiteASista, #CiteBlackWomen,
#ECRchat, #HigherED, #PhDchat,
#ScholarSunday, #Scicomm
#SisterPhD

Social Media



Give people (reporters, funders, policymakers, think tanks, authors, etc.) multiple places to find you online. Here are 4 free accounts you should maintain:

Facebook (www.facebook.com) because it is by far the most used; you can opt to add a “group” (for professional use) to your personal website

Instagram (www.instagram.com) because it is the fastest growing for every single age group

LinkedIn (www.linkedin.com) because it has the strongest professional reputation

Twitter (www.twitter.com) because journalists use this more than any other

Pitch

Always have a 1-sentence pitch ready (summarizing your work & its merit) and 4-6 talking points (for times you are invited to share more).



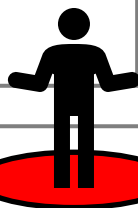


Download Free Lists of 2,000 Opportunities to Share Your Work

Click “Support Material” after visiting <https://bit.ly/2ONL88j> (or goo.gl/qNWR2g if you’d prefer lists that are one year older but specific to education). All lists are free.

Examples of what’s there (lists have websites to visit, deadlines for applications, dates and locations events take place, etc.):

- List of Writing Opp.s
- List of Book Publishers
- List of Conferences
- List of Broadcasting Opp.
- List of Organizations
- List of Serving Opp.s
- List of Awards & Honors



Give a TED Talk

There are lots of ways in:

- Apply to speak at TED or TEDGlobal (<https://speaker-nominations.ted.com>) or less-regular TED event like TEDFest (www.ted.com/about/conferences)
- Apply to speak at a TEDx event (www.ted.com/tedx/events); many TEDx Talks become TED Talks on TED website
- Apply to bring TED Institute ([www.ted.com/about/programs-initiatives/ ted-institute](http://www.ted.com/about/programs-initiatives/ted-institute)) to your organization
- Apply for the TED Prize ([www.ted.com/ participate/ted-prize/nominate](http://www.ted.com/participate/ted-prize/nominate))
- Apply to become a TED Fellow (www.ted.com/participate/ted-fellows-program) (leads to a TED Talk)
- If you can live in New York for 4 months, consider TED Residency ([www.ted.com/about/ programs-initiatives/ted-residency](http://www.ted.com/about/programs-initiatives/ted-residency)) (leads to a TED Talk)
- Get invited
- Apply to develop TED-Ed lesson (http://ed.ted.com/nominate_an_educator)

Author a Book... with 1 Chapter



Being a “book author” will open more doors for you to share. But what if you’re short on time? Join a book project of professors (or opt to edit your own) by writing a single chapter. Visit IGI Global (www.igi-global.com/publish/call-for-papers) or similar site, change “Display” field to “Call for Book Chapters”, & submit (you might even use an existing/unpublished lit review or paper). Once published, you’ll be a published author (add that to your bios), set up an Amazon author page (& others), & look desirable on full book proposals.

Present Online ...then a TED Talk



Sort the list of conferences (mentioned in upper-left corner) by location and speak at one listed as “online” (you can read your notes, as no one will see you, and sound like a genius). Then use your recording’s weblink on a TED Talk (www.ted.com) application, which will require a recorded sample of your speaking. **Tip:** Read below for ways to submit your TED application.



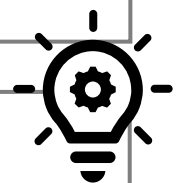
Add Your Name to Speaker Databases (event organizers use to find you)

These are free: ● **Promoting diversity:** 500 Queer Scientists (www.500queerscientists.com), Experts of Color Network (<https://insightccd.org/tools-metrics/experts-of-color-network>), Request a Woman in STEMM (<https://request500women-scientists.org>), Women Present (www.womenpresent.com), Women Talk Design (<https://womentalkdesign.com>) (also for other underrepresented genders), and Women Who Keynote (<https://womenwhokeynote.com>) ● **Your Publishers:** ASCD Resource Speakers (www.ascd.org/about-ascd/Affiliates/Affiliate-Community/Resources-Forms/Resource-Speakers.aspx) and Routledge Consultants (www.routledge.com/posts/education-consultants) ● **Databases:** Chartwell Speakers Database (www.chartwellspeakers.com), Free Speaker Bureau (www.freespeakerbureau.com) & SpeakerHub (www.speakerhub.com) ● **Agents:** Coleman (<https://experts.colemanrg.com>), Executive Speakers Bureau (www.executivespeakers.com), Geniecast (<https://geniecast.com>), Royce Carlton (www.roycecarlton.com), and Washington Speakers Bureau (www.wsb.com)



House Your Work in Research Repositories and Related Tools

Academia (www.academia.edu) ● AERA Online Paper Repository (www.aera.net/publications/online-paper-repository) ● AfricArxiv (<https://osf.io/preprints/africanarxiv>) ● ARNIE Docs (www.arniedocs.info) ● Banco de Dissertações e Teses da CAPES (catalogodeteses.capes.gov.br) ● Bepress (www.bepress.com) ● COncnecting REpositories (CORE) (<https://core.ac.uk>) ● EdTech Docs (www.edtechdocs.info) ● EBSCO Academic Databases (www.ebsco.com/who-we-serve/academic-libraries) ● ERIC (<https://eric.ed.gov>) ● Figshare (www.figshare.com) ● Guardian Higher Education Network (www.theguardian.com/higher-education-network) ● Humanities Commons (<https://hcommons.org>) ● Open Science Framework (<https://osf.io>) ● Publons (www.publons.com) ● Reddit Journal of Science (www.reddit.com/r/science) ● ResearchGate (www.researchgate.net) ● Research Papers in Economics (RePEc) (<http://repec.org>) ● SSRN (www.elsevier.com/solutions/ssrn) ● Web of Science (www.webofknowledge.com) ● What Works Clearinghouse (<https://ies.ed.gov>) ● Zenodo (<https://zenodo.org>) ● **There are more than many know!**



Final Note

See the books noted in the opening of page 1 for many more ways to disseminate!