

Editorial Guidelines on Maximising Impact: Ten Tips

Policy & Politics prides itself on publishing scholarship that is read widely within and beyond academe. It is therefore committed to supporting authors to maximise the impact of their research in terms of both online and offline dissemination. There is a range of simple ways to promote research and increase citations and many of these methods can actually be used to sustain the research lifecycle and to explore new research questions, discover new sources of funding and to build relationships with potential research partners.

1. **Summarise your article for a non-specialist audience:** your ability to communicate your ideas in a clear, understandable and concise way for readers who have no prior knowledge of your subject is critical to achieving impact. We advise authors to imagine they are trying to explain their research to their parents (assuming they aren't experts in your subject of course!) Excerpting your abstract or introduction simply won't work. Remember to include a link to your full article to drive traffic to your research. Now, what to do with it?
2. **Work smarter, not harder:** once you've written a summary, get it published in as many places as possible. Submit it to the [Policy & Politics blog](#) in the first instance to get it out to the Journal's community. Click on 'follow' when you next visit our [blog](#). We also have a partnership with [Discover Society](#) who select our best content to publish, as well as close links with the editors of [The Conversation](#) and the [LSE's Public Policy blogs](#) who watch our forthcoming blog schedule and select relevant pieces, so we can help to exploit your content.
3. **The art of translation:** If you have an article accepted in *Policy & Politics*, you will want to make as many people aware of the article as possible and so you will need to learn to write for a range of audiences. This is actually fun and can be a creative form of intellectual endeavour. If a select committee or local authority asks you to send them details of your research, it is unlikely that sending them a copy of your last research article will have a great impact. However, sending them a succinct one page note on aims, methods, findings and relevance of your research is likely to generate far more interest and stimulate requests for the full article.
4. **Simple things matter:** Add details of your new publication to your email signature and update your personal website and LinkedIn profile regularly. It is also a good idea to email one or two of the main scholars whose work is central to the article simply to let them know about your work and give them the link to point them in its direction. Consider using Kudos – a free and easy tool to help authors promote their work. See <https://www.growkudos.com/> for more information.
5. **Use social media:** Twitter and blogs on various platforms are currently the most effective for promoting your content via social media. See our [Social Media Guidelines](#) from Policy Press. Did you know that *Policy & Politics* has [more followers on Twitter](#) than any of the top ten journals in the discipline? If you don't already follow us, please do. If you tweet about *Policy & Politics*, remember to link to your blog post or the full article. Please tag us if you can, [@policy_politics](#).

6. **Facilitate access:** Make sure your library has a subscription to *Policy & Politics* so your colleagues and students can read your work. If the library doesn't subscribe, recommend that it does! All our journals offer a free 3 month trial for libraries: details here: <http://www.ingentaconnect.com/content/tpp/pap/trial>.
7. **Teaching matters:** Students form a critical pool of potential readers so try and make sure that your article is included in reading lists, course material, lecture papers, conference papers, future journal articles etc. It may also be useful to approach a number of scholars that you know teach in the specific field in order to let them know that your article might be of value to their students.
8. **Access marketing support:** If you think your article has specific potential in terms of topicality and relevance but would like some help in terms of promoting the article then please feel free to contact *Policy & Politics* Sarah Brown, Journal Manager (sarah.brown@bristol.ac.uk), as there are lots of 'pathways to impact'. This might include a press release to the national and international media, a direct approach to specific organisations or individuals or even the sponsorship of a special seminar or workshop.
9. **Before you finalise your article, remember:** (i) ensure that your title accurately reflects the subject of your paper and keep it short (8-10 words), literal and ensure it includes the key terms (ii) ensure that your key words reflect the search terms that researchers will use to try to find work on your topic (iii) ensure your abstract includes your key words and avoid copying your introduction. Be clear about why your paper is worth reading.
10. **Be proactive:** If you have a good idea – or if you even just want to discuss an idea – then do feel free to contact either the editors or the Sarah Brown, Journal Manager (sarah.brown@bristol.ac.uk). *Policy & Politics* thrives on the notion of a research community and therefore welcomes suggestions and proposals from anyone who has a relationship (current or potential) with the journal.

The nature of higher education is changing rapidly and this is creating new challenges and opportunities for academic journals. The strategic approach of *Policy & Politics* combines a commitment to rigorous research which foregrounds a clear contribution to understanding and theory, coupled with international relevance in a style that is accessible to a global readership. *Policy & Politics* is a vibrant journal that plays a major role in setting agendas and shaping debates. We hope that the advice set out above helps you maximise the impact of the research that you have worked so hard to produce.

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Editors
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