

Publishing is only the first step. This guide shows you how to get your findings seen, shared, and acted on. You can amplify, network, and engage, regardless of your audience, but the "How" will differ. The key is to tailor activities to your audience!

Start Is your paper published?

Yes Congratulations! But don't stop here. First, define your audience so you can tailor your message for clarity and impact.

No Save this for later and consider uploading to a preprint server like **bioRxiv** for now!

Ask Who should understand or act on your research? Here are some examples:

- **Peers and collaborators** to build on your findings or suggest next steps.
- **Policy makers or funders** to inform policy decisions and funding priorities.
- **Public or patient groups** to build awareness, inspire learning, and foster curiosity in science.

Now, define your objectives.

Ask What impact are you aiming for?

- Academic visibility / citations
- Collaboration / career opportunities
- Public awareness / engagement / policy influence

Academic Amplification

Your main audience:

Peers and collaborators

- Post a short X/LinkedIn thread; tag co-authors, journals, and societies.
- Share your background and research on platforms like **academia.edu**.
- Attend and present your research at 1 - 3 conferences.

Reach other audiences:

Policy makers / funders: Create a one-slide summary answering the key takeaways of your research; highlight real-world implications. Share via LinkedIn and email to your program officer or institute's communication team.

Public / patient groups: Use one clear figure or visual with a short "Why it matters" caption. Post it on LinkedIn, X, Bluesky, or Instagram and tag relevant advocacy or interest groups.

Reach scientists in your audience who communicate in other languages by translating your abstract or summary into their language; share the translated content on open platforms (e.g. ResearchGate).

Networking & Relationships

Your main audience:

Peers and collaborators: Message cited authors or authors publishing in the same field; join one relevant Slack or LinkedIn group.

Policy makers / funders: Write a press release and connect with your institute's press officer; share concise project updates.

Reach other audiences:

Public / patient groups: Engage with advocacy organizations or charities aligned with your topic; reshare their posts with additional insights.

Public Engagement

Your main audience:

Public / patient groups: Create a 1-minute video explanation or write a lay summary to share with relevant blogs or news platforms.

Reach other audiences:

Peers and collaborators: Record a short "behind the scenes" video; share practical insights from your methods.

Policy makers / funders: Turn findings into a 1-page brief (Problem → Evidence → Recommendation).

Add subtitles or translated captions in other languages to your videos, to connect with scientists globally; share these videos through global education channels.

Shared in ≥3 relevant places your peers use?

Yes

No

Pick one more outlet (e.g. society newsletter, lab website, Figshare).

Created one or more new connections?

Yes

No

Try sharing on a different platform (e.g. Bluesky instead of X, Threads instead of LinkedIn).

Produced one or more public-friendly assets?

Yes

No

Start small. Pick one platform (like LinkedIn or your institution's newsletter) and share one visual or key takeaway sentence from your paper.

Long-Term Visibility

- Re-share publication snippets every 3 - 6 months
- Track citations, mentions, media hits
- Repurpose: slides → infographic, figure → social post
- Always end with a call to action: "Read the paper → [link]" "Reach out with questions" "Share, like, or comment to join the conversation"

Congratulations!

You've turned publication into communication.

Your voice as a scientist helps close the gap between research and public trust.



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