

Editorial**Using Social Media for Disseminating Research Publications****Tesfaye Gebeyehu Tessema**

Citation: Tesfaye Gebeyehu Tessema. (2020). Using Social Media for disseminating research publications. <i>Ethiop.j.soc.lang.stud.</i> Vol. 7. No.1, pp.1-2.

eISSN: 2408-9532; pISSN: 2412-5180. Web link: http://journals.ju.edu.et/index.php/ejssls

Publication history: Published online: 30 June.2020

Subscription(electronics): Submission fee: Free of payment; Accessing fee: Free of payment

Copyright: © 2020 Jimma University. A first publication right is granted to the journal. Jimma University makes the publications to be made available freely (open access).

License: Published by Jimma University. This is an open access article under the CCBY-NC-ND license (http://creativecommons.org/licenses/BY-NC-ND/4.0/).

What are your experiences with using social media to disseminate your published research? Published research works are basically disseminated in print and online. The print copy can be placed in different places (e.g., libraries and offices) and gatherings (e.g., conferences and exhibitions). For the online dissemination, basically publishers use university or institutional websites, specifically online journal system (OJS). When an article is published, by default the system sends email notification to all registered paper contributors, reviewers, and editors so that they can access it.

Most publishers promote the articles they publish. However, it is the researchers who are in the best position to effectively promote or disseminate their work. they can actively promote the article to a broader audience at the post-publication stage using different communication platforms such as email and other social media. With regards to the former, what you can do is emailing the article as an attachment to people you know, especially colleagues in your field who may benefit from it; you can also send message with a link to your published paper.

Regarding the latter, many people fully use social media for selfies, posting vacations photos, promoting sale commodities, or political purpose, for example. Contrastingly we researchers and journal editors or managing editors are not seen fully involved in using social media to promote our research publications. This could be attributed to our negative view of social media and lack of knowledge or skill of using these media. Hence this calls for improving our Social Media Experience.

However, it is wise to identify the right channel for disseminating your research publications. Some of suggested social media for disseminating research work are given below (<https://www.enago.com/academy/how-social-media-promotion-increase-research-citation/>).

Twitter: You can instantly link to and promote your latest published article.

LinkedIn: You can use this professional networking platform to share updates on your work within a specific group or for a broader audience. You can also provide links to your work.

Blogs: There are many blogging platforms to use, to share, and link your research and papers. Readers can also respond to your work and engage in discussions.

Facebook: This offers a wide range of avenues to promote your research and link to other social media platforms and journals. But I (the writer of this editorial) suggest to create specific group (e.g., researchers) who can benefit from your publication instead of wider audience.

Mendeley helps you grow your network by joining groups in a particular field of interest. Researchers can engage with each about their work.

ResearchGate is a social networking platform for researchers to share and discuss a range of research topics. Use ResearchGate to promote collaboration in the academic community.

Regardless of a number of social media platforms for disseminating our research publications, researchers are more likely to upload their papers to academic, social network sites (Academia.edu, ResearchGate, and Mendeley) than to websites run by institutions and universities.

Nevertheless, there is an argument regarding the impact social media have on citation counts of publications. Some argue for positive effect on impact factors, citation counts, and search rankings, and others argue for absence of citation impact; they say absence of change in article citation. Future editorials of this journal will address the argument.

In conclusion, if we researchers and publishers use social media to their full potential, we can actively disseminate and promote published works to a broader academic community. And let us remember that this calls for enhancing our knowledge and skill of using social media.

Editor-in-chief