

# How to get your journal article published

## After publication

**Standards are high and getting published is not easy, but there are certain things to consider which can improve your success rate when trying to get an article published in a Sage journal. This document describes how you can make sure that your article has a real impact.**

### Promoting your publication

You've already written and submitted your article. It's just been published. The next step is to think critically about how you will share the information in your article with your wider network.

We frequently hear from editors and authors that they're reticent to promote their own work, but once you have a published article, you are your own best advocate. Publishers, societies, and editors will engage in differing amounts of promotion at the journal and article level. Feel free to ask the editorial office or publisher how they'll be promoting your article. But you can and should be pushing readership of your own article.

When sharing your research, it's important to write for a wider public. Doing this will help you enrich the public discourse and offer solutions to big problems. This helps to bring academics to the forefront in working through scientific, cultural, and clinical debates.

Doing this can also expand your personal profile. Writing other articles or being interviewed will help you raise your profile and ultimately expand your network.

### Impacting policy

If your goal is to get your article in front of policymakers and effect change, there are a few things that can help. Getting your research recognised outside of academia is key, so it can be helpful to make content that's suitable for a general audience (such as press releases or blogposts). It is also vital to maintain a personal brand, network with relevant organisations, and regularly promote and share your work.

Our [Sage Policy Profiles](#) tool allows you to track, visualize, and share your policy impact for free. You can find more detailed advice on maximizing your policy impact on the Policy Profiles homepage, or by reading this [short, actionable blogpost](#).

### Search Engine Optimisation

Help readers find your article with a well written title and abstract. To maximize SEO or Search Engine Optimization and gain traction, it's important to choose keywords carefully. Think about what users will be typing into search engines when looking for your article and include those keywords in your title and abstract. Repeat the most important keywords where appropriate and without losing the natural flow of the language.

### Additional promotional materials

Plain-language summaries, video abstracts, and infographics can help expand the reach of your content to a non-academic audience with content that can be easily understood. These resources are valuable both pre- and post-publication. These can be submitted with your article and will undergo peer review, and can be used for promotion post-publication. They can be easily shared on social media, in listservs, or with your colleagues.

If you're interested in creating resources like these, please explore [Sage Author Services](#). Subject-area experts can create these resources for you.

Find out more at

[Sage Journals Information for Authors](#)

**Sage Journals**

## Social media

Social media can be an important way to promote your article to the wider community. We tend to find that X (formerly Twitter) works best, but LinkedIn, Facebook, Instagram, Bluesky, and Mastodon are all useful. Use whatever platform you feel most comfortable with to share news about your article. Here's our [guide to using social media](#) to promote your work.

## Press releases

If your research has newsworthy characteristics, you may want to write a press release. This will help your research get picked up by journalists and brought to a more general audience. It's important to be careful when writing a press release—for more detailed help, read our [How to Write a Press Release](#) guide.

## Blogs

Blogs are a valuable tool for driving traffic to your content. Sage runs a variety of blog sites to share topical and thought-provoking articles, interviews, videos, and features to engage with the academic community. If you think your research would be a good fit, contact your editor.

[The Conversation](#) brings a unique combination of academic rigor and journalistic flair to the world of academic research. Articles published on the site are authored by academics with the help of experienced journalists to ensure research is accurately reflected within the media.

[Sage Perspectives](#) blog focuses on highlighting topical and thoughtful research published in Sage books and journals. The blog includes posts from authors across a wide range of disciplines and research areas.

The online social network [Social Science Space](#) (S3) features blogs with the most current thinking from key players in the social sciences. S3 is an active forum for discussion, a resource center with free videos, reports, and slides that support these discussions, as well as funding and job opportunity announcements.

[Sage Research Methods Community](#) connects researchers to discuss methodology issues and controversies, discover and review new resources, find relevant conferences and events, and share and solve methodology problems.

## Further reading

Atkinson Jennie (2019) Thinking of Publishing in a Journal Published by SAGE? Social Science Space. <https://www.socialsciencespace.com/2019/01/thinking-of-publishing-in-a-journal-published-by-sage>

Martín Eloísa (2014) How to write a good article. *Current Sociology* 62(7) 949-955

Becker L and Denicolo P (2012) *Publishing Journal Articles*, Sage Publishing

Kitchin R and Fuller D (2005) *The Academic's Guide to Publishing*, Sage Publishing

Epstein D, Kenway J and Boden R (2007) *Writing for Publication*, Sage Publishing

Questions reviewers will be asking, from 'Peer Review: Nuts and Bolts' by Sense about Science (2017): [peer-review-the-nuts-and-bolts.pdf](#)

Publication ethics for editors and authors: [publicationethics.org](#)

How to Get Published Webinar – [How to Write a Journal Article](#) (2022)

Find out more at

[Sage Journals Information for Authors](#)

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