On behalf of the Editorial Team, congratulations on publishing your article in *Biology of Reproduction*!

It is a pleasure to present you with the *Biology of Reproduction* Author Resource Guide to help you promote your article and ensure your work reaches the broadest audience possible. We value you and your research, and hope these resources will help your article garner many citations and a high Altmetric score. Thanks for helping us promote you and your article!

**Social Media**

Social media is a great way to help researchers connect and engage with your article. Below, we have detailed a few simple steps that can help you achieve these goals. Posting on social media does require some engagement; please be sure to monitor your accounts so you don’t miss any questions or opportunities to connect.

**Twitter**: Firstly, be sure to follow the Journal at [@BiolReprod](https://twitter.com/BiolReprod) and the Society [@SSRepro](https://twitter.com/SSRepro). Then, create a short link to your article using [bitly.com](https://bitly.com). You can then tweet your article with your own personal style. Be sure to use an image if you can – they garner more attention and retweets. Tag us by including [@OxfordJournals](https://twitter.com/OxfordJournals) and [@Biolreprod](https://twitter.com/Biolreprod) when you tweet. If you have extra characters, please tag [@SSRepro](https://twitter.com/SSRepro) as well. Using hashtags will also help you connect like-minded folks in the Twittersphere (e.g., #BOReproResearch).

**Facebook**: Please like the OUP Facebook page so you can keep updated on new research publishing. You can also tag us in your Facebook post so we know you’re chatting about *Biology of Reproduction*. Be sure to include a short link to the article that will direct users to the Journal’s website and increase the number of eyes on your research.

**LinkedIn**: LinkedIn is a great networking tool for career advice and opportunities and offers users the ability to post, create groups, and have ongoing discussions. Feel free to promote your article on your personal LinkedIn page so people working in your area can see it.

Don’t worry if it takes some time to see results; all of the above efforts will help contribute to your article’s visibility. The more you tweet and post, the more people will see and share your article!
**Altmetrics**

All articles published in *Biology of Reproduction* are assigned an Altmetric score – this score is generated based on the number of online mentions of your article. Sources tracked include mainstream media, blogs, social media sites, Wikipedia, and other online platforms. Click the Altmetric "donut" on your published article to learn the Altmetric score. Altmetric scores are quickly becoming the second-most important metric besides Impact Factor in Academic publishing today.

Altmetrics can also be used to interact with those reading your work. For example, using the Twitter tab on the Altmetrics site (shown below), you can find readers who have shared your work. If you have your own Twitter account, you can interact with these readers and share your experiences and network, further helping to enhance your research and profile.

![Altmetric donut](image)

Each tab can be used in the same way, meaning Altmetrics gives you a greater outreach into your community and an opportunity to network within it.

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**General Promotion**

In addition to promoting your article via social media, we also ask you to consider some other opportunities to increase your article’s exposure:

- **Your Website:** Many of our authors tell us that promoting their articles on their own website helps colleagues connect with them and stay abreast of their areas of interest and expertise. Posting a link to your work not only promotes your article but strengthens your professional credentials. You may also choose to cross-promote with your co-authors by sharing the full author list.

- **Video:** Create a brief video (1-2 min. max) that provides your audience with an overview of the article along with key takeaways. Post your video on your website beside the article link, or share it via YouTube or your other social media accounts. Video is an easy way to digest medium that is widely used in social sciences publishing for promotion.

- **Journal Cover:** Whenever you post or share your article link, feel free to include an image of the Journal’s cover. This helps with journal- and article-level branding and lets your audience know you’ve published in one of the most established journals in consumer research. You can find the journal cover by going to the journal issue you are interested in and clicking the “front matter” pdf link at the bottom of the page.

- **Email signature:** Once your article is published, we encourage you to add a line to your email signature such as: “Check out my new article on [insert topic, but not full title] in *Biology of Reproduction* [link to article].”
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Media Coverage

If your manuscript has the potential for a breaking news story, please reach out to your institutional press office to discuss the possibility of a press release. You can search for the public relations, publicity, or external relations department at your university or institution. If you would like to do this, please reach out to them as early as possible. You may share the manuscript with them and ask if they are willing to promote your work, provided that they respect the publication date.

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