



JEADV

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Maximizing Paper Impact & Visibility

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How to Increase the Impact of Your Paper

...And Why This Matters for You as an Author

Increasing the visibility of your paper:

- Helps your article reach a broader as well as the right audience
- Leads to more scientific influence
- Increases discoverability, readership, and citations
- Strengthens your scientific profile and expands collaborations

Boost Your Citations



Get your work noticed and referenced.

Reach a Wider Audience



Share your findings with the global dermatology community.

Enhance Your Career



Open doors for new opportunities.

Impact Starts Before Publication

Think about visibility already at submission stage

- ❑ Use official **MeSH keywords** aligned with your core message
- ❑ Ensure consistency between keywords, title, and abstract
- ❑ Incorporate keywords in both the title and abstract
- ❑ Your **title** should be clear, specific, informative and engaging
- ❑ **Abstracts** are the most-read section, so highlight the **take-home message** early
- ❑ Ensure the abstract clearly states **why the study matters and what is new**



Think Beyond the PDF

Make your key findings more visible and shareable

- ❑ **Visual content** increases attention and sharing
- ❑ **Short videos** (30–60 seconds) explaining the main finding work best
- ❑ Use **graphical abstracts**, infographics or key figures
- ❑ Create short explainer **slides** and encourage coauthors and collaborators to present and reference the work in their talks
- ❑ **Present** the work at congresses, webinars, and departmental meetings




Use Social Media Strategically

Make sure you know where and how to share


- ❑ Know relevant platforms: X/Twitter, LinkedIn, Instagram, ResearchGate, etc
- ❑ Use one clear message per post
- ❑ Focus on a strong visual and a short explanatory text
- ❑ Create a short reel with the core message and share in TikTok or Instagram
- ❑ Tag JEADV, co-authors, institutions and use relevant hashtags
- ❑ Alternatively prepare a short social media message for the journal during submission

Share Your Research




✓ Post summaries, key findings, and visuals of your studies.

Grow Your Network



✓ Connect with colleagues, societies, and relevant groups.

Engage Effectively



✓ Use hashtags, schedule regular posts, and interact with your audience.

Key Take-Home Messages

- ❑ Impact is created through small, proactive steps
- ❑ Optimise keywords, title, and abstract
- ❑ Use visuals and social media responsibly
- ❑ **Your research deserves to be seen!**

- ✓ Optimize keywords, title, and abstract for maximum searchability and impact.
- ✓ Use visuals and videos to make your findings engaging and shareable.
- ✓ Leverage social media to extend the reach of your research.



Take **action now** to increase the impact of your paper!

EA
DV TOGETHER
FOR BETTER