

Promoting Your Research Online: In Conversation with Experts

A Nature Masterclasses webinar

How can I boost the impact of my research to reach a wider audience?

How can I take the first steps to reach out to the media about my work?

What do my paper's altmetrics tell me about the reach of my paper?



Publishing a scientific paper is an essential stage in the research process. By submitting your paper to a scholarly journal, you may gain feedback from peers that improves and validates your research, ensuring other researchers trust your findings.

At [Nature Masterclasses](#), we understand that while publishing your research is a critical milestone, it's only the beginning of your paper's journey. To maximise its impact, you need to actively promote and share your work with the world. Our new course, "[Maximising the Impact of Your Paper](#)" is designed to help you navigate the steps beyond publication, by teaching you how to promote your paper and gain greater exposure for your research.

In this corresponding webinar you have the opportunity to join experts in scientific publishing metrics and communications, **Lisa Boucher** (Press Manager, Springer Nature) and **Euan Adie** (Founder and Director, Overton), as they discuss strategies to promote your research online and examine how to track your paper's reach to ensure it's having the desired impact

During this webinar, they will answer your questions and share practical advice to help you:

- Overcome common challenges researchers experience when promoting their work online
- Distil key messages from your paper, facilitating your discussions with the media
- Understand the different metrics your paper receives once it is published and what they mean for reaching your audience.

Please note that any questions should be submitted in advance via the registration form. While we will do our best to answer as many of your questions as we can, in the interest of time, we may only be able to cover questions of common interest, so please keep your questions relevant to the topic of **promoting and tracking the impact of your research online**.

Experts in these webinar sessions



Euan Adie, Founder and Director, Overton

Euan is the managing director of Overton, the world's largest searchable index of policy documents, guidelines, think tank publications and working papers, which he founded in 2019. He previously founded and spent six years growing Altmetric (now owned by Digital Science), building tools and services for researchers, institutions, publishers and funders to track measures of research impact online outside of traditional metrics. Prior to that, Euan worked as a Senior Product Manager at Springer Nature, which he joined after an academic career as a bioinformatics researcher studying psychiatric genetics.



Lisa Boucher, Press Manager, Springer Nature

Lisa is a Press Manager at Springer Nature. She has been in what is now the Springer Nature Journals and Editorial External Communications team since 2010, and has been with the company since 2007. Prior to working in the press office, she was an Editor in the *Nature Reviews* team. As the Press Manager for *Nature*, Lisa is involved in the selection of content to promote, writing and editing of press releases, coordination of efforts to publicise scientific research with researchers and their press offices, and providing journalists with everything they need to accurately report the research findings. She also runs press release writing workshops to train internal staff.

Time	Registration link
Tuesday 15th April 09:00 – 10:00 BST	https://events.zoom.us/j/AsmxEOIGejDQUG1ORwr-AoTt2GhIRs4bCLEAqb_x8jM5MmFkG9YG~Al0aUeRVHWWGGNwcuPqT4UhCRs5LXV15NRib074F7aUZHlqNln_JPwlaHA
Wednesday 16th April 16:00 – 17:00 BST	https://events.zoom.us/j/ArQlimJgPI7u-aHaSLtRnaHGLonGKVdkvqXcK2ZkHEqX7AIG3D26~At-3YeX4cMn94YKF2ezmDQAhuL_msQdwhxJMhaOdomMHYUtENQO3alfAcq