Oryx

Promoting your research

Promoting your research

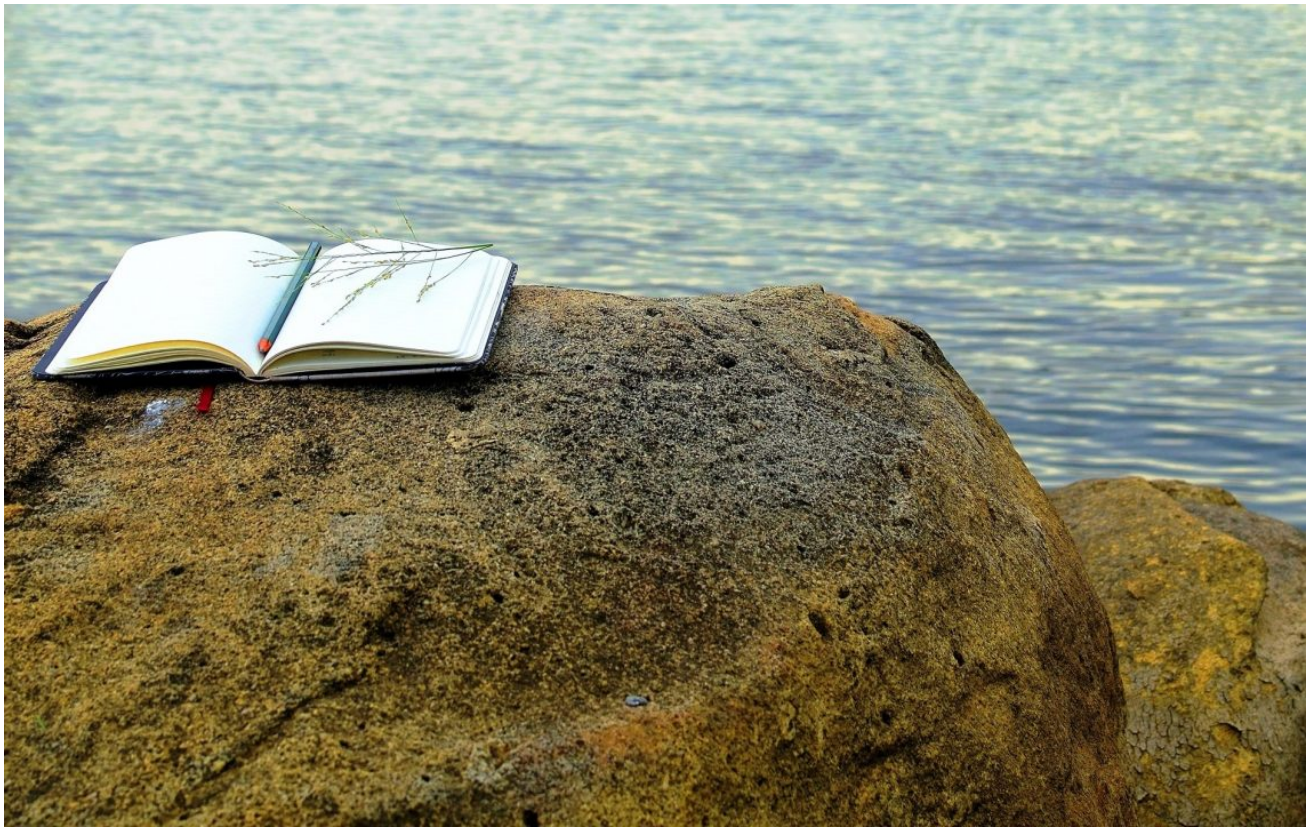
At *Oryx*, we are passionate about helping authors to maximize the reach and impact of their research. For in-depth information on how to promote your work using multiple tools and communication channels, please see our *Writing for Conservation* guide.

> When promoting your research online and on social media, please ensure that you always use the article's digital object identifier (DOI) link, which starts with https://doi.org. Unlike a link to a publisher's website (in the case of *Oryx*, starting with https://www.cambridge.org/core/), which may change over time, the DOI link is stable and permanent, meaning people will be able to find your research under that address many years after it has been published. Using the DOI link is also important because Altmetric, a tool that many publishers use to help track an article's (social) media impact, can only track posts that include the DOI. You can find more information about Altmetric on their website.

Once your article is accepted for publication, please send us any social media accounts you would like us to include in any of our posts (we use LinkedIn, BlueSky, Facebook, and Instagram) to increase the reach and visibility of your research. If you post about your work on these channels, please tag us (@OryxTheJournal) so we can like and share your posts.

We encourage authors to work with their institutions to put out press releases that can help further promote their research. Press releases should include a link to the article's DOI and a statement such as 'The article is available in *Oryx—The International Journal of Conservation*'. Please e-mail the editorial office at oryx@fauna-flora.org if you are planning to put out a press release with your institution (please note we cannot help write or distribute press releases). We will be then be able to establish an embargo date so that promotional material can be planned and released accordingly. Setting an embargo date allows us to specify the exact date on which an article will be published online.

Please note that posts published on the *Oryx* blog should not be replicated on other organizations' websites. We are happy for you to promote your article on a different website, but please do not use the same text as that appearing on the *Oryx* blog, and remember to always use the DOI link to your article in any promotional activities.



Tips for writing a blog post

We are proud of our active and widely-read blog that provides a platform for our authors to showcase and promote their work, and to connect with a wider audience. If you would like to contribute a blog post, below are some tips and a template to help you with your writing.

> A successful blog post is short, topical, and easy for readers to digest and engage with. This is a way to appeal to an audience of curious general readers, so the post should be informal and accessible, not a summary for an academic audience, or a full explanation of your research. If applicable, a blog post can be a great opportunity to provide some deeper insights into fieldwork, or an update on the situation since your study was carried out.

Ideally, a blog post should also make people curious to read the full paper, and thus help promote your work and drive the usage and impact of your article.

Here are some questions that may help to get you started:

- Why did you conduct the research/write the article? Why is it important? Why did it fascinate you?
- Do you have interesting stories from the field/lab that could provide readers with a behind-the-scenes look at your research?
- Does your paper or field of study particularly relate to/influence/put into perspective a story in the news right now?
- Were there any particularly challenging or uplifting aspects or situations during your study that you would like to share with readers?
- Is there an element of your work you did not get to explore as fully as you would have liked? What are your plans for future work?

Your post should be:

- concise (between 500 and 800 words) – see our blog post template
- conversational in tone
- a way to promote your article and engage readers in your work

If you have an idea you are not sure about, feel free to ask.

Successful posts often utilize a variety of media resources to engage the audience, such as video clips, audio recordings, photos or podcast interviews. If you have any of these, or would like us to work with you to put something together, please get in touch.

Here are some examples of blog posts, to give you an idea of the general format and style:

Elephants don't like the disco!

Conservationists and rural farmers in Africa are constantly trying to find new ways to help protect farms from elephants that like to eat crops. In Botswana, the NGO Elephants Without Borders is leading efforts to implement green technology to ward off elephants from fields, thereby increasing food security and fostering a culture of coexistence for people living alongside elephants.

Beyond borders: joining forces to protect the unique Darwin’s frogs

Darwin’s frogs have become a symbol of the current amphibian extinction crisis. Males of these species are renowned for their unique brooding behaviour: tadpoles are incubated inside their vocal sacs. These frogs have an extraordinary history also. They were first collected by Charles Darwin when he landed on Chiloé Island, southern Chile, in December 1834.

From an otter mother: the feel-good science behind California’s sea otter recovery

Since 2002 Monterey Bay Aquarium has reared rescued sea otter pups for release to the wild. Female otters in the exhibit serve as their ‘surrogate mothers’, teaching them critical life skills such as how to groom themselves and forage.

Using data to improve human–crocodile coexistence

Crocodiles are distributed across 91 countries, are culturally significant, economically valuable, biologically and behaviourally fascinating, and important apex predators of waterways. Eight species of crocodile also regularly bite humans and livestock.