

Congratulations on your article being accepted for publication in *Plastic and Reconstructive Surgery*!

You have already done a lot of work on this article, and we are thankful for your efforts.

I present to you our “**Author Tool Kit**”- several tools and tips on how you can maximize the impact of your article’s publication.

We all want the same thing: for your article to be read, spread, and cited.

- The best way to ensure this sort of visibility is through promotion and marketing.
- As the author of the manuscript, you are in a unique position as the best possible marketer for your content.

We hope that you will consider using some of the tools in this Author Kit to help spread the word about your soon-to-be published paper.

Save this tool kit for instructions on how to help publicize the paper within proper protocols after it has published.

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Make your Article Discoverable (Search Engine Optimization):

It's not secret: if your content shows up as the number-one search result in Google or Yahoo, it is more likely to be clicked and read than if it's a result buried on page 3.

In order to make your article more discoverable on Search Engines, please consider the following tips:

- Keep your title short: Studies show that titles of 12 words or under are more likely to be read and computed by readers and search engines
- Use your keywords strategically:
 - Make sure your top 2 – 3 keywords appear in the title
 - Make sure your top 6 – 8 keywords appear in the first 100 words of the abstract

If you wish to alter your article title, please contact the Editorial Office (prs@plasticsurgery.org) today.

Email:

Upon publication of your manuscript, email your colleagues, residents, fellows and all interested parties with the news, abstract, and a hyperlink to the article.

A sample letter, which you can feel free to use, is included below. Simply copy, customize and deploy.

"I'm excited to let all of you know that my most recent addition to the literature has been published in the medical journal *Plastic and Reconstructive Surgery*. I think you'll find my article, INSERT TITLE HERE, quite interesting. I've included the abstract below to give you a good idea of the topic:

INSERT ABSTRACT

The article can be read online at PRSJJournal.com at the following hyperlink: copy and paste hyperlink to your article.

Thank you!

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Note: You should not email the PDF of your article to peers. Not only does this break copyright policies, but it deprives your article of recorded views, downloads, and potential listing as "most popular," etc. It is always best to direct peers to the full-text view URL on the website.

Email Signature:

Upon publication of your manuscript, you can update your email signature with a custom message. At the bottom of all emails you send out, you can direct your peers to your article. Several sample email signatures are included below:

- Read my new article in *PRS* on INSERT TOPIC {make underlined text a hyperlink direct to your article} today at PRSJJournal.com
- Read my latest work {make underlined text a hyperlink direct to your article} in *PRS*!
- Published author in *PRS*. Read my newest article. {make underlined text a hyperlink direct to your article}
- Author of "INSERT TITLE" {make underlined text a hyperlink direct to your article}

Social Media:

Ahead of publication, let your networks on Facebook, Twitter, Youtube (see "video" below), Instagram, or LinkedIn know that your article will be published soon.

After publication, share the URL to the article and the good news about the publication via the same channels, and also consider sharing via content aggregators or forums such as Reddit.com, Student Doctor Network.

Update your Wikipedia page with a link to your most recent article. Update the Wikipedia page on the topic discussed in your article with your findings and reference/hyperlink to your work.

Tips:

- Facebook:
 - "Link" to our journals' page (and increase the viewership of your post) by typing "@Plastic and Reconstructive Surgery"
- Twitter:
 - "Link" to our journals' page (and increase the viewership of your post) by typing "@PRSJJournal"
 - Connect with other people discussing Plastic Surgery by including the following text: #plasticsurgery, #PRSJJournal, #OnlyinPRS
- Instagram:
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 - Once your article is published, add a link on your Instagram site to your article by hitting "edit profile" and changing the URL under "website" to the direct link to your article on PRSJJournal.com
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- Student Doctor Network
 - Post a link to your study and offer insights that a Medical Student might find interesting
 - Engage the students in discussion

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Feel free to update your website with news of your publication. You will not be breaking any copyright issues if you share the following information on your website:

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Video:

Use your phone or a camera to film a short video of you discussing your article. Post it on your website or YouTube and include a hyperlink to your article on PRSJournal.com in the description.

Tips:

- Make your video- and the article you are discussing- as discoverable as possible by including general-interest, public-facing keywords.
 - “Plastic Surgery” is, of course, an important keyword to include
 - Instead of “septoplasty” say “deviated septum,” “nose,” “surgery”
- Do not use any unauthorized graphics – including the PRS logo, PRS cover, images from your article, images of patients – without permission
- Feel free to use the attached graphics in the video
- If you are from a non-English speaking region, feel free to speak in your native tongue.

Press Release:

PRS and the ASPS issue two press releases per issue. As such, many great articles will not have releases issued to the public press. Your university, institution, or clinic may be very interested in promoting your article- as it will reflect well upon them as well.

Your article is accepted in *PRS*- it’s not too early to start drafting a press release.

- Contact the press office or media relations contact of your institution today to see if they are interested in issuing a press release on your article.
- NO wide press release can be issued ahead of the embargo date (date of the article’s publication).
- We do allow institutions to do limited “pre-pitching” 7 calendar days in advance to 2-3 trusted journalists ahead of the embargo date with the understanding that any news coverage *cannot* break that embargo date. This pre-pitching gives journalists ample time to write their story on your article.

If your institution will be issuing a press release on your article, please do the following:

- Contact Senior Managing Editor Aaron Weinstein at agw_prs@plasticsurgery.org as soon as possible to notify us and to find out the embargo date.
- **Contact ASPS Integrated Communications Manager Adam Ross at aross@plasticsurgery.org for review, best-practices, and messaging alignment; this is especially important if you are an ASPS member.**

Include the following boilerplate text in your press release:

- [Plastic and Reconstructive Surgery](#)® is the official medical journal of the American Society of Plastic Surgeons and is published by Lippincott Williams & Wilkins, part of Wolters Kluwer Health.
- About ASPS: The [American Society of Plastic Surgeons](#) (ASPS) is the world's largest organization of board-certified plastic surgeons. Representing more than 7,000 Member Surgeons, the Society is recognized as a leading authority and information source on aesthetic and reconstructive plastic surgery. ASPS comprises more than 94 percent of all board-certified plastic surgeons in the United States. Founded in 1931, the Society represents physicians certified by The American Board of Plastic Surgery or The Royal College of Physicians and Surgeons of Canada. ASPS advances quality care to plastic surgery patients by encouraging high standards of training, ethics, physician practice and research in plastic surgery.
- About Wolters Kluwer Health: [Wolters Kluwer Health](#) is part of [Wolters Kluwer](#), a market-leading global information services company with annual revenues (2013) of €3.6 billion (\$4.7 billion), approximately 19,000 employees worldwide and operations in over 40 countries across Europe, North America, Asia Pacific, and Latin America. Follow our official Twitter handle: [@WKHealth](#).

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In your press release, make yourself available to local media for interviews – in print, on television, online- in regards to your article. If you are a board-certified ASPS surgeon, be sure to mention that. Mention the study name and web address: PRSJJournal.com. Notify the Editorial Office if you are scheduled to give an interview so that appropriate action can be taken to highlight your manuscript on the website.

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The American Society of Plastic Surgeons will permit the author(s) to deposit for display a "final peer-reviewed manuscript" (the final manuscript after peer-review and acceptance for publication but prior to the publisher's copyediting, design, formatting, and other services) 12 months after publication of the final article on his/her personal website, university's institutional repository or employer's intranet, subject to the following:

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Follow the instructions in the letter you receive from Kudos to get started.

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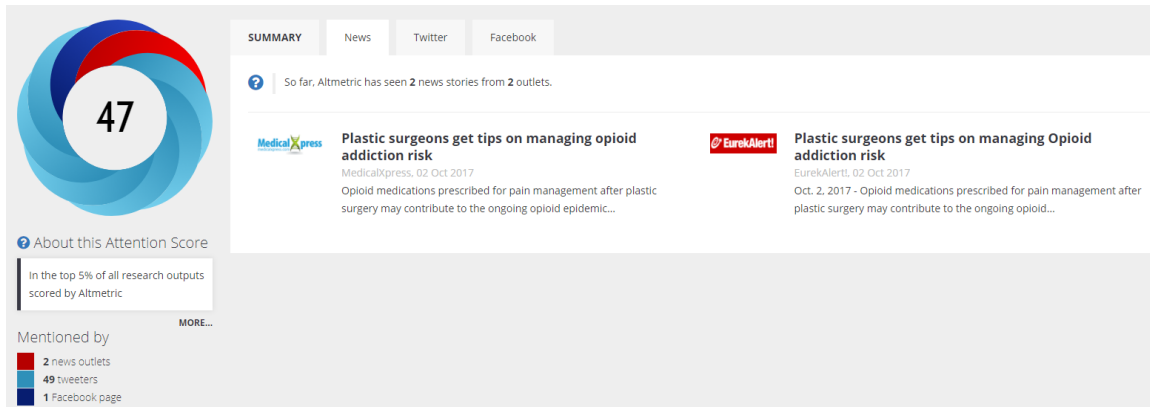
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