

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!

Your name"

*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:
  - "Link" to our journals' page (and increase the viewership of your post) by typing "@PRSJJournal"
  - 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
- Reddit:

- Post a link to your study and offer the salient public-facing highlights
- Answer questions from readers about your content
- Student Doctor Network
  - Post a link to your study and offer insights that a Medical Student might find interesting
  - Engage the students in discussion

### **Your Website:**

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:

- Title
- Short Running Head
- Author List
- A brief summary of the article (*note: this should be different than the abstract*)
- Any images to which you have retained the copyright
- The URL to the manuscript on PRSJournal.com

### **PRS Author Graphics:**

Feel free to download and share the following graphics to add a visual component to your social media postings, website content, email, video, or email signature.



Download this graphic (high-res)  
<http://links.lww.com/PRS/B41>

**PUBLISHED**



Download this graphic (high-res):  
<http://links.lww.com/PRS/B42>

Plastic and  
 Reconstructive  
 Surgery®

## 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 PRSJournals.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](mailto: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](mailto: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](#).

**Images from your article:** Unless you have retained copyright to your images, please do not distribute images from your article for press releases. In order to utilize figures from PRS article, media outlets should go through the permissions process on our website or contact the PRS Editorial office at [PRS@plasticsurgery.org](mailto:PRS@plasticsurgery.org)

### **Local Media:**

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.

### **Posting the “final peer-reviewed manuscript” to your website:**

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:

- You may only deposit the final peer-reviewed manuscript.
- You may not update the final peer-reviewed manuscript text or replace it with a proof or with the final published version.

- You may not include the final peer-reviewed manuscript or any other version of the article in any commercial site or in any repository owned or operated by any third party. For authors of articles based on research funded by NIH, Wellcome Trust, HHMI, or other funding agency, see below for the services that The American Society of Plastic Surgeon will provide on your behalf to comply with "Public Access Policy" guidelines.
- You may not display the final peer-reviewed manuscript until twelve months after publication of the final article.
- You must attach the following notice to the final peer-reviewed manuscript:  
"This is a non-final version of an article published in final form in (provide complete journal citation)."

You shall provide a link in the final peer-reviewed manuscript to the PRS website.

*Note: To maximize readership and potential views of your manuscript, link directly to the article as hosted on PRSJJournal.com.*

### **Sharing the Published Article:**

The best way to share your final published article to maximize readership and potential views of your manuscript is to link directly to the article as hosted on PRSJJournal.com

American Society of Plastic Surgeons and Wolters Kluwer prohibit the posting of articles and large portions of articles on social networking sites. To promote an article on social media, feel free to post a screen-grab of the title and abstract, but do not post more than that.

Posting of *PRS* content to commercial/social media websites (including by not limited to ProQuest, YouTube, ResearchGate, Facebook, LinkedIn) is not permitted.

Please do not email the PDF of your article to colleagues. Instead, share the link to the article on PRSJJournal.com

**We strongly encourage you to share your content via social media by directing readers to the full-text article on PRSJJournal.com.**

If you have more questions on how and where you can ethically, legally, and seamlessly share your publication, we recommend that you explore [www.HowCanIShareIt.com](http://www.HowCanIShareIt.com).

### **Kudos:**

*PRS* is now offering one additional easy tool to help you to share and publicize your own article: Kudos, an author-friendly platform that makes it easy for you to share your work and measure the performance of your research.

An independent study indicates that by explaining your article in plain-language and sharing it via Kudos can lead to 23% increase in full-text downloads of your paper.

If your article has been accepted, we've created a basic profile and dashboard for your work on the Kudos platform. Simply follow the personalized link in the email you receive from Kudo on our behalf to check your downloads, citations, and "altmetrics."

Kudos also provides you with simple tools to explain and share your research if you want to increase its readership. It takes about 10 minutes to do so.

We want to give you and your work the best possible support in terms of increasing impact – please give Kudos a try and let us know what you think! Watch this short introductory [video on Kudos](#) and read more [about Kudos](#).

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

### **Altmetrics:**

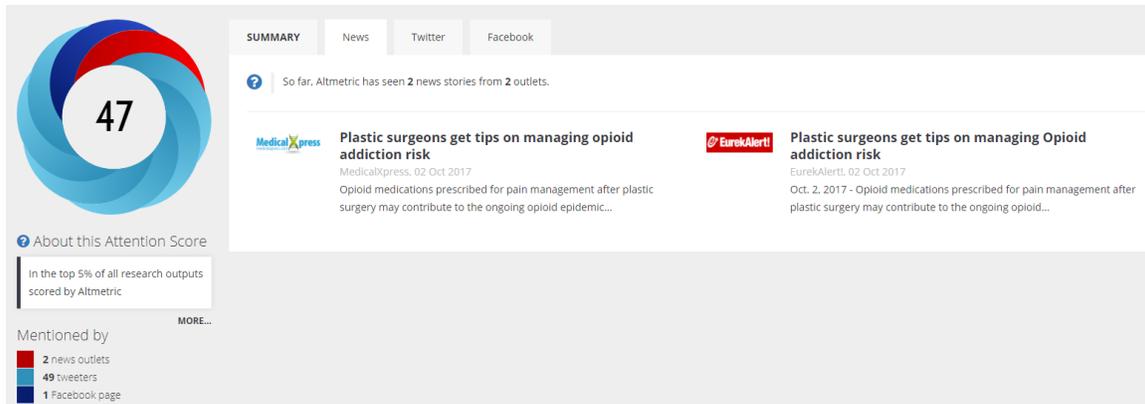
*PRS* has partnered with Altmetrics to measure online conversations around research, measure digital impact and reach, quantify online attention by looking at non-traditional channels.

Each article is given a score based on its digital impact and is updated in real time.

Visit your article on [PRSJJournal.com](http://PRSJJournal.com) today to find your Altmetrics score.



Click on the 'donut' to drill-down into more details of your score:



You can discover who has been discussing your article and where, sign up to receive alerts about new mentions, and leverage that knowledge into more publicity, exposure, and engagement for your article. Some examples include replying to Tweets, commenting on Facebook Posts, and reaching out to Journalists who have covered your article in the News.

Note: if an Altmetric score/donut does not appear next to your article, it has not generated enough of the charted types of traffic to measure a score yet. But, do not despair. Following any of the steps or instructions above can assist.