

RESEARCH DISSEMINATION

A practical guide for JBI authors

Introduction

This guide is for authors of articles published in JBI journals who want to know what steps to take to effectively disseminate their research. It is a practical guide that gives key points, top tips, and examples and supports authors with a checklist and a downloadable dissemination plan template. We also provide links to further resources that provide in-depth information for engaging with different activities, phases, platforms and products.

7 steps for research dissemination

JBI outlines 7 key steps for disseminating research, which are encapsulated in the dissemination plan template in Appendix 1.

Authors should take a continuous improvement approach to disseminating their research: Plan early by undertaking the 7 steps; implement the plan; and analyse results to identify improvements that can be made to the dissemination plan.



TOP TIP

Take the **7 steps** to 'road test' aspects of a dissemination plan before publication (e.g., if available [Online First](#), or if presenting the research at a seminar). Use metrics and other measures of success (such as feedback) to improve the plan.

Appendix 1

Dissemination Plan Template

This template aims to support you in creating a dissemination plan for your research project following JBI's seven-step guide. It is important to know your audience and the method/s of communication that will best meet their needs. You should also know the type of message you want to share, how and when you will share it, and the resources you will require for dissemination.

OBJECTIVES What do you want to achieve?	AUDIENCES Who do you want to reach?	MESSAGES What will you say?	PRODUCTS What are suitable formats to communicate your messages?	PLATFORMS How can you reach and engage your audiences?	RESOURCES What human, technical, or financial resources do you need?	EVALUATE How will you measure and demonstrate your success?

Digital media checklist

Introduction

This checklist is for JBI authors who want to disseminate their research using digital media. The 7 steps for research dissemination provide a guide for completing this checklist.

What is digital media?

Digital media is content created, stored, and distributed in a digital format via online platforms, e.g.:

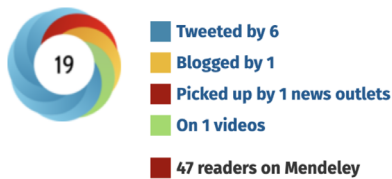
- text (including blogs, online news articles, social media posts)
- audio (such as podcasts)
- images (photos and infographics)
- video (such as video blogs/vlogs, Instagram reels and YouTube videos)



Why use digital media to disseminate research?

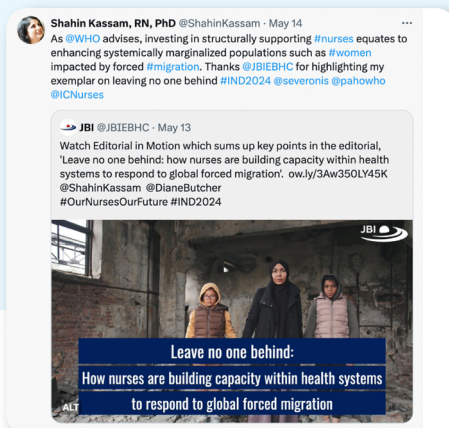
- Wider, accessible distribution and engagement with academic and public audiences globally.
- Tracking (e.g. by [Altmetrics](#)) and analytics (e.g. social media metrics) are readily available for evaluation (step 7 for research dissemination).

Article Level Metrics



[View full article metrics](#) including social shares, article views and publishing history

- Different media formats cater to diverse learning styles and accessibility needs (e.g., visual or auditory preferences) and can communicate research findings in formats that facilitate better understanding among online audiences, including non-specialists.
- Digital media such as photos and videos can create dynamic, visually appealing content that captures the attention of different audiences.



1: What authors can do

- Share your research online:** Upload your publication to online networks such as [ResearchGate](#) and [Mendeley](#), and your research outputs to [figshare](#)
- Publish a blog:** Write a blog on LinkedIn about your research which includes a link to the published article. [Go to the JBI blog guide](#)
- Disseminate your research via social media:** Use platforms such as LinkedIn and X to post about your research and link to it using the DOI. Go to the [JBI guide for social media](#)
- Record a video abstract:** Record a video abstract (i.e. via Zoom) and upload your video abstract to YouTube and provide links to it online. [Go to the JBI guide for video abstracts](#)
- Create an infographic:** Communicate a key message or complex finding visually using free online tools such as [Canva](#). Embed the infographic in a blog, display it in a video abstract, and attach it to social media posts about your research.

2: What JBI does for authors

- Profile and link** to your published methodology paper, review, editorial or article on our social media platforms: [LinkedIn](#), [X](#), [Facebook](#) and [Instagram](#)
- Profile and link** to your publication in [JBI Buzz](#) (monthly eToC). JBI Buzz includes share links for prepopulated social media posts

3: What JBI and authors can do together

- Publish an interview/news story** at [jbi.global/news](#)
- Create quote tiles/graphics** for social media
- Create a video abstract** for [JBI's YouTube channel](#) and the [JBI Journal eJP](#)
- Create an infographic**



If you ticked 1 or more of the boxes in section 3 and you would like support from JBI, go to our [online form](#) for authors who have published a review, methodology paper, commentary paper, original research, case/implementation report or editorial in JBI journals.