

ETHNIC AND RACIAL STUDIES

Promote Your Special Issue

Ethnic and Racial Studies and Routledge are committed to promoting and increasing the visibility of your Special Issue and would like to work with you to promote it to potential readers.

Listed below are some simple and effective methods to promote your work to reach the widest and most appropriate audiences.

- **Reading Lists:** Add your Special Issue, or the journal, to your students' reading lists as essential reading.
- **Department Website or Personal Webpage:** Use your staff profile entry on your department website, or your personal webpage, to add information about your Special Issue and link directly to the online version.
- **Twitter and Facebook:** Authors are increasingly promoting their content via Twitter and Facebook so it can be picked up by other researchers and practitioners. Place an announcement on your [Twitter](#) or [Facebook](#) page highlighting the publication of your Special Issue with a link to direct people to the online version.
- **LinkedIn:** [LinkedIn](#) is an interconnected network of experienced professionals from around the world with over 55 million members. It is not just for career opportunities. When you create your profile that summarizes your professional expertise and accomplishments, why not include a mention of your Special Issue?
- **Join Academic Social Networking Sites:** Academics, researchers and practitioners are increasingly using social communities such as [MyNetResearch](#) and [Academici](#) as a way of meeting and conversing with people who share the same research interests.
- **CiteULike:** You could add the details of your Special Issue to your personal [CiteULike](#) library to share with others, which helps them discover literature which is relevant to their field. You can help with this process just by using CiteULike and through the [invite a friend](#) feature.
- **Discussion Lists:** Post a short message to any discussion lists you are a member of, letting people know that the journal's latest issue, your Special Issue, is now available. The easiest way to do this is to register for the table of contents alert for the journal (www.informaworld.com/alerting) so you can forward the email once you have received it.
- **Blogs:** If you blog don't forget to inform other users about your Special Issue.
- **Library Recommendation:** Check your institution has a subscription to the journal. If not, [recommend](#) it for the next subscription year.
- **Free Sample Copy:** Encourage others to request a free sample copy from the '[Free Sample Copy](#)' link on the journal homepage to introduce them to the work published in the journal.
- **Email Signature:** Use your email signature to tell people about your Special Issue. Use this banner and hyperlink it directly to your Special Issue.

