Knowledge-Sharing Workshop with Jenny Grant Rankin, PhD

Dr. Rankin

is easy to connect with online at **www.jennyrankin.com**, **drjrankin@gmail.com**, & on social media. All her social media are at **https://jennyrankin.com/press#social**, but she is most active on:

f Jennygrantrankin   📷 jennygrankin   **in** jennygrantrankin   **X** @JennyGRankin

This Handout

gives a snapshot of information and resources shared in some of Dr. Rankin's books on knowledge sharing. The latest version is available electronically at **www.jennyrankin.com/s/MainHandout.pdf**. Saving an electronic version allows you to clink links and to **copy/paste** portions to save time.

Allyship

As you use this handout, consider how it can help you help amplify others' quality voices (through allyship), as well as your own. More diversity in voices heard means better solutions, which are needed for a better world. Yet some experience more obstacles than others in sharing their valuable knowledge, such as by being disproportionately excluded from mentorship offers, panel invitations, and more. Let us all make it our mission to help amplify and make way for diverse voices in academia and beyond. See sources in "Further Support from Experts of Note" section at the end of this packet for help.

Branding

For what are you known? For what reasons should someone reach out to you to speak on a panel, contribute a book chapter, etc.? You should know your brand well

so you can consciously project it in all you do.

One way to help figure out your brand is to list 6 words or phrases that capture your unique professional identity.

Example
- literacy
- prison education — Some words might be your research focus,
- inspiring speaker/presenter
- energetic — or your skills or qualities,
- ran 1st in-prison literacy program
- honored by US President — or some of your accomplishments.

Then circle the 3 words or phrases that best capture your brand. Check your social media, bios, professional conduct, etc. to be sure your brand shines through clearly. Also reflect on the brands of those you know; this will help you remember to connect others with relevant opportunities, as well.

Communicating with Media

Journalists are extremely busy. Responding promptly (within 60 minutes) to queries or inquiries will help you be featured and become a "go to" source. Don't forget to recommend others if reporters ask *you* for feedback but you know of a better source.

Use succinct sentences that most people will understand. Reporters will use only portions of what you share, so most sentences should make sense if they stand on their own (e.g., pronouns' antecedents should be in the same sentences).

Message & Pitch

Whenever you share knowledge, your message should be clear and succinct. You can have multiple messages but should prioritize a primary message when addressing an audience (and can tweak your message to fit the audience).

Example
My *topic* is "research dissemination," but my *message* is "Researchers need to share their findings effectively and widely."

Sources of inspiration when determining your main message:

- A powerful strategy or solution you employ in your workplace or organization
- A major accomplishment

- A new movement you are part of
- A new technology or tool you incorporate into your practice
- A unique perspective you have
- Whatever your colleagues ask (or should ask) for your help concerning
- A problem you're trying to solve
- A cause about which you're passionate
- Research findings from a study you conducted or were part of
- A special collaboration you're part of
- A unique population you work with
- A think tank mission you're on

Being able to deliver a powerful pitch will help you secure chances to share your work (like publish an article when you pitch your article idea to an editor, or be interviewed on the radio when you pitch your research findings to a producer). At any given time, you should be prepared to give a 1-sentence **elevator pitch** that:

- captures your work (or other topic you're passionate about),
- captures your work's merits (such as how it is unique, something worth caring about, and/or has value that can be replicated), and
- is catered to your audience.

Example ▶ My *elevator pitch* (extended from my *topic* and *message* in the previous example) is "Researchers need to share their findings effectively and widely, because only then can their findings have maximum impact."

When my audience is specifically *education researchers* (or media members who target them), my *elevator pitch* becomes "Education researchers need to share their findings effectively and widely, because only then can their findings help students the most."

When my audience is specifically *educators* (or media members who target them), my *elevator pitch* becomes "Educators need to share their findings effectively and widely, because only then can their knowledge help students the most."

Media Pitch

You can expand your elevator pitch into a **media pitch** or other correspondence meant to secure a chance to share more about your message, findings, or work. A media pitch often contains **talking points**, which are key facts or points supporting your message.

Here's an example of a media pitch I emailed that led to air time. Refer to it while crafting your own pitch to an editor, journalist, producer, event organizer, or other audience:

Pitch Example

> Use a subject line that will grab their attention with a strong, newsworthy statement.

Subject: Teacher Burnout is a Pandemic

…………………..

> The informality of "Hi" and the recipient's first name gives the impression that you are on a level playing field and not groveling for inclusion. However, if pitching to a very traditional publication use a more traditional salutation (like "Dear Dr. Garcia:").

Hi Joan,

Teacher burnout just reached an all-time high in the US and internationally. I would love to contribute to a timely segment on teacher burnout. I have two education doctorates, worked in public education for many years, and wrote a book on this topic.

> Write succinctly in a way anyone can understand. Embed a hyperlink to more information (for those who want it) so that explanations don't clutter the pitch.

> Share your topic and purpose (in writing) immediately. Include verbiage indicating your story's newsworthy aspect or angle.

Facts:

- 15% of teachers leave the profession every year (20% in low-income neighborhoods, meaning historically underserved students are hurt most).

> Share your expertise in no more than 3 sentences. Share only the parts of your background that most match your pitch.

- Nearly half of teachers leave the profession within 5

2-4 talking points can underscore your story's importance.

Ignore academic writing rules (like writing "two" instead of "2") in favor of less text.

If fitting, take opportunities to embed your credibility within the pitch.

Appeal to the outlet's specific audience. It's a bonus if what you share is actionable and arms the audience to combat the problem shared.

If you propose to be only one expert in a piece the editor or producer puts together (as opposed to writing or recording an entire story on your own for the outlet), make it easy for him/her to find the other experts necessary for the piece.

Put select phrases in **bold** so busy editors won't miss key details when skimming your pitch.

… years of starting, and teacher attrition is rising.

- Teacher turnover costs the US $2.2 million every year.

- There are 2 pages of cited stats like these in my recent, award-winning book *First Aid for Teacher Burnout*.

Teaching is a society-changing profession in need of the **public's help**. There is much that parents and community members can do to better support their neighborhood school teachers.

I can provide the **names** and contact information of people in the US, U.K., and Africa (as this is an international problem) who are taking steps to protect teachers' wellbeing. Please let me know if you would like a free **copy of my book** for…

(Continued)

These details also show you'll be easy to work with and are used to dealing with the press.

Include details the editor might need at this point to check out your qualifications. A press page or media kit lets him/her know you're vetted by the media (as do the links on that page leading to your previous media appearances).

Most editors prefer communicating by email, but some will want to call you, particularly if you pitch a speaking engagement.

… support in your investigation, and if there is anything else I can do to support a story.

Thank you,

Dr. Jenny Grant Rankin

Press/Media Kit:
www.jennyrankin.com/press

Bio/CV:
www.jennyrankin.com/bio

Cell: ###-###-####

Opportunity Opportunities to share your pitch are all around you. For example, I write an ongoing blog column for *Psychology Today*. If you visit that blog, you'll see I often interview researchers and educators. *Psychology Today* magazine reaches nearly 4 million readers and its site gets millions of clicks per day (for the site overall). Due to the publication's reputation and reach, each of my posts receives anywhere from 1,000 to 53,000 views (meaning visitors who specifically click the article's title to view it). That means your work could reach thousands of new readers if you were interviewed there. If you have exciting findings appropriate for my readers, you could email me your pitch (**DrJRankin@gmail.com**). It could lead to a written interview, but even if it doesn't I'll be a sympathetic audience if this is your first try at pitching.

Press Release

Though less vital than they were pre-internet, a press release (a PDF or link sent directly to journalists and editors of any media to announce something newsworthy, like a completed research study or major publication) can still catch notice and is especially powerful when attached to customized messages. A press release is unbiased, whereas a pitch tries to persuade someone to run with a particular story idea. However, you can opt to attach a press release to your pitch, or (if you aren't angling for a particular story) use the body of your email to relay some compelling talking points (like an unbiased version of the pitch template provided earlier).

Here's an example of a press release for one of my books. Refer to it while crafting your own press release for editors, journalists, producers, and other media audiences:

Put the 2 "release" statements in bold at the top.

Your date, location, and contact info should also be prominent.

Use a headline 15 words or fewer (if you insist on more words, put them in a subheading). Convey whatever is most newsworthy about your announcement (such as a study's main finding).

Write clearly enough for most people to understand.

Your first sentence should hook readers with your news. Don't bury the lede.

Press Release Example

PRESS RELEASE

FOR IMMEDIATE RELEASE

May 18, 2020
Laguna Beach, California, US

Contact: Jenny Grant Rankin, Ph.D.
Cell: +1 (XXX) XXX-XXXX
Email: DrJRankin@gmail.com
Social media: www.JennyRankin.com/press#s

Researchers Not Evolving with the Times Jeopardize Impact of Scientific Findings

The way people get information has changed dramatically over the last twenty years, but the way research findings are typically shared has not. Widespread and clear communication of scientific findings to many different audiences is needed if society can fully benefit from those findings. Finally, Dr. Jenny Grant Rankin's new book offers researchers the up-to-date dissemination tactics they need to power change:

Include a quick paragraph for a discovery, the who/what/why/when/where for an event, or key info for a book.

Include a strong quote (nothing wishy-washy) from a direct source (like the researcher who made the dramatic discovery, the author of the book, or the organizer of the event).

(Continued)

Book: *Increasing the Impact of Your Research:*
A Practical Guide to Sharing Your Findings and Widening Your Reach
(published by Routledge/Taylor & Francis, 2020)

" **Scientists spent half a century publishing climate change findings in academic journals. Yet only academics read them. How climate change is framed in social media, the news, and other outlets impacts public opinion on climate change, and that opinion impacts how politicians make decisions that impact the environment. Researchers need to share in modern, easy-to-access ways with multiple audiences for their findings to actually improve our world.** "

- Jenny Grant Rankin, Ph.D., author

Bio: Jenny Grant Rankin, Ph.D. is a Fulbright Specialist for the U.S. Depart
State with two doctorates who has lectured at institutions like
Cambridge, TED, and national research associations. Dr. Rankin is a
speaker and writer and has been honored by the U.S. White House for
See more at www.JennyRankin.com.

Give a brief bio for each expert involved.

Get your review copy of the book at www.jennyrankin.com/newbook#reques
Get usable images (like cover & headshots) at www.jennyrankin.com/press#mediaas.
Get sample interview questions at www.jennyrankin.com/press#sample.
Reach out to the author (for details or interviews) via the contact information at top.

###

End with a call to action (what do you want the reader to do?).

At least one image (that a reporter can use) should accompany your release, even if it's via a link.

End with 3 centered hashtags.

Stick to 300-400 words and a single page (ideally).

There are many different views on how to best craft a press release, just as journalists differ in how they prefer to receive news tips. The above example adheres to the most common recommendations, but you can deviate as appropriate.

Caution Before writing or sending a press release, determine how your university or organization wants these handled. Many will write and/or send a press release for you, and some have embargo policies or other strict PR rules.

Housing your release online makes it easier to share (and easier for others to share) via link. In addition to sending your release to the press, share it through social media and place it in research repositories (covered later in this handout).

Example Media outlets have specific guidelines for press release submissions. For example, the US's biggest wire service is Associated Press (AP), which shares news with thousands of news outlets (in fact, more than 50% of the world's population sees AP-spread content every day). AP used to receive releases through a "submit press release" option on the contact form at **www.ap.org/contact-us**, but they now stipulate press releases should be emailed to **info@ap.org**. This procedure could change at any time, so consult media websites for current submission details.

Reporter Queries

Sign up (for free) to receive emails listing reporters' calls for sources to quote, then respond to appropriate queries (ideally within 60 min., no matter the deadline):

- Connectively (mainly US outlets) **https://connectively.us**; available as Help a Reporter Out (HARO) through 2023 **www.helpareporter.com**
- JournoRequests (mainly UK outlets) **www.journorequests.com** (replaced soon by ResponseSource Journalist Enquiry Service **www.responsesource.com**)
- SourceBottle (mainly Australia outlets) **www.sourcebottle.com**

Save Time For those overwhelmed by emails, you can use a tool like PressPulse.ai (**www.presspulse.ai**) that filters HARO emails for you (based on keywords you chose) for a small fee. HotKettle Alerts (**www.hotkettle.com)** is similar and free but on hiatus (check for return).

Want even *more* reporter queries? Some other options (which sometimes include reporter databases you can search to pitch to, or added functions you can pay for) include: Agility PR Solutions (**www.agilitypr.com**), Anewstip (**www.anewstip.com**), Bitesize PR (**www.bitesizepr.com**), Cision Gorkana (**www.gorkana.com**), KITI (**www.thekiti.com**), MyBlogU (**www.myblogu.com**), ProfNet (**https://profnet. prnewswire.com**), and ResponseSource (**www.responsesource.com**).

Here's a template of what I typically send when replying to any query (I keep multiple drafts of it ready in my "Drafts" email folder, so I can very quickly modify it to send out a new response). You can tweak it for your use:

Query Response Template

Use a subject line that will grab their attention with your credibility and/or strong views. Reporters typically want 1 expert with a clear view or 2 experts with strong opposing views. Your subject line should stand out amongst others the journalist receives.

The informality of "Hi" and the reporter's first name gives the impression that you are on a level playing field and not groveling for inclusion.

Introduce yourself with no more than 3 sentences. Share the parts of your expertise that most match the query. For example, I keep verbiage like this in my draft emails, but I'll often omit the last sentence.

The word "exclusive" saves the journalist from having to check with you on whether your submitted words haven't appeared elsewhere while simultaneously demonstrating you're easy to work with and used to dealing with the press.

Subject: Dr. with Strong Opinion on… [MAKE YOUR ANGLE CLEAR HERE]

………………….

Hi [PERSON'S FIRST NAME],

I am a Fulbright Specialist for the US Department of State, have 2 doctorates, and write books (as well as a blog column for *Psychology Today*). I am an expert in [WHATEVER SPECIALTY MATCHES THE QUERY]. Two of my 12 books, in particular, deal with [WHAT THEIR QUERY IS ABOUT].

Exclusive Query Response

[HERE YOU'LL PUT YOUR RESPONSE THAT DIRECTLY…

Write succinctly and in a way anyone can understand. Journalists will typically use only a portion of what you write, so most sentences should make sense if they stand on their own (e.g., pronouns shouldn't have antecedents in previous sentences).

Sharing exactly how you'd like your name and affiliation to appear in the story saves the reporter from having to ask you (and, again, shows you're used to working with the press) and improves the chances you'll be named correctly.

Most journalists prefer communicating by email, but some will want to call you.

…ANSWERS THE QUESTIONS ASKED IN THE QUERY.]

Who I Am

Name (for credit): Dr. Jenny Grant Rankin, author and lecturer (www.JennyRankin.com)

Press/Media Page with Headshots: www.jennyrankin.com/press

Bio/CV: www.jennyrankin.com/bio

Cell: ###-###-####

Thank you,

Dr. Jenny Grant Rankin

Save Time ▶ I maintain a Word doc where I save (in categories) every query response I ever send, because then I can easily recycle content that doesn't get used. This also means I can respond very quickly when a new query comes in for something similar. Just be positive your content has not already been used by:

- waiting 2 weeks before reusing something, and
- doing the "Know When You're Mentioned" tip (below).

Respond to appropriate queries within 60 minutes (though 30 is more ideal).

Whenever you see a query appropriate for others you know with valuable knowledge to share, email it to those immediately with encouragement that they submit a very succinct reply to the reporter within 60 minutes. While the first query you share with another could require some time explaining what queries are, etc., subsequent queries you share with the same people will not. Plus, remember that sacrifice is a component of allyship and friendship, and this minor giving of your time is well spent.

Save Time ▶ If you can't use HotKettle (in "Save Time" tip above), another option to reduce an overwhelming number of query emails is to set up **inbox filters**. Email inbox filters will only let in queries if they contain specific keywords you add through your email provider's filter option. Just note that many HARO queries are "clipped" (due to length) with a link to some of the queries, so inbox filters might miss some queries you want.

Expert Directories

Want reporters and event organizers to come to *you*? Add your name (for free) to databases journalists use to find experts to interview or quote, and event organizers use to find presenters. Most are free or freemium:

- Public Insight Network (PIN) was used extensively by TV stations and networks (like PBS), public radio stations (including NPR), commercial news organizations (like The Washington Post), and universities **www.publicinsightnetwork.org**. MPR News phased out PIN but still welcomes information from researchers, who are encouraged to email **newsroom@mpr.org** so the team can share it among producers, reporters, and editors.

- Field-specific databases also exist. For example, Education Writers Association's (EWA's) SourceSearch is used by thousands of journalists who write about education, which also means student, parent, and family topics **www.ewa.org/sourcesearch**. The Royal Statistical Society (RSS) has both a list of Statistical Ambassadors and a Consultants Directory **https://rss.org.uk/resources/find-an-expert**. See **https://guides.nyu.edu/arch** to search for databases in your field.

- Some promote diversity: 500 Queer Scientists (**www.500queerscientists.com**), Experts of Color Network (**http://ww1.insightcced.org/uploads/CRWG/Experts-of-Color-Network-Criteria.pdf**), FemPeak (**www.fempeak.ai**), Gage 500 Women (& gender diverse) in STEMM Directory (**https://gage.500womenscientists.org**), Skype a Scientist (**www.skypeascientist.com**; note historically-excluded group options), Women Present (**www.womenpresent.com**; sometimes goes on hiatus, so check back again if site is down), Women Speakers Association's Speaker Directory ($) (**https://www.womenspeakersassociation.com**), Women Talk

Design (**https://womentalkdesign.com**; also for other underrepresented genders), Women Who Keynote (**https://womenwhokeynote.com** or **https://twitter.com/womenwhokeynote**), Writers of Color (**www.writersofcolor.org**).

- Some are speaker-specific: Chartwell Speakers Database (**www.chartwellspeakers.com**), Free Speaker Bureau (**www.freespeakerbureau.com**), Need a Speaker / Be a Speaker (**https://www.linkedin.com/groups/1742397**), SpeakerHub (**www.speakerhub.com**).

- If you're a book author, check if your publisher offers a tool like these: ASCD Resource Speakers (**www.ascd.org/about-ascd/Affiliates/Affiliate-Community/Resources-$-Forms/Resource-Speakers.aspx**), Routledge Consultants (**www.routledge.com/posts/education-consultants**).

- Agencies include CAA Speakers (formerly Royce Carlton & ICM; **www.caa.com/caaspeakers**), Coleman (**https://experts.colemanrg.com**), Executive Speakers Bureau (**www.executivespeakers.com**), Geniecast (**https://geniecast.com**), Washington Speakers Bureau (**www.wsb.com**).

- Some databases are offered through associations or partner with universities: ExpertFile (**https://expertfile.com**), Public Speakers Association ($) (**https://publicspeakersassociation.com/join**), Toastmasters ($) (**https://www.toastmasters.org**).

- Some of the paid reporter query tools (mentioned at the end of the "Reporter Queries" section), like ProfNet (**https://profnet.prnewswire.com**), also put members in expert directories that journalists can use.

- Many reporters use research repositories (where academics' journal papers are housed) to find experts to interview. For example, they'll see who has recently written multiple papers on their topic. See the "Repositories & ASNSs" section of this handout to be sure your papers are included.

Equity Help Some sources offer help when events (like conference panels) lack diversity (e.g., when the largest technology convention in the world featured zero women in its extensive speaker lineups year after year, Gender Avenger called them out in 2017 and 5 women were added to the 2018 speaker schedule). Examples:

- The Female Quotient (**www.thefemalequotient.com**)
- Gender Avenger (**www.genderavenger.com**)
- The hashtags #wanel (all-white panel) and #manel (all-male panel) on social media.

Directing people to the resources on previous pages (so they have easy access to experts of diverse backgrounds) can also help.

Author a Book… with 1 Chapter

You might have already written one or more books. However, if you want to write a book but haven't because you are so busy, writing a book chapter is a practical option. Being a "book author" gives you another way to get quality work to readers and will open even more doors for you to share. If you don't have time to write an *entire* book, you can join another's book project by writing a single, quality chapter (it will look like a journal paper in content, style, and length). Visit IGI Global (**www.igi-global.com/ publish/call-for-papers**) or similar site, click "Books Seeking Submissions", & submit. Once published, you'll have another expert asset for others to use, be a published author (add that to all your bios), set up author pages (see the next section, below), & look desirable on full book proposals.

Author Page

Once you have written a book, you can set up a number of author pages, such as those below. Though other countries have additional Amazon websites, those listed below are the only ones that allow author pages at the moment:

- Amazon Author Page, France (**www.amazon.fr**; **https://authorcentral.amazon.fr/gp/home**)
- Amazon Author Page, Germany (**www.amazon.de**; **https://authorcentral.amazon.de**)
- Amazon Author Page, Japan (**www.amazon.co.jp**)
- Amazon Author Page, United Kingdom (**www.amazon.co.uk**; **https://authorcentral.amazon.co.uk**)
- Amazon Author Page, United States (**www.amazon.com**; **https://authorcentral.amazon.com**)
- Barnes & Noble (author pages here are on hiatus, but when active see details at **https://help.barnesandnoble.com/app/answers/detail/a_id/3611/kw/author** and submit author bio and book affiliations to **titles@bn.com**)
- GoodReads Author Page (**www.goodreads.com**)
- Google Scholar Page (**https://scholar.google.com**)
- ORCID Author Page (**https://orcid.org**)
- SCOPUS Author Page (**www.scopus.com**)
- Your Publisher (e.g., Routledge/Taylor & Francis Featured Author Page,

www.routledge.com)

When allowed, include a link to whatever main bio page you maintain (e.g., on your website or even your LinkedIn page) so that you don't have to update every author page with every career change.

Podcast

If you want to pitch to be on a podcast, see the podcasts I included on the "List of Broadcasting Opportunities" file to download at **https://tinyurl.com/mpwtw35f**.

Save Time ▶ PodMatch automatically matches podcast guests and hosts together for interviews. Use my invitation to join for free by clicking the "Click Here to Create a PodMatch Account" link at **https://podmatch.com/guestde tailpreview/1617157713883x986485497995080600**. Castmagic converts your podcasts into transcripts and even content you can use elsewhere. They often have deals like 92% off at **appsumo.com**.

If you have your *own* podcast, here's how to submit your podcast to NPR, BBC, and CBC so it can be picked up for national broadcast across US, UK, & Canada:

- **BBC** (**www.bbc.co.uk/programmes/p04t00bl**) for UK

- **CBC** (**http://www.cbc.ca/radio/podcastnews/cbc-podcasts-pitch-guide-1.4830131**) for Canada

- **NPR** (**https://pitchnpr.submittable.com/submit**) for US

Present Online

Sort the list of conferences (mentioned in the "Free Lists of…" section later in this handout) by location and speak at one listed as "online" (you can read your notes, since no one will see you, and sound like a genius).

Save Time ▶ You can use your recording's weblink on a TED Talk (**www.ted.com**) application, which will require a recorded sample of your speaking.
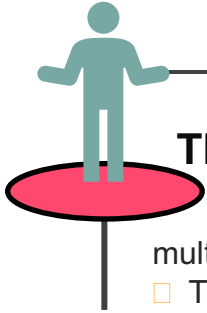
TED Talk

Giving a TED Talk can open many knowledge-sharing doors for you. There are multiple ways in:

- TED or TEDGlobal (**https://speaker-nominations.ted.com**) or less-regular TED event like TEDFest (**www.ted.com/about/conferences**)
- TEDx event (**www.ted.com/tedx/events**); many TEDx Talks become TED Talks
- TED Institute (**www.ted.com/about/programs-initiatives/ted-institute**)
- TED Prize (**www.ted.com/participate/ted-prize/nominate**)
- TED Fellow (**www.ted.com/participate/ted-fellows-program**)
- TED Residency (**www.ted.com/about/ programs-initiatives/ted-residency**)
- Get invited
- TED-Ed lesson (**http://ed.ted.com/nominate_an_educator**)
- There are multiple avenues to get minors involved in TED clubs and speaking.

Tip A TEDxTalk can *become* a full TED Talk by being featured on **www.ted.com**.

Slides

If you use slides, favor images over text/bullets, and use images that reflect diversity and shun stereotypes. Sources include:

Chamber of Commerce (**www.chamberofcommerce.org/findaphoto**), DesignersPics (**www.designerspics.com**), Getty Images "Disrupt Aging Collection" (**www.gettyimages.com/collections/disruptaging**), Getty Images "Lean In Collection" (**www.gettyimages.com/photos/leanintogether**), Google Images (**www.google.com/imghp**; after a search click Tools and then Usage Rights), Microsoft icons (choose "insert" then "icon" in Word or PowerPoint), Pixabay (**www.pixabay.com**), The Public Domain Project (**www.pond5.com**), Stock Snap (**https://stocksnap.io**), Unsplash (**www.unsplash.com**), Videvo (**www.videvo.net**), Visual Thinkery (**www.visualthinkery.com**), Women of Color in Tech (**www.flickr.com/photos/wocintechchat**)

Free Lists of 2,000 Opportunities to Share Your Work

Visit **https://tinyurl.com/mpwtw35f** for free lists of places to share your work and voice. Lists are spreadsheets with websites to visit, deadlines for applications, dates

and locations events take place, etc.:

- List of Writing Opportunities
- List of Book Publishers
- List of Conferences
- List of Broadcasting Opp.

- List of Organizations
- List of Serving Opportunities
- List of Awards & Honors

Social Media

Give people (policymakers, reporters, etc.) multiple places to find you online. See **https://jennyrankin.com/press#social** for a list of the ones I like to use. 4 free mainstream accounts you should maintain (with some things to try for analytics):

At Least Maintain…	Why? Because…	Try This (tech changes, so Google directions)
Facebook (**www.facebook.com**)	It is by far the most used	Add professional page to existing account. Under Manage Page click Insights.
Instagram (**www.instagram.com**)	It has been the fastest growing for every age group until recently	Convert to professional or creator profile. On smart device, click ⊚ and then Insights.
LinkedIn (**www.linkedin.com**)	It has the strongest professional reputation	Click Me, Posts & Activity, & ▮▮. Click My Network, Connections, & then Search with Filters.
X (formerly Twitter) (**www.x.com**)	Journalists use this more than any other	Click More, Analytics, & View all tweet activity, & Top Tweets. Or click Lists, …, & Lists you're on.

Save Time Post to multiple accounts simultaneously with **www.hootsuite.com** or **https://buffer.com**. You can also use those (or **www.tweetdeck.com**) to schedule posts ahead of time to post later at optimal times.

Use the same headshot for all accounts (see **www.johndemato.com/siy-headshot** for headshot help), keep your handle (e.g., @JennyGRankin) and bio as consistent as possible from one account to the next, and be sure your brand is clear in each. Type your handle in the search field at **www.followeraudit.com/fake-twitter-followers** for a freemium analysis of who follows you and learn if you have any fake X (formerly Twitter) followers, which can make your engagement rate drop if you don't remove them.

Social media is loaded with journalist requests (many tweets and posts contain #journorequest or #journorequests, by which they can be found).

Example To view journalist requests posted on X, visit **goo.gl/fBhun7** (a search

I've customized for you). Look in the X search field and

> 🔍   News AND #journorequest OR #journorequests OR #HA

• remove keywords (*after* #HARO) that don't apply to you (e.g., **#school**),

• add the word **AND** and then a word that denotes your topic (e.g., **AND grants**), and

• click "Return" on your keyboard to run the new search. You can then bookmark the search you've prepared and scan it periodically for reporters' invitations that pertain to you.

Hashtags

To promote equity in voices being heard, add these hashtags to posts that amplify the work of those who identify with those groups:

- #AcademicMama
- #AcademicsForBlackLives
- #BlackAcademics
- #BlackProfessor
- #CiteASista
- #CiteBlackWomen
- #DiversityinAcademia
- #ECRchat
- #FirstGenDoc
- #ILookLikeAProfessor
- #LatinaProfessor
- #LGBTscience
- #POCPhD
- #SisterPhD
- #WomenInAcademia

Add these non-group-specific hashtags to posts to increase their exposure:

- #AcademicChatter
- #AcademicLife
- #AcademicTwitter
- #AcWri
- #EdChat
- #EdData
- #EdResearch
- #HigherED
- #Knowledge4Policy
- #PhDchat
- #ScholarSunday
- #SciComm
- #Science4Policy

Tip ▶ Use field-specific hashtags. Add #TellEWA to posts sharing work relating to education. This alerts the Education Writers Association (EWA), which could share your piece with its **3,000+ journalists** (who then contact you) as an "EWA Story of the Week"

Repositories & ASNSs

Sign up for academic social networking sites (ASNSs), which are social media sites designed specifically for scholars. Many ASNSs are also research repositories, and some are field- or region-specific):

Academia (**www.academia.edu**), AERA Online Paper Repository (**www.aera.net/ publications/online-paper-repository**), AfricArxiv (**https://osf.io/preprints/africarxiv**), ARNIE Docs (**www.arniedocs.info**), Banco de Dissertações e Teses da CAPES (**catalogodeteses.capes.gov.br**), Bepress (**www.bepress.com**), COnnecting REpositories (CORE) (**https://core.ac.uk**), EdTech Docs (**www.edtechdocs.info**), EBSCO Academic Databases (**www.ebsco.com/who-we-serve/academic-libraries**), ERIC (**https://eric.ed.gov**), Figshare (**www.figshare.com**), Guardian Higher Education Network (**www.theguardian.com/higher-education-network**), Humanities Commons (**https://hcommons.org**), Open Science Framework (**https://osf.io**), Publons (**www.publons.com**), Reddit Journal of Science (**www.reddit.com/r/ science**), ResearchGate (**www.researchgate.net**), Research Papers in Economics (RePEc) (**http://repec.org**), SSRN (**www.elsevier.com/solutions/ssrn**), Web of Science (**www.webofknowledge.com**), What Works Clearinghouse (**https://ies.ed.gov**), Zenodo (**https://zenodo.org**); there are more than many know!

Website

If possible, keep a website that:

- you manage (i.e., you don't have to ask or pay someone else to update it; you can still hire someone to create a webpage for you if you prefer, but be sure he/she uses a program you can later use when modifications are needed; examples are on the next page)

- you keep up-to-date

- contains (ideally) your contact information, CV content, upcoming appearances, and content you want to house (like handouts for your presentations)

- conforms to your branding

Example   **www.denasimmons.com**

Familiarize your allies with your URL and what you offer there. If you have a

particular goal (like you want to book keynotes), be sure your website makes it easy for visitors to support that goal. Though you might merely use a profile page (like those you create for organizations of which you're a member) as the "go to" webpage where people can find you online, you might maintain your own website using a tool like one of the following:

- Bio Site from SquareSpace (https://bio.site)
- Jimdo (www.jimdo.com)
- SquareSpace (www.squarespace.com) ◄ **I Use This**
- Weebly (www.weebly.com)
- **Freemium** ► Wix (www.wix.com)
- WordPress (www.wordpress.com) ◄ **Most Popular**
- Yola (www.yola.com)

Reporters look for "press pages" (also called media kits, media pages, author kits, etc.) as evidence you're vetted and quote-worthy. On my press page (**www.JennyRankin.com/press**) I've included the following elements you'll want to include on yours: Contact Information, "One-Sheet" (see mine for example), Short Bio, Link to CV, Media Appearances (List with Links), Headshot, Social Media Links, Book Details (if you're an author, google "author press kit").

You can improve your website's discoverability through Search Engine Optimization (SEO). SEO is techie, so most people pay an expert if they want to improve their SEO, but you can check your **web tool's SEO guide** to learn more.

Know When You're Mentioned

Set up Google Alerts (**www.google.com/alerts**), Talkwalker Alerts (**https://alerts.talkwalker.com/alerts/login**), and Social Searcher (**www.social-searcher.com**) to send you an email anytime your name, book title, paper title, or specialized research concept is mentioned on the internet. A less techie approach to the above is to Google your name or work every now and then. Connect with people and groups who are following your research, doing similar work, etc.

Further Support from Experts of Note

Many factors influence increasing diversity in field representation in the media. I am but one perspective, and a white one at that, whereas other experts are better equipped to offer support navigating allyship, bypassing obstacles, and working to

level the playing field for others seeking to share their voices. Recommendations:

- Supporting diversity in academia: **Academic Outliers** at **www.academicoutliers.com**

- Wellness workshops: **Academics for Black Survival and Wellness** at **www.academics4blacklives.com**

- Survival guide for Black, Indigenous, and other Women of Color in academia: **Dr. Aisha Ahmad** at **www.chronicle.com/article/A-Survival-Guide-for-Black/249118**

- Ableism in academia: **Dr. Nicole Brown** and **Dr. Jennifer Leigh** at **www.uclpress.co.uk/products/123203**

- Gender balance in public dialogue: **Gender Avenger** at **www.genderavenger.com**

- Media guide (guide is outdated but still helpful): **Gay & Lesbian Alliance Against Defamation (GLAAD)** at **www.glaad.org/files/MediaEssentials.pdf**

- Navigating academia: **Dr. Leigh Hall** at **www.teachingacademia.com**

- Reducing racism in college classrooms: **Dr. Shaun Harper** and **Dr. Charles Davis III** at **www.aaup.org/article/eight-actions-reduce-racism-college-classrooms**

- Understanding roles White mentors play for Students of Color: **Dr. Marisela Martinez-Cola** at **www.wpcjournal.com/article/view/20275**

- Racialized trauma and tenure: **Dr. Daisy Verduzco Reyes** at **www.insidehighered.com/users/daisy-verduzco-reyes**

- Addressing racial problems, cultural insensitivity, unconscious biases, micro-aggressions, and more: **Dr. Gail Thompson** at **www.drgailthompson.com**

- Diversity, equity, and inclusion: **University of La Verne** at **https://laverne.edu/diversity/resources**

- Racial equity tools: **University of Southern California** at **www.cue-tools.usc.edu**

Source Citation

This handout contains excerpts and other content
from two of Dr. Rankin's books, titled as follows:

- *Increasing the Impact of Your Research:
  A Practical Guide to Sharing Your Findings
  and Widening Your Reach*

- *Sharing Your Education Expertise with the World:
  Make Research Resonate and Widen Your Impact*
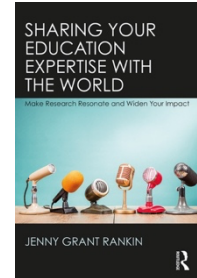
Notes on which knowledge-sharing strategies you'll try first: