

Welcome to Chemistry Café. This column provides tips and tools to help you communicate effectively about your work, research, studies or activities and public engagement. Our goal is to help you tell your story about science and, in the process, put a human face on chemistry. Each column covers one topic. Let us know how we can support you by sending questions, suggestions and feedback to chemistrycafe@acs.org.

Five strategies to promote your work

By Angie Abraham

How do you get the word out about who you are and what you do? Self-promotion is a difficult yet crucial craft that can lead to a rewarding and successful future. To make the next leap as a working professional, start planning to make yourself stand out from the crowd, create a buzz about your work and get the visibility and credibility needed to launch your career to the next level. Follow these five strategies to better promote your work*:

1. Sweep the web

Create an alert to monitor the internet for terms relevant to your work and portfolio. Any time a webpage or article appears on the internet with your search terms, you will receive an email. Researchers often set up searches for their own names and titles of their published works to track mentions and engagement.

2. Make yourself more google-able

Use SEO, or search engine optimization, to your advantage. Conference organizers often take to the internet to find experts to speak on a topic, so if you have a personal website or LinkedIn page, update your current research and interests. That way, a quick search will flag you as a specialist on your given subject.

3. Explore new platforms

Seek nontraditional formats to demonstrate your expertise. Offer to speak on a podcast or host one of your own. Serve as a speaker for a TEDx-style talk, a science café or other event. Broadening your platforms will help amplify your audience and message.

4. Become a contributor

Blog, write or contribute to your favorite website, publication, university newsletter, etc. Offer an opinion piece, perspective article, op-ed, commentary or letter to the editor. By contributing your thoughts, you deepen your credibility as an expert in your given field.

5. Social media is your digital megaphone

You are your best publicist — raise your profile by utilizing social media to highlight your research or work. Use the hashtag feature to connect with others in your field and pique interest for possible opportunities to collaborate.

*Please ensure that your activities adhere to any applicable ACS policies.