

## **Institutional Announcement: Journal Article Publication**

### **Overview**

To obtain additional visibility for newly-published research, we encourage our authors to work with their respective institution/employer's communications department on content that can be posted on their internal communications outlets (websites, social media), or through an external news release. This is greatly encouraged for articles published via Open Access, since the content can be downloaded by the general public at no cost.

### **Article Tips**

One key element in communicating technical content is the ability to describe the discovery and its impact in non-technical terms, and how it will help advance technology for humanity and impact our daily lives.

Below is a top 10 list of items that should be included in an announcement. This content can then be promoted over social media by the university or institution.

- Author's name
- Author's job title
- University/company affiliation
- Title of published article
- Title of journal or magazine
- URL that leads to the article
- Brief summary of the article (non technical terms):
  - Purpose of the research
  - How it will impact humanity or our everyday lives
  - Summary of experiment (if applicable)
- Quote from author (if applicable)
- Author's education / background
- Institution/organization boilerplate

## Examples for Reference

- <https://www.fibre-systems.com/news/ucl-researchers-set-world-record-internet-speed>
- [https://www.eurekalert.org/pub\\_releases/2020-08/caoa-ueo081920.php](https://www.eurekalert.org/pub_releases/2020-08/caoa-ueo081920.php)

## Additional Resources:

- Contact [corporate-communications@ieee.org](mailto:corporate-communications@ieee.org) for questions about news releases
- Learn more at [News Release Content Tips](#) (PPT, 4 MB)