

Promoting Faculty Research

AMPLIFY YOUR IMPACT

Promotion Paths

Publisher Led

Publisher shares research on social media

1. Share publisher's post.
2. Notify CLA Marketing via this [form](#). Include summary of your research to help broaden public understanding and the positive impact on the world.
3. CLA will engage and amplify including broader promotion through Purdue Brand Studio.

Faculty Led

Faculty initiates if publisher does not

1. Share link with context and shortened URL.
2. Repeat (#2 & #3 under Publisher Led)



Media Amplification



Additional social media placement



Feature in Purdue Today



College-level promotion



Invitation to write for *The Conversation*

Translate complex research into accessible, impactful articles for public audience. Increase visibility, foster public engagement, and demonstrate real-world relevance while collaborating with professional editors.

Dean's initiative: \$500 faculty award when published.



Invitation to participate in AV video



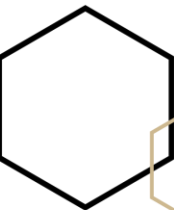
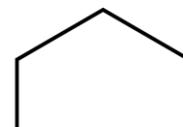
Pitch to additional media outlets



Contribute to Purdue Research blog



Develop alternative promotion approach



Best Practices: Social Content

Include Compelling Visuals

An image, chart, or graphic from your research should always accompany your post. Visuals significantly increase engagement.

Engage with Audience

Monitor your post and reply to comments and questions. Fostering discussion can broaden reach and impact.

Link Smartly and Clearly

Use shortened links (such as bit.ly) to your publication or your personal university research profile so the link is easy to find and click.

Best Practices: Hashtags and Tagging

Campuswide Hashtags

Use 1-3 hashtags to join the wider Purdue conversation:

#PurdueUniversity
#BoilerUp
#Purdue
#Boilermakers
#MyGiantLeap
#TheNextGiantLeap

Tagging Relevant Accounts

Tag the college, department or school, and other relevant entities for maximum visibility.

Example:

Excited to share our latest findings on quantum linguistics, a collaborative efforts with @PurdueCLA and @PurdueLinguistics.
#Purdue #MyGiantLeap

CLA Social Media Handles

Directly tag CLA on these platforms:

X (Twitter)

@PurdueLibArts

Instagram

@purdueliberalarts

LinkedIn and Facebook

@PurdueUniversityCollegeofLiberalArts

QUESTIONS?

Contact CLA Marketing
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