**A Checklist for Promoting Your Publications**

Publishing a book or book chapter is a huge achievement, but what should you do once it is out there in the world? Here is a checklist for LSE authors for promoting your publication.

* **Prepare for promotion.** Book promotion can be time-consuming so decide what time you can dedicate to it. Map out different audiences that might be interested in your book and consider the multiple ways that your book has relevance.
* **Establish expectations with your publisher.** Find out how proactive your publisher will be in arranging reviews, supporting book launches, sourcing endorsements and pitching for media coverage. Check what assets they can produce to help promote the book – including discount flyers for conferences and social media graphics.
* **Use your networks.** Promote the book through your networks. Share different moments in the publication process – this could include when the book cover is finalised, publication day, when you are participating in a book launch, and other milestones, such as celebrating a particular number of downloads.
* **Update your profiles with information about the book**. Add book details to your email signature and make sure your academic page, ORCID, LinkedIn and/or X profiles are up-to-date and include details of your book. For open access publications, always include a DOI link or web address with further information on where to access/purchase the book.
* **Contact LSE Library and the campus bookshop to ask them to stock the book** – this is especially important for expensive edited collections.
* **Approach book reviewers.** Confirm the process for requesting review copies from your publisher and contact relevant book review editors to let them know about your book. Remember to get in touch with [LSE Review of Books](https://blogs.lse.ac.uk/lsereviewofbooks/about-lserb/) to discuss a review with the editorial team.
* **Blog about the book.** Pitch a blog post on the book to one of the [popular LSE blogs](https://blogs.lse.ac.uk/). Blog posts offer short, accessible and digestible content on the book that you can readily share with others.
* **Arrange a book launch at LSE.** Speak to your department/centre/institute to decide on the most suitable size and format for the event – this could be a departmental event or part of [LSE’s Public Lecture Programme](https://info.lse.ac.uk/staff/divisions/communications-division/events-office/information/applying-to-be-part-of-the-public-lecture-programme). Remember to sell books at the launch and/or provide discount flyers.
* **Let the Engagement and Impact team know about your book** – contact Louise Jones and Rose Deller at [research.kei@lse.ac.uk](mailto:research.kei@lse.ac.uk). They can advise on promotion tailored to your book – such as directing you to the media team if your book is newsworthy, the Public Affairs team if the book has policy relevance, and other central Engagement and Impact initiatives, such as the LSE IQ podcast and Research for the World online magazine.
* **Remember that books have long shelf lives** – although your book’s publication day is a great time for promotion, this isn’t your only window of opportunity. New developments (such as the paperback release or changes in the news cycle) offer other opportunities to publicise your book.