

# Online Learning

## OLJ • THE OFFICIAL JOURNAL OF OLC

## Author Promotion Toolkit

*Share your research. Expand its impact.*

The Online Learning Journal (OLJ) encourages authors to actively promote their publications to increase visibility, readership, and impact.

### 1. Share on Social Media

Promote your article using platforms such as LinkedIn, X (Twitter), or Threads.

#### Best Practices:

- Include your article title and a brief, engaging summary
- Share the DOI or direct link to your article
- Tag **@online-learning-journal** when possible
- Use 2–3 relevant hashtags

#### Suggested Hashtags:

#OnlineLearning #HigherEd #EdTech #InstructionalDesign #Accessibility #AlinEducation  
#BlendedLearning #OLJ

#### Sample LinkedIn Post

Excited to share our latest publication in the *Online Learning Journal!*

 **Title:** [Insert Title]

 **Focus:** [1–2 sentence summary of key findings or contribution]

This study explores [brief insight or implication].

Read more: [DOI link]

#OnlineLearning #OLJ #EdTech

## 2. Write a Short Summary or Blog Post

Consider writing a brief, accessible summary of your research for a broader audience.

### Suggested Structure:

- What the study explored
- Key findings (2–3 points)
- Why it matters for practice or research

### Example Opening:

We recently published a study in the *Online Learning Journal* examining [topic]. Our findings highlight [key insight], with implications for [audience or context].

## 3. Increase Visibility Across Platforms

- Add your article to your **email signature**, CV, or faculty profile
- Share with your institution (e.g., teaching center, communications office)
- Deposit your article (if permitted) in an institutional repository
- Present your findings at conferences, webinars, or workshops

## 4. Engage with the Community

- Share your work in professional networks and communities
- Highlight practical implications for educators and instructional designers
- Encourage discussion and collaboration



## Why Promotion Matters

Active promotion increases:

- Visibility and readership
- Citations and academic impact
- Engagement with practitioners and researchers

### Tip: Focus on Impact, Not Just Promotion

When sharing your work, highlight:

- What problem your study addresses
- What your findings change or clarify
- How others can apply your work