**Cochrane Skin Group review dissemination form**

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| --- | --- | --- | --- | --- | --- |
| Review title |  | | | | |
| Review number |  | | | | |
| Authors |  | | | | |
| Authors Twitter handles (*Cochrane Twitter accounts will tag you when they disseminate your review*) |  | | | | |
|  | | | | | |
|  | **Who are your stakeholders? / Who do you want to reach?**  **Remember to create targeted messages!**  I.e., not one message for all customers. The following is a link to a ‘7 step marketing toolkit’ which although written for libraries, may provide useful ideas for you to think about who the target audience will be for your review: <http://sure.sunderland.ac.uk/3069/1/The_Toolkit_Master_2012.pdf>. | | | | |
|  | Stakeholder 1: **Patients**  *We request that patients are chosen as a mandatory stakeholder.* | Stakeholder 2: | Stakeholder 3: | Stakeholder 4: | Stakeholder 5: |
|  | | | | |  |
| What specific key messages would you like to give?  What do you want to achieve?  Clear, outcome-orientated aims. E.g. awareness, action, belief |  |  |  |  |  |
| What channels will you use? |  |  |  |  |  |
| What contacts will you use? Please specify names and contact details. |  |  |  |  |  |
| Please specify Twitter handles for relevant organisations/patient groups/charities. |  | | | | |

Suggested resources/products/channels to use

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Stakeholder** | **Ideas** | | | | | |
| International and national decision-makers | Guideline groups | Policy-makers | Funders | Non-governmental organisations (NGOs) |  |  |
| Researchers/academics | Journals | Editorial | Authors’ institutions | Authors’ contacts | Lead investigators of included studies |  |
| Health professionals | Newsletter | Cochrane podcasts | Presentations | Educational meetings |  |  |
| General public / General marketing | Twitter | Wikipedia | News item | Blogs | Press release | Charities |

Acknowledgment: The format of this CSG dissemination table and the suggestions are based on 1) the dissemination strategy checklist and plan, which were created within the Cochrane Infectious Diseases Group and 2) a workshop, run by John Wiley & Sons, Inc., at the 2013 Cochrane Colloquium in Quebec.

**Top tips: Getting your work the attention it deserves**

1. Early on in your research, determine what success will look like for you: who do you want to see this work? What influence or impact do you want it to have? Use this to determine your outreach and engagement strategy.

2. Where possible, publish your work Open Access or get a sharing link from your publisher that will allow people you share it with direct access to your work. (Please note that all Cochrane Protocols and Reviews (including updates) published in the Cochrane Database of Systematic Reviews (CDSR), with the exception of gold open access articles, will be made freely available in the CDSR 12 months after publication. [This will happen automatically and there is no charge for this](https://community.cochrane.org/editorial-and-publishing-policy-resource/open-access).)

3. Tweet about your work at conferences (you could even set up some tweets to automatically post during your presentation), and promote it via your other social profiles.

4. [Take a look at altmetrics for other articles](http://www.altmetric.com/products/free-tools/) in your field, and use this to identify channels and sources that might be interested in your work.

5. Set yourself up a trial [ImpactStory](https://impactstory.org/signup) profile to start monitoring the effect of your outreach activity.

6. Write a short lay summary of the key objectives and outcomes of your work to help make it more accessible to a wider audience.

**This text is taken from Scholastica and Altmetric's free ebook ‘*The Evolution of Impact Indicators: From bibliometrics to altmetrics!*’**

<http://scholasticahq.com/altmetrics-the-evolution-of-impact-indicators>

7. Work with your university and/or publisher press team to plan well ahead for the announcement of any major findings.

8. Share a link to your latest research in your email signature.

9. Get yourself an [ORCiD ID](http://orcid.org/) so people can easily identify which research is yours, and ensure you get credit accordingly.

10. Make your data, posters, images, and other supporting files available (and citable) via a platform such as [figshare](https://figshare.com/) or [Dryad](http://datadryad.org/).