

Promotional Guide for Special Collections

With your help, we can expand the reach of your special collection.

Below are some recommendations for promoting your special collection. If you're unable to dedicate time to promotion, please consider nominating an early career researcher on your team to lead the promotional efforts for the special collection.

Generally, the best time to promote your special collection is when the call for papers is first posted (to attract submissions) and then again when all the papers have been published (to share your work with as many people as possible). Some special collections may organize their promotional activities around an anniversary, press conference or special event.

AGU Connect

[AGU Connect](#) is an online platform where you can collaborate, network, and communicate with the Earth and space science community. Please use this [Quick Start Guide](#) to get started. More information about using AGU Connect to advertise your Call for Papers, including an example, can be found [here](#).

ResearchGate

Share updates about your special collection with your peers on [ResearchGate](#). To post your call for papers, navigate to [Topics | ResearchGate](#) and "start a discussion".

Social media

Use your Twitter, Instagram, LinkedIn, WeChat and/or Facebook accounts to promote your collection and ask your co-organizers to do the same. Tag AGU and the participating journal(s) Twitter accounts to expand your reach. If your collection has a regional focus, considering translating the social media posts.

Twitter: [@TheAGU](#)

Instagram: [@americangeophysicalunion](#)

Newsletters

Write a short blurb for the [AGU Weekly](#) newsletter or for [your section](#) newsletter. Your institution may also be willing to feature your special collection in their newsletter.

Editor's Vox:

Editors' Vox is a forum for AGU Editors and other invited contributors to share their reflections on developments in Earth and space sciences. Vox are 400-700 word pieces written in plain language and published on Eos.org (<https://eos.org/editors-vox>). You must be invited by an AGU editor or staff member to contribute a Vox, so please reach out to collections@agu.org to discuss. [Here are a few examples](#) of a Vox piece written to advertise a Call for Papers.