Annals of African Surgery

Media & Communications Plan

# Objectives: Where do we want to be?

* Increase usage and citations to articles published in the journal (LP, check with Brian about current usage, ask Fi about citations)
* Increase number of accepted articles by XX% over 2017 (Ask Fi about finding this data)
* Increase advertising revenue for the journal by 100% by $XX

# Strategy: How do we get there?

## Increase usage and citations to articles published in the journal

* Post one link to a news story or article per day on the journal’s Twitter feed
* Post three news stories or articles per week to the Surgical Society of Kenya Facebook page
* Submit one article per month to the AlphaGalileo news platform
* Liaise with The Conversation Africa (if Monday’s phone call works out) regarding using their channels to promote articles

## Increase number of quality submissions

* Apply for abstracting and indexing services, and promote on a dedicated page on the journal website once accepted
* Add a page to the journal website news section with a list of reasons to publish research in the journal
* Add a page to the journal website news section with a list of reasons to review papers for the journal
* Conduct an author workshop at the university
* Conduct a reviewer workshop at the university
* Distribute bespoke marketing materials at conferences, meetings, university departments, and workshops

## Increase revenue for the journal

* Create an advertising rate card to sell space on a monthly basis on the journal website
* Consider Google based advertising options

# Tactics & Action: What do we need to get there?

## Increase usage and citations to articles published in the journal

* Identify top influencers on social media researching surgery in the local area
* Identify highly cited and topical research areas in surgery and promote articles on these themes
* Create templates and guidelines for writing tweets with maximum engagement potential
* Create eye catching branded images to use on social media to increase engagement
* Set up a Hootsuite social media management account to enable pre-scheduling of tweets

## Increase number of quality submissions

* Write a journal and subject specific list of reasons why researchers should submit papers and provide reviews
* Create presentations for author and reviewer workshops
* Create marketing materials
* Send a supply of Elsevier Publishing Connect materials to the SSK office

## Increase revenue for the journal

* Create an attractive rate card that can be edited as traffic (and rates) increase
* Research potential sponsors including fuel companies and airlines around the time of the SSK conference
* Research how to enable Google-based advertising opportunities

# Control: How do we measure performance?

Journal performance will be measured in the following ways:

* Number of submissions
* Number of visits to the journal website each month

Media & Communications specific performance will be measured in the following ways:

* Results from Google Analytics using tracked links
* Number of news articles submitted to AlphaGalileo and The Conversation Africa
* News mentions of the journal via Google News
* Number of engagements via social media channels to be measured using Hootsuite’s tools

All data should be compiled into a monthly report and presented to the editorial board on a biannual basis, to allow for month-to-month fluctuations.