

Communication plan for academic journals

2018

Step 1. Plan

The objective of establishing a communication plan is to plan actions to publicize the activity of the journal and everything that it generates. In this regard, it is advisable to resolve the following questions:

1. Agree on the communication objectives

The communication objectives are closely linked to the objectives set out in the action plans. For example, the following objectives are suggested:

- Spread the articles
- Broadcast the calls for papers
- Spread the activities organized by the journal
- Spread activity facts and figures
- Unveil news in the publishing organization
- Internationalize the dissemination of the journal

2. Identify what information you want to communicate

In this step it is recommended to make a list of the type of communication objects that the journal can generate. For example the following suggested inputs:

- New issues
- Calls for papers
- Activity data / Audience
- Achievements in indexing or visibility
- Coeditions
- Featured articles
- Changes to editorial teams
- Manifests, announcements
- Acknowledgments

3. Select the actions that will be carried out to achieve the objectives

For each objective, it is advisable to establish actions that allow it to be achieved. For example:

Objective: To internationalize the dissemination of the journal

Actions:

- Publish the calls for papers to international databases
- Expand followers on social networks according to international criteria

4. Schedule communication actions

Once the objectives have been established, a schedule for each action must be established in accordance with the reported waves of the aforementioned community that are considered the best. And also it is recommended to organize internally the execution of the actions.

5. Define the indicators of success or failure of the actions

It is important to mark the thresholds on which goals will be considered. For example: 20% increase of followers on social networks.

6. Identify situations of crisis and establish the circuit to answer them

A crisis is any situation that threatens or threatens to harm people or property, seriously interrupt business, significantly impair reputation and/or negatively impact the basics of activity.

It is recommended to follow 10 steps to establish a crisis management protocol:

- a) Anticipate to crisis situations
- b) Identify the management team for each crisis situation
- c) Identify the spokespersons
- d) Train the spokespersons
- e) Establish the notification and monitoring systems
- f) Identify and know the affected stakeholders
- g) Prepare statements of first reaction to impacts
- h) Evaluate the crisis situation
- i) Issue specific key messages until you solve the situation
- j) Post-crisis analysis

Step 3. Communicate

7. Choose the right channels for each goal



UOC scientific journals have channels and tools available from the journal website, from the institution and from external entities.

Channels and tools of the journal

- Website of the journal: carroussel, static informational pages, etc.
- Editorial Strategies:
 - thematic collections of articles from different issues
 - Blog: corporate wordpress
 - Book reviews section
 - Specific communication plans for featured articles
 - Insertion of references to entries in Wikipedia
- Newsletter: mailchimp + template
- Social networks (of journal and journal members): Twitter, Facebook
- Contacts: internal database
- Integrate (embed) social networks, the blog and other related web sites to the pages of the journal and vice versa.

Channels and tools of the institution

- Web Journals.uoc.edu: announcements
- Social networks: Studies, UOC Research, UOC Journals, others
- Internal newsletters: research insights, internal studies communications
- News in the internal community: virtual campus
- News to the external community: the facultites websites
- News to Library users
- Institutional repository
- Classroom / subject resources

Channels and tools of external entities

- Locate distribution lists: thematic and sectoral (scientific journals)
- Publish news to other related websites
- International calls for papers deposits
- Encourage and incorporate the author and his networks in the dissemination of content (see the document "How to improve the visibility of scientific articles").

8. Decide who is the issuer of each action

It is recommended to establish unequivocally who executes each action and which tools it uses and from which sender it is carried out.

Generally the issuers of the communication actions of scientific journals are the following:

- The academic management (and its partners, if any)
- The academic secretary (logical mailbox)
- The members of the editorial teams of the journal
- The authors
- The reviewers
- The community supporting the journal of the institution that publishes it
- The community supporting journal external to the institution that publishes it

9. Identify interest groups (stakeholders) and their informational needs

This plan suggests the following stakeholders:

Internal: within the journal

- The academic management (and its partners, if any)
- Members of editorial boards (advisory board, secretary, etc.)
- Team of reviewers
- Authors
- Readers subscribed
- Followers on social networks
- Recurring community of web visits

Internal: within the institution

- The direction of the Institution
- The community of the institution

External: to the institution

- Indexing agencies
- Related entities in the thematic area

Step 3. Analyse

Once the communication plan has been executed, it is necessary to use tools to measure the impact of each action and the results of each objective in order to determine whether it has been achieved or whether to redirect the work plan. In this line it is proposed:

10. Measure the impacts



This list offers a list of options when it comes to impact monitoring:

- Google Analytics: web / blog audience
- Mailchimp Metrics: Bulletin Impact
- Twitter Analytics
- Facebook Insights
- Altmetrics explorer (free): for the social impact of articles via DOI
- Ordinary feedback via email