Communication plan for academic journals
2023

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:

Establish the communication goals

Communication goals 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

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 in editorial teams
- Manifests, announcements
- Acknowledgments

Select the action that will be carried out to achieve the goals

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

Goal: 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

Schedule the 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.

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.

Step 2. Communicate

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
- Editorial strategies:
  - thematic collections of articles from different issues
  - blog of the journal
  - Book reviews section

- ○ Specific communication plans for featured articles
- ○ Insertion of references to entries in Wikipedia
- Newsletter
- Social networks (of the journal and its members)
- Embedded social networks to the journal website

Channels and tools of the institution
- Corporate website for Open Knowledge and Open Science
- Social networks: Departments, UOC Research, other
- Internal newsletters
- Internal news
- Ordinary news
- 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").

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

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. Measure

Once the communication plan has been executed, it is necessary to have indicators and use tools that allow measuring the impact of each action carried out and the results of each objective to determine if it has been achieved or if it is necessary to redirect any of the actions.

Final recommendation

It is important that the editorial and management team of an academic journal identify the situations or facts that can generate crisis situations or that require a special intervention given their external or internal impact. Once this is done, the journal will be endowed with a system and scheme to take care of any crisis situations that can be activated when necessary.