
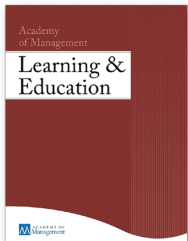
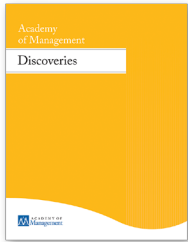
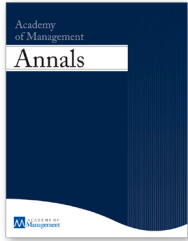
A woman with dark hair and glasses, wearing a red jacket, is seated at a table and looking at a silver laptop. The laptop has the Apple logo on the lid. In the background, there is a trade show booth for the Academy of Management Publications. A large blue oval sign at the top right contains the Academy of Management logo and the text "ACADEMY OF Management Publications". Below the sign, several colorful brochures or book covers are displayed on a wall. The overall scene is brightly lit, typical of a trade show environment.

 ACADEMY OF  
Management  
**Publications**

AOM Author Toolkit  
**Sharing and Promoting Your Article**





## Academy of Management Authors

Knowledge creation and dissemination are central to the mission of the Academy of Management.

AOM fundamentally advances knowledge creation and research dissemination for greater impact on individuals and institutions around the world, in part, through its publications. AOM's scholarly research also helps to influence and shape the world's organizations, businesses, workplaces, and their employees.

Academy of Management Authors are scholars whose research has been published within one of AOM's scholarly journals. Publishing research in an AOM journal is beneficial to both our authors, and their affiliated institutions. Through publication, research (including its scientific and practical contributions), is disseminated to others within the field and exhibits expertise in management, and an ability to conduct grounded research.

## In-Press Articles

In-Press articles have undergone peer-review, have been accepted for publication, and are available in their early format. Although the article is not currently assigned to an issue, there are steps to take now to promote your research and increase its impact among colleagues around the world.

To raise awareness and to facilitate citations, your article has been posted in the In-Press section for each journal as well as on AOM's social media channels. The In-Press version is also indexed on the EBSCO Business Source database.

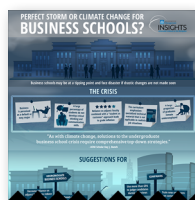
In-Press articles can be cited and the article URL or DOI can be shared for promotional purposes.

Authors should only share a link to their article from [journals.aom.org](http://journals.aom.org) and may not share or repost the article PDF, as per [AOM's copyright policy](#).

## AOM Research and *Insights*

Select AOM journal articles that are determined to have practical implications for managers and business leaders are developed into *Insights* summaries, infographics, and videos for nonacademic audiences.

### *Academy of Management Insights*



## AOM Managing Editors

### Irina Burns

- *Academy of Management Perspectives*
- *Academy of Management Review*

### Michael Bratsis

- *Academy of Management Insights*

### Michael Malgrande

- *Academy of Management Discoveries*
- *Academy of Management Journal*

### Stacey Victor

- *Academy of Management Annals*
- *Academy of Management Learning & Education*

### Susan Zaid

- *Academy of Management Collections*

## Promoting Your Article

Congratulations! Your manuscript has been accepted and will be published in a forthcoming issue of an Academy of Management journal. Early promotion of your article is vital in reaching an extended network of colleagues.

AOM Authors represent the community of global management and organization scholars who value knowledge creation and application. Authors share their research and insights to inspire and enable a better world through scholarship and teaching.

As an AOM Author, you are encouraged to share your research through social media, your institution's network, and among your own personal networks and colleagues.

To assist with your initial outreach, read the *Media Tips & Techniques* and *Engage with AOM on Social Media* sections that provide in-depth guidance for interacting with the media and promoting your work on social media.

As a reminder to all AOM Authors, it is in violation of AOM copyright to post academic works published in AOM's journals to any open access platforms, such as Research Gate, Sci-Hub, SSRN, etc.

## Engage External Audiences

Raise awareness of your research and help improve its (and AOM's) global impact by sharing a link to your article with the media and on social media.

Link to the In-Press article from your personal website.

While your article may not appear in an issue for a few months, you can send a letter to your colleagues, dean(s) and networks. A [sample introduction and promotion letter](#) has been created for you to personalize and use in your outreach efforts.

## Collaborate with Colleagues

Share your experiences and foster new ideas that may lead to the development of new research opportunities.

Email the link to your article from [journals.aom.org](http://journals.aom.org) to your contact list.

Post to discussion boards and [Connect@AOM](mailto:Connect@AOM) to leverage the collective knowledge and feedback from colleagues around the world.

## Institutional Collaboration

Introduce AOM to your department's and institution's communications department to collaborate media efforts. AOM has national and global media relationships to efficiently pitch member research. AOM can help develop press releases, media outreach, and provide counsel on media strategy.



### New in 2022

*Academy of Management Collections* are thematic groups of peer-reviewed research drawn from the AOM journal portfolio. Organized by different content channels and accompanied by an integrative summary, *Collections* will feature the curation, distribution, and evaluation of scholarly management content. In addition, *Collections* will highlight scholarly findings across the original works including reflections by the authors and/or subject matter experts.



## AOM's Strategic Direction & Driving Goals

The AOM's 20,000 global scholars are integral in achieving its strategic direction and goals. Specifically, with the help of its world class authors, AOM will be the premiere global community for management and organization scholars and for advancing the impact of management and organization science on business and society worldwide.

AOM will help achieve this mission by further positioning authors as go-to resources for media and increasing media awareness of published research, which will reach global audiences and provide impactful insights to businesses and society at large.

### Additional ways AOM will evolve with its members:

- AOM will connect members of the global management and organization community with one another and with external audiences through an unparalleled portfolio of engagement opportunities that transcend technological and geographic boundaries.
- AOM will provide to a diverse membership indispensable value characterized by extensive professional services, vibrant volunteerism, interactive communities and reimagined governance.
- AOM will fundamentally advance knowledge creation and content dissemination for greater relevancy and impact in a diverse set of stakeholders and institutions around the world.
- AOM will aggressively and effectively champion the external standing of organization and management scientists as a globally-led, inclusively governed association.

## AOM Key Messages

### What is the Academy of Management?

- The Academy of Management, AOM, is the preeminent professional association for management and organization scholars.





### What does AOM do?

- AOM fundamentally advances knowledge creation and research dissemination for greater impact on individuals and institutions around the world.
- AOM champions the external standing of our scholars as a globally-led association.

### How does AOM achieve its goals and mission?

- AOM publishes the most authoritative and diverse management research findings in our six top-ranked journals.
- AOM creates practical, bite-sized views of this research through *Insights*, which makes our scholarly research available to a broader, practitioner audience.
- At our Annual Meeting and Specialized Conferences, AOM brings management researchers and academic leaders together to share resources and network.
- AOM connects members with external audiences through an unparalleled portfolio of engagement opportunities that transcend technological and geographic boundaries.

20,000 global scholars



### How does AOM contribute to the world?

- AOM strives to become the premier global community for management and organization scholars and for advancing the impact of management and organization science on business and society worldwide.
- AOM believes that improving organizations through better management practices will lead to a brighter future for society on a global level.



Media Tips & Techniques





## Media Tips & Techniques

As an AOM author you are engaged in researching the world's most prominent organizational and management issues. These issues are top of mind to business leaders and to members of the media. Because media are interested in the work you are doing, AOM wants you to be prepared for talking to the media by providing a few key messages about AOM and interview tips.

### Top 10 media interview tips for AOM authors and experts

1. **Copy [press@aom.org](mailto:press@aom.org) on all media inquiries.** Schedule a 30-minute media interview prep session, via [press@aom.org](mailto:press@aom.org), before an interview.
2. **Convey your Academy of Management affiliation.** Refer to the aforementioned section titled "AOM Key Messages." Be prepared to deliver in succinct four to six word sentences describing AOM, your affiliation to AOM and what its purpose is. This ensures audiences and the reporter are aware of AOM and can understand its role in the world.
3. **Anticipate what kind of questions the journalist may ask.** Before the interview, if you're not given a list of questions, consider what they may ask. Often this revolves around top-level who, what, where, when and why types of questions. Many reporters don't write out questions before interviews; they know generally what they might ask and allow conversations to flow accordingly.
4. **Write down the main point, or two or three key points, that you'd like to make during the interview.** Reiterate your main point or key points throughout the interview.
5. **Nothing is "off the record."** When communicating with journalists, you should consider everything you write or say to be on the record and quotable.



6. **Answer succinctly.** Reporters are looking for quotes or sound bites—brief answers that encapsulate a concept. Don't over-explain—that can be worse than saying too little. Lengthy, complicated answers often result in misunderstandings and misquotes. For audio or video interviews, remember to speak slowly and clearly.
7. **Beware of silence.** Interviewers often remain silent after interviewees' answers, knowing that can encourage interviewees to expand on their answers. If you feel you've fully answered a question, do not continue just to fill that silence.
8. **Avoid academic jargon.** Answer journalists' questions as if you're explaining something to a 13- or 14-year-old. Journalists will not think you're talking down to them. More likely, you'll end up on their go-to list of experts. To help with this, you can use Microsoft Word's grade-level grammar checker on the main point or key points you want to emphasize.
9. **You don't have to speculate or answer hypothetical questions.** It's perfectly acceptable to tell reporters that you don't answer such questions, or answer questions outside your area of expertise.
10. **Understand deadlines.** Respond to journalists' queries as soon as possible. Reporters often send interview queries and questions to multiple experts, with plans to interview and/or quote the first respondent. Interviews are likely to be brief, so you might not need to rearrange your schedule.







Engage with AOM  
on Social Media



@AOMconnect

#AOMScholars



#AOMResearch

#AOMInsights

## Engage with AOM on Social Media

### Follow AOM's primary social media channels

- **Facebook:** [Facebook.com/AOMConnect](https://Facebook.com/AOMConnect)
  - Handle: @AOMConnect
  - Facebook Member group: [Facebook.com/groups/AOMMembers](https://Facebook.com/groups/AOMMembers)
- **Twitter:** [Twitter.com/AOMConnect](https://Twitter.com/AOMConnect)
  - Handle: @AOMConnect
- **LinkedIn:** [Linkedin.com/company/AOMConnect](https://Linkedin.com/company/AOMConnect)
- **LinkedIn *Insights* Showcase:**  
[Linkedin.com/showcase/academy-of-management-insights](https://Linkedin.com/showcase/academy-of-management-insights)

### Tag AOM

- When posting about AOM publications, events or research we ask that scholars and universities tag the appropriate AOM account (from the list above) to ensure our team is alerted of the content and can engage accordingly.

### Collaborate with AOM

- When promoting AOM related content, encourage your academic institution to collaborate with AOM. This could mean working together to align on social post language and the best channels and times to promote the information, or as simple as alerting AOM of newly published posts related to member work so that we can share them accordingly. In doing so, we can leverage our collective reach on social media to maximize the impact of the content.

### Use AOM Branded Hashtags

- We encourage scholars and their academic institutions to use branded AOM hashtags when referencing AOM publications, events, research, etc. in order to increase visibility among current and potential members.
- AOM's primary hashtags include:
  - #AOMAuthors (even when referring to a single author)
  - #AOMInsights
  - #AOMResearch
  - #AOM2022 for the 2022 Annual Meeting, #AOM2023, etc.

### Share AOM posts

- Champion meaningful discussions among your social followers (academic & nonacademic) by sharing AOM content to your channels with your unique POV.





## Social Media Best Practices

The following are general best practices to follow to ensure you're maximizing the visibility of your social media content:

### Content matters

- Share quality insights and fresh perspectives based on your knowledge, expertise or observations. Post on timely and trending topics that get people talking.
- When posting about AOM content please be inclusive of all AOM content types, including the original journal article, *Insights* summary (where applicable) and any other multimedia included within the content (videos, infographics, etc.)

### Share consistently

- This helps build your habit of sharing content and also ensures it's visible on the platform.

### Start or join a conversation

- Engage your network by asking a question or by sharing a point of view. Respond to commenters and engage with others' posts with a comment or share to drive conversation.

### @Mention

- Increase your content's visibility by @mentioning people and organizations in your post copy. (i.e., if you're sharing an article from [Forbes](#), make sure to @mention the publication in the post).
- To @mention an individual, simply type the individual's or page's handle into the social copy. The correct page will appear to successfully mention them, causing a notification.

### Use relevant #hashtags

- Hashtags are searchable keywords that can help increase the visibility of your content when relevant to the topic you're discussing. Use sites like [hashtagify.me](#) to determine the best hashtags.

### Share rich media

- Posts with images or video draw people in and bring your post to life. They also tend to generate higher engagement than posts without any visual component.