



# Marketing an Academic Journal to Public Health Practitioners

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SJSU MPH Program, 2019-2020

Fieldwork Site: Health Promotion Practice Journal  
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## SETTING

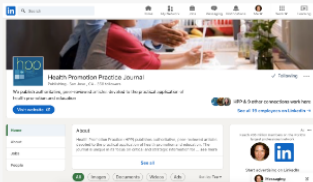
### About HPP

- Online internship
- Academic journal with strong practitioner focus
- Published in partnership with Society for Public Health Education and Sage
- Editor-in-Chief: Dr. Kathleen Roe
- Interns from across SJSU Public Health program
- Social Media focus

## OUTCOMES\*

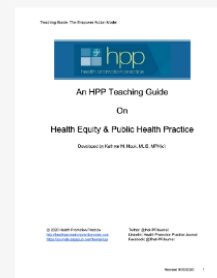
### LinkedIn

- Audience: Public Health professionals, advanced students
- Purpose: Provide more information and space to discuss HPP articles and expand marketing reach
- Methods:
  - Research & report on advantages & pilot engagement strategy
  - Develop 5-6 posts per week
- Results:
  - Total new followers: 353
  - Total posts: 149
  - Highest impression on single post: 1731
  - Average impression: 167
  - Average reaction/post: 4
  - Average clicks/post: 4



### Teaching Guides

- Based on a recent HPP article
- Audience: Instructors, especially adjuncts
- Purpose: Plug & Play to update instruction on a particular topic
- Methods:
  - Brief survey developed and sent to members of priority audience
  - Results + creation time & ease of continuity for later interns
- Includes:
  - Article summary & information
  - Discussion prompts
  - Activity suggestions
  - Sample test questions
  - Further resources
  - Suggested competency area(s)



## DISCUSSION

### Curricular Tie-Ins

- Navigating intern team with principles of group theory
- Developing learning resources & messages for adults via principles of andragogy
- Marketing resources through social media & observing diffusion of innovation in action

### Challenges

- Remaining flexible
- Navigating lots of ideas
- Maintaining communication
- Staying motivated

## OBJECTIVES

### Primary Assignment

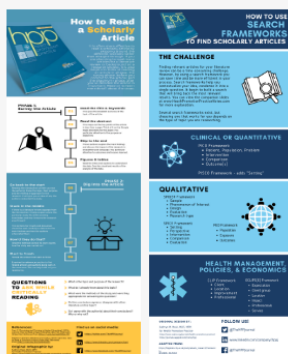
- Promotion of LinkedIn page
- Creation of teaching guides
- Formation of multimedia resources for a practitioner audience

### Fieldwork Goals

- Improve leadership skills through process of creation of teaching guides
- Develop professional social media communication skills and "voice"
- Increase skills in program planning and evaluation

### "How To" Infographics & Tutorials

- Audience: General or advanced undergraduate
- Purpose: Assist in better interaction with scholarship, both in finding it and reading it for meaning
- Includes: Infographic & PowerPoint presentation for each topic



### Publishing Video & Reading List

- Audience: Unpublished practitioners or brand new faculty
- Purpose: Provide examples and encouragement for those nervous or new to publishing with an academic journal
- Includes:
  - Video: 3 min overview of process and timing of publishing with HPP, including peer review
  - Reading List: Recent great papers with commentary from editors pointing out the strengths of the writing or organization



## CONCLUSION

### Opportunities

- Exploring creative ideas
- Learning & leading with the interns
- Planning a SOPHE Webinar
- Discussing a potential publication

### Surprising Insights

- Reaching a shared audience through a new route
- Networking through social media is "real" networking
- Recognizing Public Health educators & teachers are truly "people" people

\* All intern products can be found at [www.HealthPromotionPracticeNotes.com](http://www.HealthPromotionPracticeNotes.com)