

Promoting Your Publication: *A Simple Guide for UF/IFAS Authors*

You don't have to be a marketing expert to help get your publication into the hands of those who need it. Here are a few simple things you can do—at your own pace—to support the launch and reach the right audience.

Pre-launch: Think Ahead

- Think of 2–3 audiences who might benefit from your publication (e.g., schools, Extension programs, clubs).
- Help identify internal and external marketing partners and channels.
- Does your department have a newsletter that could help promote the publication?
- Would your professional society be willing to promote the book on social media or through another marketing channel?
- Have any photos or visuals from your work? These help us (and you) promote the topic.
- Can this publication be an add-on/required reading for an internal or external course? Could you create a course designed to sell the book?
- A quick quote or reason why this topic matters—great for social posts or blogs. This should be targeted at the audience you think will be most interested in your publication.

Once it launches: Share the News

- Participate in the UF/IFAS Extension Bookstore launch plan by sharing our social media posts and forwarding email communications
- Post graphic from UF/IFAS Extension Bookstore promotion toolkit to your personal social media
- Post the bookstore link and cover image on your social media—or just reshare our post.

- Mention the publication in an email or staff meeting. Even a short sentence helps.
- Communicate with a colleague or partner who might share it with their network.
- Blog about your publication! This is another way to create content you can share via social media, email newsletters, etc. blogs.ifas.ufl.edu
- Talk to your local library about either offering several free copies or purchasing them. Also, offer a demo, workshop or Q&A about the topic when relevant.

After Launch: Keep It Going

- Share a photo of the publication in action—at an event, in your office, in the field on your personal and or unit social media.
- Bring a few copies to any conferences, presentations, or outreach days.
- Host a book signing, reading, or classroom visit, if applicable.

Outreach & Social Media Tips

*Pick one or two from each area—it doesn't have to be all at once.

Social Media (High Impact, Low Effort)

- Post a photo or quote from your publication.
- Tag your units, organizations and any other relevant program handles.

- Use simple hashtags like #FloridaFriendly, #IFASExtension, or any other related to your audience.
- Share a short “Why I wrote this” or “How you can use this” note.

Email & Word of Mouth

- Email 1–2 peer listservs or workgroups where the content is relevant.
- Mention your publication in presentations or meetings—even informally.
- Ask your colleagues, community leaders or volunteers to help spread the word in their circles.

Events & Community Opportunities

- Bring copies to Extension events, county fairs, or school visits.
- Partner with local libraries, nature centers, or clubs for a talk or demo.
- Offer to sign books (if applicable) at a local UF/IFAS event or community table—adds visibility and connection.

Who to reach out to (Just a Few Ideas)

- Your Extension office communications contact
- UF/IFAS program leaders in your area of expertise
- Master Gardeners, 4-H clubs, volunteers, etc.
- Local teachers, public libraries, education coordinators, etc.
- Professional associations you might already be part of or that operate in the same area of interest.