

Writing for publication

Why write?

- Communicate with your peers
- Share your expertise
- Initiate debate
- Increase your profile
- Develop new skills
- Your manager expects you to do it
- It's in your job description

Choosing your subject

- Area of clinical expertise
- Subject studied on a course
- Subject studied for personal interest or development
- Piece of work completed at work
- Presentation given at a conference
- Results of your research

Defining your message

- Who do you want to write for (e.g. students, clinical practitioners, managers, academics)?
- What sort of article do you want to write (e.g. literature review, research paper, case study, professional article, analysis or debate)?
- What do you want them to learn (e.g. how to do manage a condition, research findings, ideas for nurse-led initiatives, issues for debate)?

Selecting your target publication

- Do you need an impact factor?
- What publications do your chosen audience read?
- Which is your idea most suitable for?
- Which best suits the tone of your planned article (formal/academic/practical/informal)?
- Do you have more than one audience?

Preparation

- Check whether anything else been written on the subject
- Talk to colleagues about your ideas
- Obtain author guidelines
- Collate literature/evidence
- Read one or two issues
- Contact the editor to check if they think its a good idea

Writing

- Check the requirements in the author guidelines
- Plan the structure (main sections of the article and what will go in them)
- Keep a note of new ideas as they arise
- Keep track of references as you go along
- Keep your audience in mind
- Be clear and concise
- Ask someone else to read it before you submit it

Editing and improving your work

- Go back over the finished article and ask yourself:
- Is the structure logical?
- Is the language clear and appropriate?
- Is the style appropriate for the publication?
- Have you followed the author guidelines?
- Are your references correct?
- Have you acknowledged all sources and gained any necessary copyright permission?

Submission and review

- Check the publication's submission process (email or online)
- Only submit an article to one publication (you may write on the same subject for more than one publication)
- When articles are rejected it is often because:
 - They are not appropriate to the publication
 - The material is not of sufficiently high quality
 - They do not make a 'new' contribution to the literature
- Most authors are asked to make minor or substantial changes based on the reviewer's recommendations
- You are likely to be contacted to respond to queries as they arise in the editing process

Getting your message across

- Blogs
- Twitter
- Facebook
- Press department