

## FEMS Journals Marketing Toolkit for FEMS Member Societies



***This marketing toolkit aims to help FEMS member society delegates to distribute messages focusing on the FEMS Journals. In this toolkit you will find:***

- 1. Campaign Details***
- 2. Email Messaging***
- 3. Newsletter and Website Blurbs***
- 4. Social Media Messaging***
- 5. Image Gallery***

### 1. Campaign Details

***These are the social media accounts and hashtags you should direct your members to follow and use when interacting online with the FEMS journals:***

**Goals:** Spread awareness about the portfolio of FEMS Journals and highlight member benefits that go beyond just publishing. To convey how uniquely the FEMS Journals provide revenue for *Investing in Science*.

#### **Accounts to tag:**

- Twitter: [@FEMSmicro](https://twitter.com/FEMSmicro)
- Twitter for *microLife* journal: [@microLifeJrnl](https://twitter.com/microLifeJrnl)
- Facebook: [@FEMSmicro](https://www.facebook.com/FEMSmicro)
- LinkedIn: [Federation of European Microbiological Societies](https://www.linkedin.com/company/federation-of-european-microbiological-societies)
- Instagram: [@FEMSmicro](https://www.instagram.com/FEMSmicro)
- YouTube: [FEMS Microbiology](https://www.youtube.com/channel/UCFEMS)

#### **Hashtags to use:**

#FEMSJournals, #FEMSMicrobiolRev, #FEMSMicrobiolLett, #FEMSMicrobiolEcol, #FEMS YeastRes, #PathogDis, #FEMS Microbes (@microLifeJrnl)

## 2. Email Messaging

*The following email templates are for inclusion in your email communication to members:*

### **Email 1: FEMS Journals - Investing in Science - Why Submit?**

Dear member,

We are proud to be a Member Society of the [Federation of European Microbiological Societies \(FEMS\)](#). Our Membership allows us to pass on to you some unique benefits such as numerous [grants, well-funded events](#), access to international microbiology initiatives, such as [International Microorganism Day](#), and even [a discount in publishing your research](#) Open Access in the FEMS Journals.

As a not-for-profit organization with a not-for-profit publisher (Oxford University Press), FEMS uses the income from the FEMS Journals to fund these grants, awards, events, and projects, and to support their knowledge sharing events and initiatives.

So, [publish your science with the FEMS Journals!](#) This will keep your money in the microbiology community and ensure we can all continue [Investing in Science](#).

[Submit your paper](#)

**Do you have top quality science that you are looking to publish? There are so many reasons to submit your research to the FEMS Journals:**

- Publish your research in the well renowned FEMS Journals, a household name for microbiologists
- Owned and published by Not-for-Profit organizations, so all journal revenues stay in the scientific community
- Fast, fair, and thorough peer review by experts in the field
- Option for golden Open Access publishing, including two fully Open Access journals: *microLife* and *FEMS Microbes* – making high-quality scientific research accessible and more easily shared across borders, with no barriers to knowledge exchange
- Expert Editorial Boards with a huge international reach and representation from all microbiology fields
- Straightforward submissions process – format-free submission, with manuscript formatting after acceptance
- Fast advanced access publication of the accepted, uncorrected PDF
- Article processing charge discounts for members of FEMS affiliated societies and members of the European Academy of Microbiology, and free publishing for authors from certain developing countries

Check out the FEMS Journals website: <https://academic.oup.com/fems-journals>

## **Email 2: Open Access Journals - *microLife* and *FEMS Microbes***

Dear member,

**We are proud to be a Member Society of the [Federation of European Microbiological Societies \(FEMS\)](#). FEMS is committed to publishing high-quality scientific research that is accessible and more easily shared across borders. All their established journals allow for Open Access publishing under the hybrid model. However, in recognition of increased calls for openness and transparency in research, FEMS has launched two new fully gold Open Access journals to help meet the latest needs of researchers:**

***microLife*** - *The journal of the FEMS European Academy of Microbiology*

As the journal of the [European Academy of Microbiology \(EAM\)](#), *microLife* is a platform for leading experts in microbiology, publishing outstanding papers of the highest standard, novelty, and significance. All microbes are covered, including bacteria, archaea, fungi, protists, parasites, and viruses. The journal is fully gold Open Access, and all articles are free to read.

***FEMS Microbes*** - *Open science toward a sustainable world*

FEMS Microbes is a new open access journal introduced to match requirements and wishes of authors, readers and reviewers. Particular attention is given to early career scientists via extra support (e.g., reviewer training, poster prizes).

The journal includes research articles, commentaries, reviews, as well as methodological advancements that are of general interest to a wide audience. All microbes, including bacteria, archaea, fungi, protists, parasites, and viruses are covered. The journal is fully gold Open Access, and all articles are free to read.

*FEMS Microbes* adopts a progressive model of [transparency towards Peer Review](#), whereas authors can choose to publish peer review reports and their answers as supplementary material, and reviewers can choose to disclose their name.

As a not-for-profit organization, FEMS reinvests their journal revenues into science, by supporting microbiologists and [Investing in Science](#) – in particular Early Career Scientists. FEMS recognizes and awards excellent individuals and initiatives, and by [funding](#) and [organizing events](#) to bring scientists together, along with [numerous travel and study grants](#) for our members.

## **Email 3: New Twitter Account for *microLife***

Dear member,

**We are pleased to let you know about the launch of the new Twitter account for *microLife* ([@microLifeJrnl](#)), the journal of the FEMS European Academy of Microbiology (EAM).**

*microLife* is a gold Open Access journal publishing full-length research articles, short reviews, and commentaries reporting research of the highest standard, novelty, and significance in the field of microbiology and related disciplines.

The new account will bring you all the latest updates from the journal, including all its published papers, Thematic Issues, calls for papers, and news from the Editorial Board.

Tweets are by the Editors-in-Chief and the Journal Social Media Editor.

Make sure you follow [@microLifeJrnI](#) and [@FEMSmicro](#)

#### **Email 4: Publish Open Access for free in FEMS journals**

Many European researchers are eligible to **publish Open Access (OA) for free in FEMS journals!**

Oxford University Press, the publishing partner of FEMS, has a growing number of Read and Publish agreements with institutions and consortia across Europe. Authors from participating institutions can publish Open Access in a selection of journals whereby their institution will pay the charge.

These Read and Publish agreements always include the hybrid journals [FEMS Microbiology Letters](#), [FEMS Microbiology Ecology](#), [FEMS Microbiology Reviews](#), [Pathogens and Disease](#) and [FEMS Yeast Research](#), and often the fully OA journals [FEMS Microbes](#) and [microLife](#) are funded too.

**You can check if your institute and journal of choice are participating on this [webpage](#).**

Feel free to contact the FEMS office for further information via [fems@fems-microbiology.org](mailto:fems@fems-microbiology.org).

### 3. Newsletter and Website Blurbs

*The following passages are for inclusion on your website and in your newsletters to members:*

#### **Blurb 1 – Investing in Science:**

Publishing your science with the [FEMS Journals](#) keeps your money in the microbiology community. As a not-for-profit organization, FEMS uses the income from the FEMS journals to fund charitable activities and support our community – in particular Early Career Scientists.

FEMS [sponsors a range of events](#), provides [grants](#) to hundreds of scientists every year, and presents several prestigious [prizes and awards](#). FEMS also subsidize their own events and provide [travel grants](#) to enable scientists to attend more easily. They also use the income to fund outreach initiatives, like [International Microorganism Day](#), and build connections between microbiologists across the world, for example with their [Ambassador programme](#).

So, [publish with the FEMS Journals!](#) This will keep your money in microbiology and ensure we can continue [Investing in Science](#).

#### **Blurb 2 – Open Access Journals:**

**FEMS is committed to publishing high-quality scientific research that is accessible and more easily shared across borders. All the established FEMS journals allow for Open Access publishing under the hybrid model. In recognition of increased calls for openness and transparency in research, FEMS has launched two new fully gold Open Access journals to help meet the latest needs of researchers:**

*[microLife](#) - The journal of the FEMS European Academy of Microbiology*

As the journal of the [European Academy of Microbiology \(EAM\)](#), *microLife* is a platform for leading experts in microbiology, publishing outstanding papers of the highest standard, novelty, and significance. All microbes are covered, including bacteria, archaea, fungi, protists, parasites, and viruses. The journal is fully gold Open Access and all articles are free to read.

[Submit your paper](#)

*[FEMS Microbes](#) - Open science toward a sustainable world*

*FEMS Microbes is a new open access journal introduced to match requirements and wishes of authors, readers and reviewers. Particular attention is given to early career scientists via extra support (e.g., training, poster prizes).*

The journal includes research articles, commentaries, reviews, as well as methodological advancements that are of general interest to a wide audience. All microbes, including bacteria, archaea, fungi, protists, parasites, and viruses are covered. The journal is fully gold Open Access, and all articles are free to read.

*FEMS Microbes* adopts a progressive model of [transparency towards Peer Review](#), whereas authors can choose to publish peer review reports and their answers as supplementary material, and reviewers can choose to disclose their name.

As a not-for-profit organization, FEMS reinvests their journal revenues into science, by supporting microbiologists and [Investing in Science](#) – in particular Early Career Scientists. FEMS recognizes and awards excellent individuals and initiatives, and by [funding](#) and [organizing events](#) to bring scientists together, along with [numerous travel and study grants](#) for our members.

### **Blurb 3: Publish Open Access for free in FEMS journals**

Many European researchers are eligible to **publish Open Access (OA) for free in FEMS journals!**

Oxford University Press, the publishing partner of FEMS, has a growing number of Read and Publish agreements with institutions and consortia across Europe. Authors from participating institutions can publish Open Access in a selection of journals whereby their institution will pay the charge.

These Read and Publish agreements always include the hybrid journals [FEMS Microbiology Letters](#), [FEMS Microbiology Ecology](#), [FEMS Microbiology Reviews](#), [Pathogens and Disease](#) and [FEMS Yeast Research](#), and the fully OA journals [FEMS Microbes](#) and [microLife](#) are often funded too.

**You can check if your institute and journal of choice are participating on this [webpage](#).**

Feel free to contact the FEMS office for further information via [fems@fems-microbiology.org](mailto:fems@fems-microbiology.org).

## 4. Social Media Messaging

*The following messages are for use on your social media accounts:*

### **Investing in Science**

**OPTION 1:** @FEMSmicro is proud to invest back into science at every opportunity, through sponsoring meetings, providing travel grants & providing a publishing outlet for researchers around the world. Remember, the #FEMSJournals revenue supports all these activities! <https://academic.oup.com/fems-journals>

**OPTION 2:** Publishing your science in the #FEMSJournals keeps your money in the microbiology community! As a not-for-profit, @FEMSmicro uses the income from its journals to fund charitable activities and support our community – in particular #EarlyCareerScientists <https://academic.oup.com/fems-journals>

### **microLife Twitter account**

We are pleased to let you know about @microLifeJrnl, the #OpenAccess journal of the FEMS European Academy of Microbiology (EAM). Follow now to keep up with all the latest updates from the journal!

### **Open Access Journals**

Did you know that members of our society can receive a member discount when publishing to the two #OpenAccess Journals of @FEMSmicro, #FEMSmicrobes and @microlifeJrnl? Because science should be accessible to everyone! More details here: <https://academic.oup.com/fems-journals>

### **Read and Publish deals**

Did you know that #OpenAccess charges for many European authors are covered by @OUPAcademic's Read & Publish agreements? Find out if your institute participates and how you can make use of their deals to publish OA in #FEMSJournals for free! @FEMSmicro

[https://academic.oup.com/journals/pages/authors/production\\_and\\_publication/publication-charges/read-and-publish-agreements/participating-journals-and-institutions#hybrid](https://academic.oup.com/journals/pages/authors/production_and_publication/publication-charges/read-and-publish-agreements/participating-journals-and-institutions#hybrid)

## 5. Image Gallery

Please use the following images in your social media posts and on your website and newsletters

For use with:

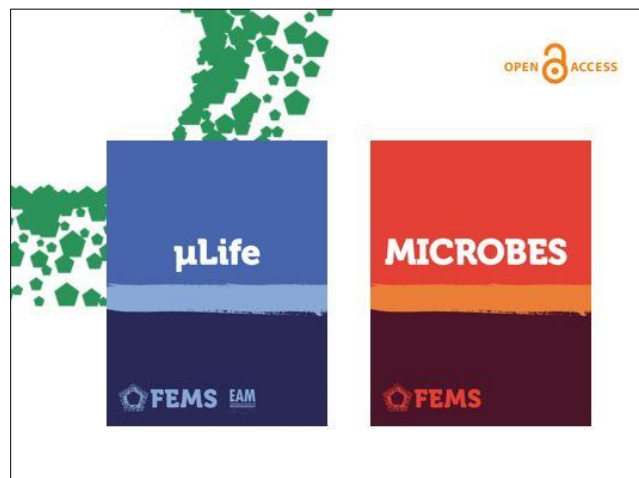
### 1. Investing in Science



if possible, please link to: <https://academic.oup.com/fems-journals>

For use with:

### 2. Open Access Journals





**For use with:**

**3. Publish Open Access for free in FEMS journals (Read & Publish)**

***If possible, please link to:***

[https://academic.oup.com/journals/pages/authors/production\\_and\\_publication/publication-charges/read-and-publish-agreements/participating-journals-and-institutions#hybrid](https://academic.oup.com/journals/pages/authors/production_and_publication/publication-charges/read-and-publish-agreements/participating-journals-and-institutions#hybrid)

Read Oxford University Press Journals  
and publish open access articles with  
OA charges covered

F  
Federation of European  
Microbiological Societies

Explore your institution's  
Read & Publish offer now!

OXFORD  
UNIVERSITY PRESS

The advertisement features a dark blue background with a glowing, wavy pattern of light blue dots and lines. The text is in white and light blue. The Oxford University Press logo is in the bottom right corner.