



**Communicate research  
results globally**



# Why?

The pace of scientific publishing has accelerated more than ever. And citation metrics such as h-indexes matter. Without proper communication, hard-earned results could drown in a rising sea of information.

# We communicate results of scientific research globally



## Press release

We will create and send your press releases to the most relevant contacts from our 10 000+ database of journalists and science journalists from some of the world's top media. We use a unique anti-spam algorithm to maximize successful deliveries.



## Google News

We guarantee that your press release will be published on Google News-indexed media. Google News is read by millions of people and [Google News personalization](#) helps your research reach the people who are most interested in related topics.



## Wikipedia

We will insert your findings in a relevant Wikipedia article. [This MIT study](#) has proven that scientific articles on Wikipedia eventually receive more academic citations.



## Reddit

We will post the key results of your research to the most relevant Reddit communities. In September 2019 alone, the r/science community "[averaged 5.6 million unique users and 29 million page views](#)" – which happens to be a larger circulation than all the top-ten US newspapers' weekday circulation.



## Twitter

We will tweet about your research. Our influencers' accounts have 300k+ authentic followers. [It is a well-documented fact that tweets](#) increase the impact of the given research.



## Facebook

We will display your message to a relevant audience of scientists in the USA and EU. Facebook is also one of the most popular sites [among scientists](#).



Case study of scientific research communication:

# Provision of Psychotherapy During COVID-19

Client:



Olomouc University  
Social Health Institute

Palacký University  
Olomouc

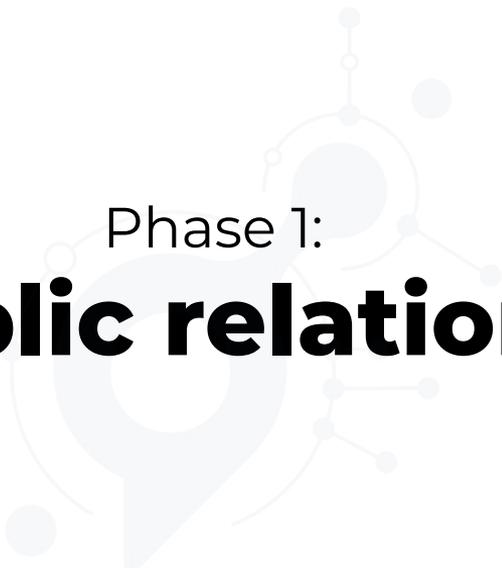


# SUMMARY OF CAMPAIGN RESULTS



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<a href="#">Article</a> Views	<b>+271,85%</b>
<a href="#">Altmetric</a> score	<b>+600%</b>
Wikipedia articles	<b>4</b>
Social media reach	<b>450k+</b>



Phase 1:

# **Public relations**



Olomouc University  
Social Health Institute

Palacký University  
Olomouc

We analyzed the research results, found their best formulation for the press release, and sent it to carefully selected media outlets from all over the world.

We communicated the research results to

**1145**

journalists, senior editors, reporters and external contributors interested in the social sciences

Our database consist of over 10 000 contacts from various scientific fields. We always choose the right ones and send our emails one by one with a special anti-throttling algorithm that help us avoid ending in a spam folder.



We **guarantee** that our clients' research results will get published!



The image displays a collage of screenshots from various online news outlets, all featuring the same press release. The central and largest screenshot is from 'THE AMERICAN REPORTER', dated Thursday, October 8, 2020. The article title is 'Open future of remote psychotherapy: The way how people consumed psychotherapy during COVID-19 times changed, but the quantity didn't'. The byline is 'By JAMES HEALEY' and the date is 'OCTOBER 8, 2020'. The main image shows a person in a military helmet and goggles. Below the main image are sections for 'Business', 'Health', and 'Education'. A red arrow points from the headline area of this article towards the bottom right of the collage. Other visible outlets include 'Weekly Central USA', 'Times World USA', and 'HERALD'. The 'HERALD' screenshot shows the article title and a sub-headline 'Wahooart.C First Of Mus'.

This press release was published on over **20+** online media outlets. Most of them are Google News-indexed.



Phase 2:

**Wikipedia**

# Why Wikipedia?

**[This MIT study](#) has proven that scientific articles on Wikipedia eventually receive more academic citations.**

Wikipedia attracts 1.5 billion unique visitors per month, and is also used by students, scientists and journalists. If your research is mentioned on Wikipedia, it soon becomes common knowledge.



Welcome to Wikipedia,  
the free encyclopedia that anyone can edit.  
6,175,079 articles in English

- Arts
- History
- Society
- Biography
- Mathematics
- Technology
- Geography
- Science
- All portals

**From today's featured article**



**A History of the Birds of Europe, including all the Species inhabiting the Western Palearctic Region** is a nine-volume ornithological book published in parts between 1871 and 1882. It is mainly written by Henry Eeles Dresser, although Richard Bowdler Sharpe co-authored the earlier volumes. The book describes all the bird species reliably recorded in the wild in Europe and adjacent geographical areas with similar fauna, giving their worldwide distribution, variations in appearance and migratory movements. It was published as 84 quarto parts, each typically containing 56 pages of text and eight plates of illustrations, the latter mainly by the Dutch artist John Gerrard Keulemans, and bound into permanent volumes when all the parts were published. In total, 339 copies were made, at a cost to each subscriber of £52 10s. *Birds of Europe* was well received by its contemporary reviewers, although Dresser's outdated views and the cost of his books meant that in the long run his works had limited influence. **(Full article...)**

Recently featured: [Master Chief \(Halo\)](#) · [Eastern green mamba](#) · [Mike Capel](#)  
[Archive](#) · [By email](#) · [More featured articles](#)

**In the news**

**COVID-19 pandemic:** [Disease](#) · [Virus](#) · [By location](#) · [Impact](#) · [Portal](#)

- After President of Kyrgyzstan **Sooronbay Jeenbekov** (pictured) resigns amidst electoral protests, Prime Minister Sadyr Zhaparov declares himself acting president.
- At least ten people are killed during **protests** in Nigeria and internationally to end the Special Anti-Robbery Squad.
- In **basketball**, the **Los Angeles Lakers** defeat the **Miami Heat** to win **the NBA Finals**.
- In **tennis**, Iga Świątek wins the women's singles title and Rafael Nadal wins the men's singles title at **the French Open**.



Sooronbay Jeenbekov

**Ongoing:** Nagorno-Karabakh conflict  
**Recent deaths:** Fred Dean · John Reid · Herbert Kretzmer · Jacinda Barclay · Conchata Ferrell · Jon Gibson



Backlink to published article



Remote psychotherapy may provide the possibility to continue mental health care during the COVID-19 pandemic. The number of patients treated on average per week in personal contact decreased and remote psychotherapies increased, with more patients being treated via internet than via telephone during COVID-19.<sup>[117][118]</sup>

We inserted key results of the research into relevant English Wikipedia articles,  
with over **1 000 000** views since 2018.\*

\* These edits was made *pro bono*. We are aware of Wikipedia's paid editing guidelines.



Phase 3:

**Reddit**



# Why Reddit?

During September 2019 alone, the r/science community “averaged 5.6 million unique users and 29 million page views.”

Which happens to be a larger circulation than all the top ten US newspapers' weekday circulation (including *USA Today*, *The New York Times*, and the *Wall Street Journal*).



Reddit communities also love to **engage** with our clients' findings

We shared a direct link to the published paper on the communities of r/science (25 million members) and r/psychology and several others we found appropriate. With over 5 years of experience, we understand Reddit's guidelines well, so our posts got published and in just two days improved the all-time article views by over **34%**.



Phase 4:

**Facebook**



**Sciencecom News**  
October 7 at 11:16 AM · 🌐

According to research from the Social Health Institute on Olomouc University Psychotherapy underwent unprecedented changes during the COVID-19 outbreak. To combat the rapid spread of the virus, direct contact with others has to be avoided when possible.

Many psychotherapists reduce or even quit the provision of face-to-face psychotherapy and simultaneously try to replace psychotherapy in personal contact with remote psychotherapies via telephone or internet.

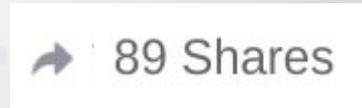
See more in article below.

Mode	Before COVID-19 (%)	During COVID-19 (%)
Personal	~55	~28
Telephone	~10	~10
Internet	~35	~52

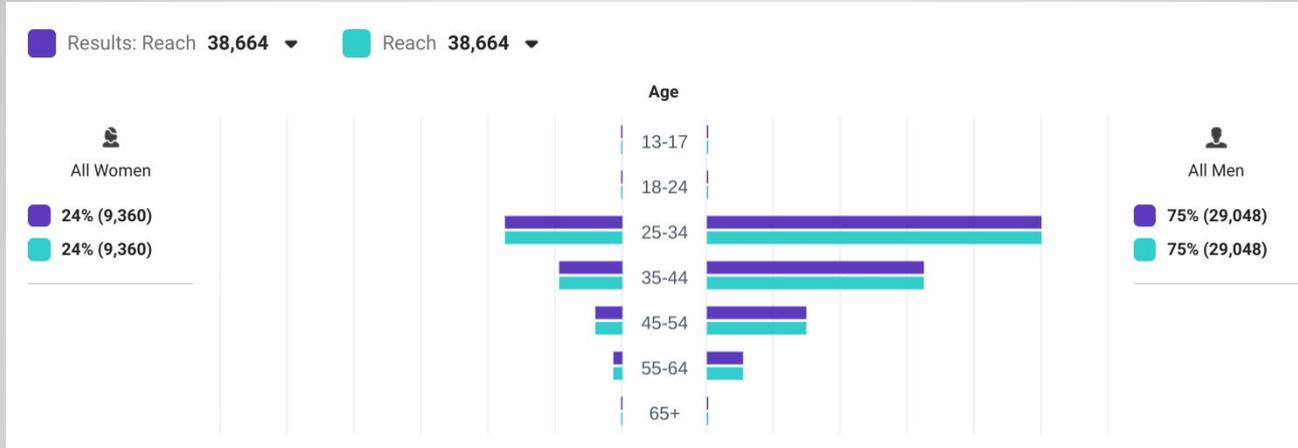
SCIENCECOM-AGENCY.COM  
**Psychotherapy is moving online during COVID-19 | sciencecom-agency.com** [Learn More](#)

**38,688** People Reached      **221** Engagements      [Boost Post](#)

The post about the research was shared **89x** on Facebook



We posted about the research on several relevant Facebook pages. This post was shared **89 times**.



We also promoted this article to a targeted audience of English-speaking scientists and PhD students in North America and Europe. We reached a total of

**38.664**

professionals in the field.



Phase 5:

**Twitter**



The research results were tweeted to an audience of over

**445.586**

Twitter users

and

the research was tweeted and re-tweeted

**18x**

by various influencers all over the world.



# Some of the tweets:

**Shailesh Tripathi**  
@ShaileshTr

I'm a Social Media Strategist for Websites & Businesses. A Fitness Enthusiast, Music Lover & a Cool Guy. I Tweet [#Technology](#) & INTERESTING UPDATES![#followback](#) 😊

305.1K Following 325.1K Followers

  
**The Spooky Science Vortex**  
@Thesciencevort1

Follow

I love art(photography), animals and viruses. But most of all-my kids. Latina. Vaccinate. STEM student. \$hendriks55 [paypal.me/christinamom3](https://paypal.me/christinamom3)

4,109 Following 3,085 Followers

**2020 is a Gemini**  
@RedDahliaPR

A great in the making. climbing mountains and fighting a 6 year old. Co Creator of Glitz & Glam Pop Up Series and Divas who Dine.

3,791 Following 22.9K Followers

**Sdipp21**  
@sdipp21

Tourism , Startups, CEO tubizne, Marketing, SocialMedia , Manager

14.3K Following 13.4K Followers

  
**The Spooky Science Vortex** @Thesciencevort1 · 10h

 Provision of Psychotherapy during the COVID-19 Pan...  
Psychotherapists around the world are facing an unprecedented situation with the outbreak of the nov...  
[mdpi.com](https://mdpi.com)

  
**Shailesh Tripathi** @ShaileshTr · Oct 7

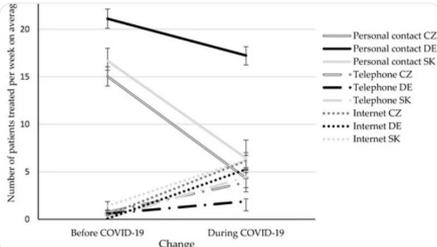
Many psychotherapists reduce the provision of face-to-face psychotherapy and try to replace psychotherapy in personal contact with remote psychotherapies via telephone or internet. [#COVID\\_\\_19](#) [#Psychotherapy](#)

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Psychotherapists around the world are facing an unprecedented situation with the outbreak of the nov...  
[mdpi.com](https://mdpi.com)

1 10 23

  
**Sdipp21** @sdipp21 · Oct 7

Many psychotherapists reduce the provision of face-to-face psychotherapy and try to replace psychotherapy in personal contact with remote psychotherapies via telephone or internet. [#COVID\\_19](#) [#Psychotherapy](#) [mdpi.com/1660-4601/17/1...](https://mdpi.com/1660-4601/17/1...)



Country	Therapy Type	Before COVID-19	During COVID-19
CZ	Personal contact	~16	~5
	Telephone	~1	~4
	Internet	~1	~2
DE	Personal contact	~17	~5
	Telephone	~1	~4
	Internet	~1	~2
SK	Personal contact	~18	~5
	Telephone	~1	~4
	Internet	~1	~2

  
**keith lyle** [@funnykeithlyle](#)

Stand up comic & Actor. I was in The Hangover. I'm not here for a long time I'm here for a good time. Probably working on something to make you laugh right now

14.3K Following 78.6K Followers

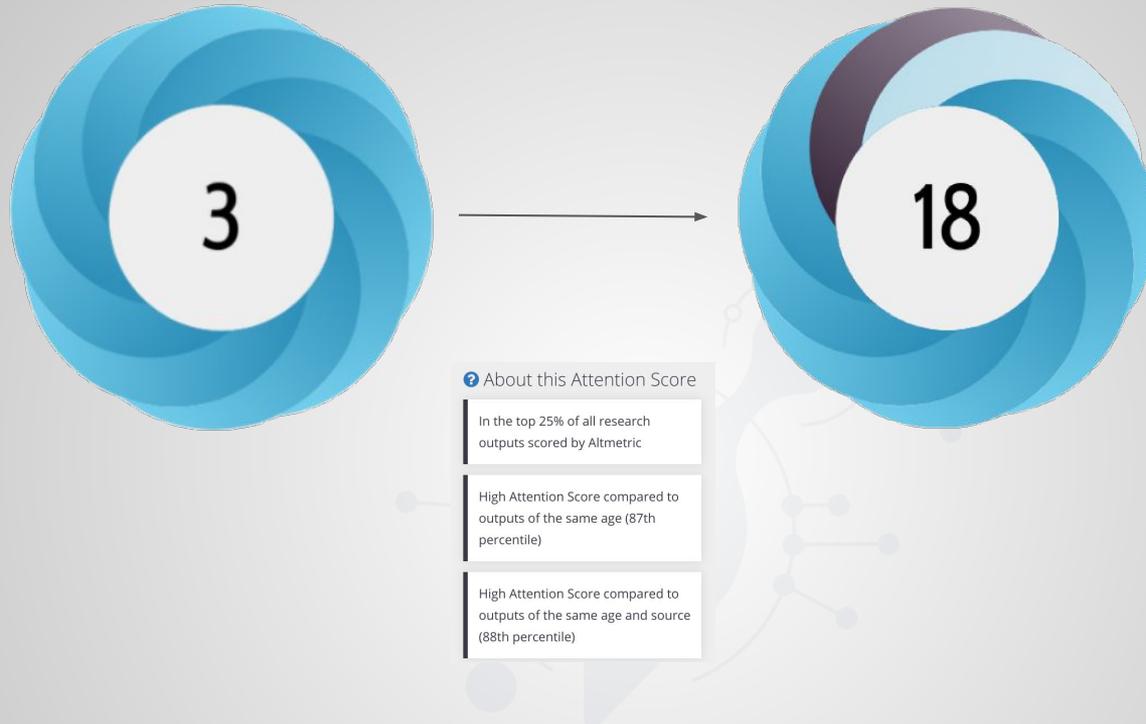
# Science Communication **Summary**

**Client:**



Olomouc University  
Social Health Institute

Palacký University  
Olomouc

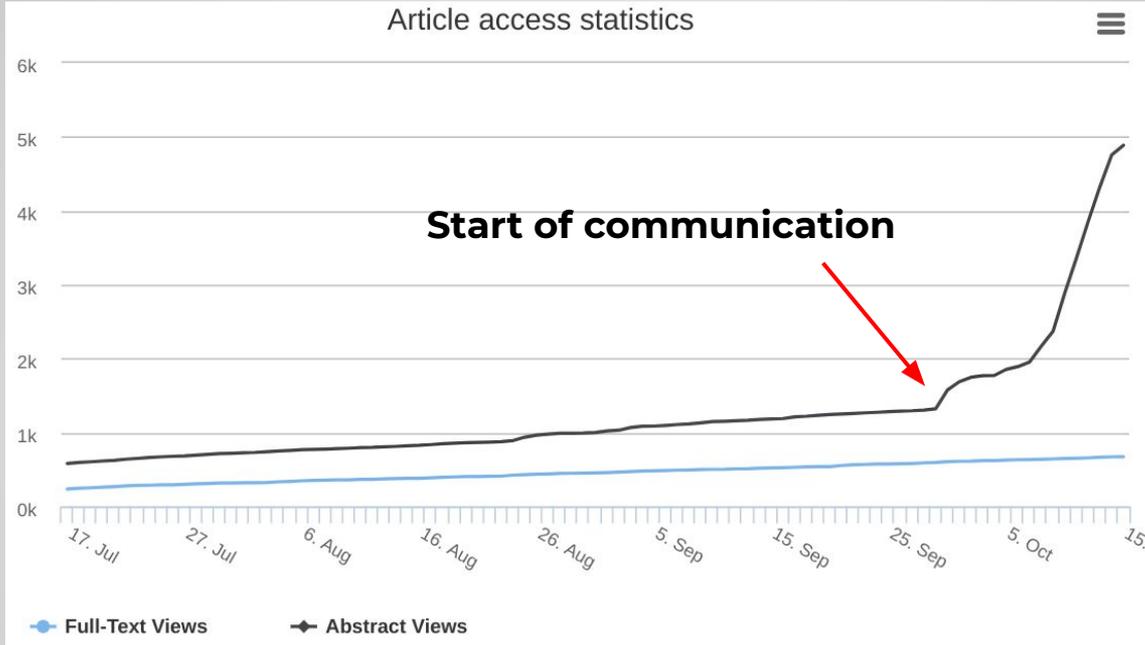


Our activities significantly increased the Altmetric score of the communicated research (citation social impact metrics)  
**The article is among the top 25% of all research outputs scored by Altmetric**



**68,4%**

of the audience who read the article were from the USA.



**+271,85%**

Our activities dramatically increased the research article's number of views.

# What does our client say?



**Radek Trnka, PhD**

Prague College of Psychosocial Studies

"Professional and effective communication of scientific work!  
What else is needed?"



**Tereza Slavickova**

Olomouc University, Social Health Institute

"You want to work with these guys! They deliver top results, disseminate our work through the most relevant channels, our long term cooperation is always satisfactory."



**At Sciencecom we believe that properly communicating scientific results makes the world a better place**



**EDUARD PETISKA, PHD**

Managing partner



**PHDR. TOMAS GAVLAS**

Managing partner



Contact us if you are interested in complex communication solutions for your scientific research or institution.



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research results  
globally!**

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