

S2O Promotional Toolkit

Project MUSE is leading the charge toward equitable open access with our **Subscribe to Open (S2O)** initiative. We can't do it without our partners—the publishers that have made it their mission to increase access to humanities and social sciences research for all. To help you spread the word about S2O, we've created this social media toolkit that you can share with your community.



Boilerplate

Feel free to use the following messaging on your social media, in newsletters, or when communicating with your teams, partners, and clients.

About Project MUSE

Project MUSE believes that knowledge is essential to enriching lives and advancing discoveries. We make humanities and social sciences research from nonprofit publishers accessible to scholars and institutions worldwide.

About Subscribe to Open

Launching in 2025, **Subscribe to Open (S2O)** is an equitable open access model for scholarly journals that enables subscription journals to open access to their current content without Article Processing Charges (APCs). If we reach our sustainability threshold for the year, current content from more than 100 participating journals will publish open access. Institutions maintaining their subscriptions will also secure access to decades of essential back issues.

Program Benefits

- Ensures that subscribing libraries maintain uninterrupted access to both current scholarship and archival backfile content
- Provides an alternative to article processing charges (APCs)
- Provides a stable and guaranteed royalty structure to support nonprofit journals and maintain the quality and integrity of their publications while making the transition to open
- Includes titles in all current journal collections

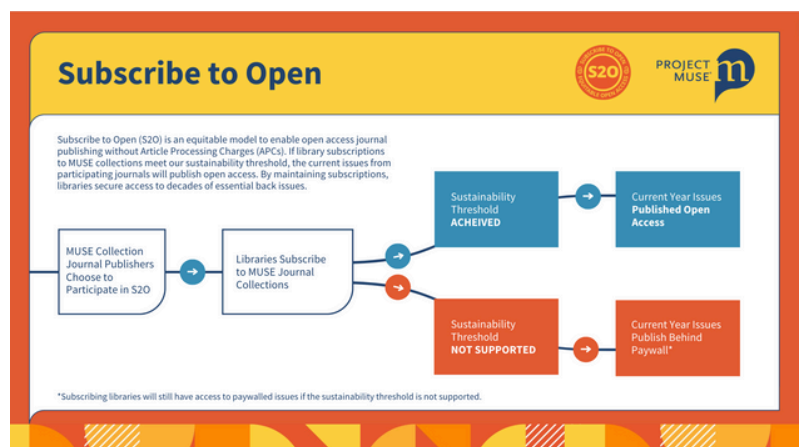
To learn more and get started, visit https://about.muse.jhu.edu/subscribe_to_open/s2o/

Infographics

We've created these infographics explaining our **Subscribe to Open** program for you to share with your community.

Sustainability Threshold Infographic

Each year, MUSE will set the minimum sustainability threshold required to fund the participating S2O journals that year. If the sustainability threshold is reached, the current year's content of the participating titles will be opened to all readers. If the threshold is not reached, that year's content will remain gated.



Email to Journal Teams

To spread the news about **Subscribe to Open**, you can send this email to your teams.

Subject Line: Project MUSE Simplifies Open Access for Publishers Worldwide

Preheader: Introducing an Equitable Model for Open Access

Header: Subscribe to Open Is Here

For nearly 30 years, our partner Project MUSE has been committed to sustaining the scholarly publishing ecosystem—and now, they're uniting publishers, libraries, and scholars in the charge toward equitable open access.

Launching in 2025, their **Subscribe to Open (S2O)** initiative is a way for journals to transition to open access and start making research more accessible for everyone. If Project MUSE reaches their sustainability threshold for the year, current content from more than 100 participating journals will publish open access. Institutions maintaining their subscriptions will also secure access to decades of essential back issues.

Program Benefits

- Makes high-quality humanities research from nonprofit publishers widely available to readers without barriers to access
- Ensures that subscribing libraries maintain uninterrupted access to both current scholarship and archival backfile content
- Costs no more than a library's current conventional subscription
- Provides an alternative to article processing charges (APCs)
- Provides a stable and guaranteed royalty structure to support nonprofit journals and maintain the quality and integrity of their publications while making the transition to open
- Includes titles in all current journal collections

<INSERT IMAGE OF REVENUE INFOGRAPHIC HERE>

To learn more and get started, visit <https://about.muse.jhu.edu/muse/s2o/>

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- LinkedIn <<https://www.linkedin.com/company/projectmuse/>>
- X <<https://twitter.com/ProjectMUSE>>



Social Posts

Share Project MUSE posts on social media. We've created sample posts, captions, and hashtags to make this even easier, but you can always tailor them to your brand voice.

Post 1 - For Publishers

Project MUSE Simplifies Open Access for Publishers Worldwide

For nonprofit publishers like us, transitioning to open access is a big step. Project MUSE makes it easy, all while elevating the work of our authors and reaching libraries and scholars worldwide. Learn more about **Subscribe to Open (S2O)** at about.muse.jhu.edu/subscribe_to_open/s2o/

#SubscribeToOpen #OpenAccess #S2O



Post 2 - General

Project MUSE Is Leading the Charge Toward Equitable Open Access

Project MUSE is on a mission to make quality scholarship more accessible for everyone. If they reach their sustainability threshold for the year, current content from more than 100 participating journals will publish open access. Learn more at about.muse.jhu.edu/subscribe_to_open/s2o/

#ProjectMUSE #DigitalHumanities #S2O



Post 3 - General

Project MUSE Simplifies Open Access for Publishers Worldwide

STEM has already embraced open access, but the humanities and social sciences have a ways to go. We're proud to partner with Project MUSE to make our journals more accessible to libraries and scholars worldwide. Learn more about **Subscribe to Open (S2O)** at about.muse.jhu.edu/muse/s2o/

#SubscribeToOpen #OpenAccess #S2O

