How to Promote your Published Article

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Promoting your Published article

• 55 ways to increase the visibility of your published article
• 10 different academic social media platforms you can use
• Get found: Optimize your research articles for search engines
The researcher as a salesman

• You have:
  • Completed your research
  • Submitted it to leading journals
  • It has been accepted and published
  • Are you done?
Promoting your published article

• Now is the time to:
  • Promote your hard work
  • Let others know your article exists
Why promote your article?

- Increases your presence
- Raises your profile
- Ensures that your findings are known
- Allows others to read and cite you
- Stand out amongst 5000 daily articles
Check your journal policy

- Most publishers let you:
  - Email your article for personal use
  - Promote your article
    - Within your institution
    - On your recommended reading list
    - In your lectures
Impact of social media

Reach – the number of people given the opportunity to view the web page

Engagement – the number of people who view and then ‘like’ it or go on to share it with friends.

Virality – the percentage of engagers who then write a fresh story about the web page on social media sites and blogs.

Dissemination of the research article – the number of people who go on to view the research article online or download the PDF.

Impact of the research – the number of people who change their thinking or practice because of the research.

Citations in the peer reviewed literature.

Social Media Release Increases Dissemination of Original Articles in the Clinical Pain Sciences, Heidi G. Allen, Tesha R. Stanton, Flavia Di Pietro, G. Lorimer Moseley

Published: July 17, 2015, http://dx.doi.org/10.1371/journal.pone.0068914
Scientific Output Indicators

• Research career greatly influenced by:
  • Number of published papers
  • Number of times these articles are cited
Scientific Output Indicators

• These indicators can influence:
  • World rankings
  • Allocating research grants
  • Promotions within institution
  • Graduate school options
Research assessment experts say "indicators based on the number of times a paper is cited are much more important than those based on the number of articles published." (ACUMENT 2010, p. 14)
1. Check the obvious

- Read and consult before you begin
- Do research on related subject
- Be careful and systematic
- Write it up well
- Connect to inspirational work
2. Use a unique name

• Use same variation
• Add middle name if required
• Consistency enhances retrieval (Sarli and Holmes 2011)
3. Use standardized affiliation and address

- Don’t use abbreviations
- Important to attribute correct author
- Accurate contact details are essential
- Researchers can contact directly for:
  - Queries
  - Further information
4. Repeat key phrases

• Create key phrases in your study
• Repeat them in abstract
• Search engines will search your abstract
• Normal repetition of words increases search ranking (Sarli and Holmes, 2011; Jones and Evans, 2013)
5. Assign keyword terms to manuscript

• Keywords form the search terms that will be used
• Use keywords that:
  • Are specific
  • Reflect the essence of your paper
• What would researchers in your field look for?
• Consider using current “buzzwords” (Sarli and Holmes 2011; Emerald Guide 2012)
6. Create your unique phrase

- Create a phrase that reflects your research interest
- Use it throughout your academic life
- Add the name of study to title of all publications
- Use the same name consistently “buzzwords” (Sarli and Holmes 2011)
7. Publish in journals with high impact factor

• Most effective strategy to increase citation rates (Vanclay 2013)
8. Publish in indexed journals

- Included in Web of Science (WoS) and Scopus databases
  - Rigorous selection criteria and data processing
  - Reliable sources of bibliometrics
  - Analyze widely known scientific reviews in all disciplines
  - Compile indicators based on citations

- Best databases for these indicators:
  - http://login.webofknowledge.com
  - www.scopus.com
9. Self-archive articles

- Make your articles available for free online
  - Increases paper’s impact (Lawrence 2001)
  - Maximizes visibility of your research (Jones and Evans 2013)
  - Strong link between self archiving and increased citations (Gargouri et al. 2010)
10. Keep your pages and lists up to date

- Freely accessible articles increase citations by 50% or more (Harnad 2006)
11. Make your research easy to find online

- Positive relation between number of downloads and citations (Jamali and Nikzad 2011)
- Correlation between highly cited articles and online availability (Vaughan and Shaw 2003)
12. Publish in open access journals

- “Gold road” open access journals
  - Usually exclusively online
  - Publication fees quite high
- Editor ensures papers are available to all
- Avoid bad predatory publishers
  - https://scholarlyoa.com/publishers/
- Total directory of open access journals
  - https://doaj.org/
Open Access (OA) increases citations

- Choose journal that allows self archiving
- Save right version of your document
- Following links leads researchers to prevailing opinion (MacCallum and Parthasarathy 2006)
- Open Access has a positive impact on growth of citations (Swan 2010).
- Ray Frost increased citations significantly after depositing articles
13. Deposit papers in institutional repositories

- Choose journal that allows self-archiving
  - Save the right version of your document
- Major advantages:
  - Contributing to access-to-knowledge movement
  - Promoting conservation of information
  - Increasing your article’s visibility online
- Open access papers cited more often than non-open access (Gargouri et al., 2010)
- Specialized librarians can advise you on self-archiving policies
- Check with journal publisher for any embargo periods
Scientific Databases

- Greenr: Environmental sciences
- Wiley-Blackwell Cochrane Library: Medical literature
- PubMed: Health
- Web of Science: Science
- PsycInfo: Psychology
14. Publish with international authors (Pislyakov and Shukshina 2012)

- Papers with international co-authors cited up to 4x more (Jones and Evans 2013)
- Articles published with multi-countries or multi-institutes collaboration get cited more. (Krause 2009)
- Authors with international collaboration receive more citations (Aksnes 2003).
15. Team-authored articles cited more

- Team-authored articles typically produce more frequently cited research than individuals (Wuchty et al. 2007)
- Team research is on average more frequently cited than individual research (Cotropia and Petherbridge 2013)
- Typically high cited articles are authored by a large number of scientists (Aksnes 2003)
16. Use more references

• Strong relationship between paper citations and number of references (Corbyn 2010)
17. Publish a longer paper

• A longer paper gathers more citations (Ball 2008; Abt 1998)

• Longer papers are associated with more citations (Hamrick et al. 2010)
18. Publish papers with a Nobel laureate

- Landmark papers of Nobel laureates increased their authors’ citation rate
- This boost extends to authors’ earlier papers too, even if they were in unrelated areas (Ball 2011)
19. Contribute to Wikipedia (SAGE 2012)

- Find a Wikipedia page about your research topic and add a link to your article. [https://en.wikipedia.org/](https://en.wikipedia.org/)

- Papers used as Wikipedia references receive significant citations compared to other articles from the same author.
20. Start blogging (SAGE 2012)

- Use blogs to leverage on-going researcher discussion on the Internet (Taylor & Francis Group 2012a)
- Web tools such as wikis and blogs can be created to inform, describe and link people’s research interests and publications (Wong 2008)
- Authors encouraged to promote their papers through high page rank links (Smith 2005)
20. Start blogging

• Create keywords mentioned in your article
• Link to your research
• Participate in conversations in your research field
• Comment on other posts
• Include links to other blogs
21. Join academic social networking sites (Taylor & Francis Group 2012b)

- Social networking sites increase availability of articles
  - Broadens dissemination
  - Increases use
  - Enhances professional visibility
  - Increased citations and usage
Academia.edu

- Allows reference sharing among academics and researchers
Citeulike.org

- Upload your articles
- Share with relevant authors
- Free registration

Citeulike is a free service for managing and discovering scholarly references

8,343,978 articles - 798 added today.

- Easily store references you find online
- Discover new articles and resources
- Automated article recommendations NEW
- Share references with your peers
- Find out who's reading what you're reading
- Store and search your PDFs

Join now  Join now with Facebook
GrowKudos.com

• Measure and maximize outreach of published articles
• Free for researchers
• Profile for each article
  • Summaries
  • Key words
  • statements
• Track outreach
TrendMD.com

- Specialized recommendation process
- Based on reading behaviour
- Promote research using PPC
Altmetric bookmarklet

- Install browser plugin
- View online shares and mentions of specific articles

Bookmarklet for Researchers

Instantly get article level metrics for any recent paper, for free

Attention insights for individual journal articles

Reading a paper in your field and want to find out its Altmetric details? Install our free bookmarklet for Chrome, Firefox and Safari to view the online shares and mentions of an article with a single click.
ORCiD

- Create account and link research to your profile
- Links you with your professional activities
- Allows your work to be recognized

DISTINGUISH YOURSELF IN THREE EASY STEPS

ORCID provides a persistent digital identifier that distinguishes you from every other researcher and, through integration in key research workflows such as manuscript and grant submission, supports automated linkages between you and your professional activities ensuring that your work is recognized. Find out more.
Research Gate

- Submit technical reports (title, abstract, references)
- Share with conference attendees
- Answer questions from other researchers

Advance your research
Discover scientific knowledge, and make your research visible.
Join for free
Zotero.org

Zotero [zoh-TAIR-oh] is a free, easy-to-use tool to help you collect, organize, cite, and share your research sources.
Figshare.com

store, share, discover research

get more citations for all of the outputs of your academic research
over 5000 citations of figshare content to date

ALSO FOR INSTITUTIONS & PUBLISHERS
Mendeley.com

Your research, anywhere.
For students and researchers

Mendeley is a free reference manager and academic social network. Make your own fully-searchable library in seconds, cite as you write, and read and annotate your PDFs on any device.
22. List your publications in an online profile

- Multiple online tools available
- Share research findings
- Increase visibility of your papers
- Google Scholar and Research Gate are most popular
23. Use Social Media

- Use LinkedIn, Twitter and Facebook to share your articles
- Effective complementary strategy
- Interesting discussions can ensue
23. Use Social Media

- Start with your own networks and contacts
- Link your articles on your Facebook page
- Add references to your LinkedIn profile
- Join relevant LinkedIn groups
24. Write a Review Paper

- Reviews cited more often than original research papers
- Some types poorly cited (Taylor & Francis Group 2012a):
  - Editorials
  - Letters to editors
  - News items
  - Meeting abstracts
  - Case studies
24. Write a Review Paper

• Write comprehensive and substantial review articles
• Submit to journals with high impact factor, that carry previous articles on topic (Vanclay 2013)
25. Publishing after Rejection

• Papers published after previous rejection receive significantly more citations (Ball 2012)
• Submission history affects post-publication impact
• Resubmissions from other journals received significantly more citations than first intent submissions (Calcagno et al. 2012).
26. More callouts receive more citations

- “Callout” is a phrase / sentence displayed in different font.
- Callouts usually inserted by editorial staff to highlight interesting aspects (Hamrick et al. 2010)
27. Avoid selecting a question type of title

- Different types of title affects downloads and citations (Jamali and Nikzad 2011)
- Articles with question type titles downloaded more, but cited less
28. Share detailed research data

• Open data (publicly-available datasets) significantly associated with 69% increase in citations to articles that accompany the data.
• Correlation is independent of Journal Impact Factor, country of authors and time since publication (Piwowar et al. 2007; Swan 2010).
29. Publish across disciplines

• Increases citations
• Eg. Chemistry, biological science, physics (Ortega and Antell 2006)
• Articles published in collaboration tend to be quoted more frequently (2014 Larivièrè study).
• Inter-institutional, inter-sectorial and international collaborations can help boost an article’s impact.
30. Cite related work

- Find research in other fields, similar to your own
- Cite this work in your literature review
- Once published, your work is now linked in citation indexes to broad set of communities
- Post publication methods to increase visibility will have even greater effect
- Can be publicized to broader slice of scientific community
31. Present a working paper (Taylor & Francis Group 2012a)

- Attend prestigious conferences
- Present parts of research or publish working paper
- Working papers freely available before and after articles are published.
- Researchers may upload working papers to open access repositories
  - Personal websites
  - Formal repositories (eg. arXiv and SSRN (McCabe 2011))
32. Publish in popular journals

• Choose a journal that matches your field of study
• Journals which cover broader range of disciplines are better
• If similar researchers read you, they can cite you (Taylor & Francis Group 2012a).
33. Add links to your email signature

- Publicize yourself by linking your latest published article to your email signature
- Good platform for publication marketing (Taylor & Francis Group 2012a).
34. Publish in high abstracting and indexing journals (Nader Ale Ebrahim 2012)

- Abstracting and indexing services generate visibility for the material published in most journals (Garfield and Merton 1979)
- Citation potential increases by attributing to the high visibility of scientific materials.
35. Create a podcast or video to describe the research project

- Create podcast to describe research efforts.
- Research not just text and figures.
- More researchers using video to communicate results.
- Submit videos to YouTube or Vimeo (Sarli and Holmes 2011).
36. Create an online CV

- Create profile on ORCiD or ResearcherID
- Creates a link between published papers and open access articles (Sahu 2005).
- Increases your output visibility to an academic community.
- Add titles and links to your Recent Publications section
37. Publish tutorial papers

• Organize and introduce work in your field.
• Assumes audience is not an expert
• Emphasizes basic concepts of your field
• Provides concrete examples that embody these concepts (ACM 2013).
• Tutorial papers tend to have a higher number of citations (Hamrick et al. 2010).
38. Use journal promotion tools

• Your publisher may have tools to make your content more discoverable
  • Article links
  • RSS feeds of newly published material
• Check publisher’s website for more information
Elsevier.com

• Provides a Share Link to your article
  • Provides free access to your article for 30 days
  • Invite colleagues and peers to access your article
TaylorAndFrancis.com

- Share Eprints link of your article
- Up to 50 colleagues and friends can get free access to your article
SpringerNature.com

- Provides eOffprints links
- Share your research with co-authors and research colleagues
BMJ.com

• Provides metrics for tracking access of your published article
39. Think small

- Look for individuals interests closely related to yours
- Write to them
- Ask for advice
- Attach your new article to email
40. Suggest adding journal to Web of Science and Scopus

- Recommend that WoS / Scopus add the journal you are published in
- Check their eligibility criteria
  - https://www.elsevier.com/solutions/scopus/content
41. Post your published papers on your website

• Most publishers don’t mind you posting your paper on your own website
• Some publishers prefer you wait one or two years
42. Keep pre-print and post-print versions of accepted articles

- Check with your journal for submission guidelines
  - “Green road” open access journals usually allow post-print version
  - Some journals require pre-print version
43. Publish 2\textsuperscript{nd} Popular Science version of your article

- Popular Science platform showcases scientific research to a wide range of readers
- Catch attention of a broader audience
- Make language more accessible
44. Hire a PR agency

• They can suggest best ways to present your research
• Can recommend daily newspapers and business magazines to be interviewed in
45. Run paid promotions on Facebook

• Create a Facebook post of your article
• Promote this post to relevant users
• Low cost and high reach
46. Expand paper to a book

• Publish yourself under your own company imprint.
• Cite your paper in the book.
47. University press release

• Turn article’s findings into press release
• Get university to distribute to relevant publications
• Send short article to local newspaper
48. Video abstracts

- Profile your research and make it more appealing to people outside your community
- Publishing company can help with this
Our mission is to make research publishing faster, fairer, and more useful.

FOR RESEARCHERS

FOR PUBLISHERS
49. Present at conferences

- Look for industry specific conferences
- Apply as speaker to provide research update
- Send announcement to relevant conferences / society email list
50. Post slides of your talks online

• Allows attendees to have a copy
• Don’t worry about others copying you
• The more people copy, the better!
51. Cite your paper in future papers
52. Distribute hard copies of your paper

- Bring reprints to next conference
- Pass them out after your session
- Mail copies to colleagues in your field
- Put paper copy in academic lunch room
- Pin a copy in your office
53. Talk about your paper everywhere

- Give a short, free talk about your paper on campus, with snacks
- Give a lecture on the topic to your senior class. Include it in exam.
- Get your post-graduates to review / supplement your paper for a grade.
- Do workshops / seminars
- Offer short talk at local radio station
53. Maintain a group / project website and share results

- Update it regularly
  - Project objectives
  - Status
  - Publications
  - Details on team members
  - Software you have published
54. Share success stories

• Share important discoveries
• Write short articles to share with public
• Publish in magazines / community newsletters
55. Maintain Online Research Directory

- Bookmark related projects
- Categorize them by focus
- Link to:
  - Useful tutorials
  - Related conferences
  - University courses
- Maintain reader mailing list
Conclusion

• Publishing research in high-impact journals is your primary concern.
• Also need to consider ways to receive more citations after publication.
• Want citations related to paper’s quality and visibility.
• Apply these 52 points to increase your paper’s visibility
References

References

- Jones, K., & Evans, K. (2013). Good Practices for Improving Citations to your Published Work (pp. 2). University of BATH.
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References

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Get found – optimizing your articles for search engines

• “Search Engine Optimization (SEO) … is the process of identifying factors in a (journal article) which would impact search engine accessibility to it and fine-tuning the many elements of (the article) so it can achieve the highest possible visibility when a search engine responds to a relevant query.” (Zhang and Dimitroff)
Get found – optimizing your articles for search engines

• SEO is obligatory to increase:
  • Readership
  • Citations
  • Acknowledgement
  • Academic visibility

• Optimize your articles to get indexed on academic search engines
Academic Search Engines

- Google
- Google Scholar
- Elsevier’s Scirus
- SciDiver
- IEEE Xplore
- PubMed
- SciPlore
Search Engine Optimization

• Higher ranking gets towards the top of the list of search results
• Each search engine has unique algorithm based on:
  • Keywords
  • Phrases
  • Metadata
Keywords

- Use keywords tools to find out popular search words

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<thead>
<tr>
<th>Search terms</th>
<th>Avg. monthly searches</th>
<th>Competition</th>
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<tr>
<td>academic research</td>
<td>1K – 10K</td>
<td>Low</td>
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<table>
<thead>
<tr>
<th>Keyword (by relevance)</th>
<th>Avg. monthly searches</th>
<th>Competition</th>
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<tbody>
<tr>
<td>scholarly journals</td>
<td>1K – 10K</td>
<td>Low</td>
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<tr>
<td>academic journals</td>
<td>10K – 100K</td>
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<tr>
<td>academic articles</td>
<td>1K – 10K</td>
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<tr>
<td>journal article</td>
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<td>Low</td>
</tr>
<tr>
<td>science journal</td>
<td>10K – 100K</td>
<td>Low</td>
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Keywords

- Use these keywords in your:
  - Article title
  - Sub-heading
  - Description tags
  - Abstract
  - Throughout the main text
Places to use keywords

- Title
- Heading and sub-headings
- Description tags
- Keywords
- Descriptions of the authors
- File name of the document
- Main body text
- Abstract
- Graphics, tables and figures (both in the graphic as well as in the title of the graphic)
Tips for using keywords

1. Write a short, SEO friendly title for your article
2. Carefully construct your abstract using keywords
3. Provide at least 5 keywords / phrases in the keywords field
4. Stay consistent
5. Use headings
6. Cite your own / co-authors’ previous work
Ocean Acidification and Its Potential Effects on Marine Ecosystems

Keywords

ocean acidification, climate change; carbonate saturation state; seawater chemistry; marine ecosystems; anthropogenic CO2

Abstract

Ocean acidification is rapidly changing the carbonate system of the world oceans. Past mass extinction events have been linked to ocean acidification, and the current rate of change in seawater chemistry is unprecedented. Evidence suggests that these changes will have significant consequences for marine taxa, particularly those that build skeletons, shells, and tests of biogenic calcium carbonate. Potential changes in species distributions and abundances could propagate through multiple trophic levels of marine food webs, though research into the long-term ecosystem impacts of ocean acidification is in its infancy. This review attempts to provide a general synthesis of known and/or hypothesized biological and ecosystem responses to increasing ocean acidification. Marine taxa covered in this review include tropical reef-building corals, cold-water corals, crustose coralline algae, Halimeda, benthic mollusks, echinoderms, coccolithophores, foraminifera, pteropods, seagrasses, jellyfishes, and fishes. The risk of irreversible ecosystem changes due to ocean acidification should enlighten the ongoing CO2 emissions debate and make it clear that the human dependence on fossil fuels must end quickly. Political will and significant large-scale investment in clean-energy technologies are essential if we are to avoid the most damaging effects of human-induced climate change, including ocean acidification.
Other considerations

• Don’t overuse keywords
• Don’t necessarily use most popular keywords
• Author’s name spelling
• Citations
• Balance article quality versus SEO
Types of graphics

• Use text-based graphics over image graphics
• Lets you use relevant keywords in our graphics that can be indexed
References


For more information

• www.editing.tw
• www.editing.tw/blog
• 華樂絲學術英文編修