

# IOS Press

**Accelerate Research. Increase Impact.**

Promotional Toolkit for Authors

# Contents

This guide is intended to give you some useful tips on how to promote your work. Enclosed is information on the tools available that you can use to help your research achieve a wider reach and greater impact. Some of the most effective and influential promotional tools are the ones that you are already best equipped to use.



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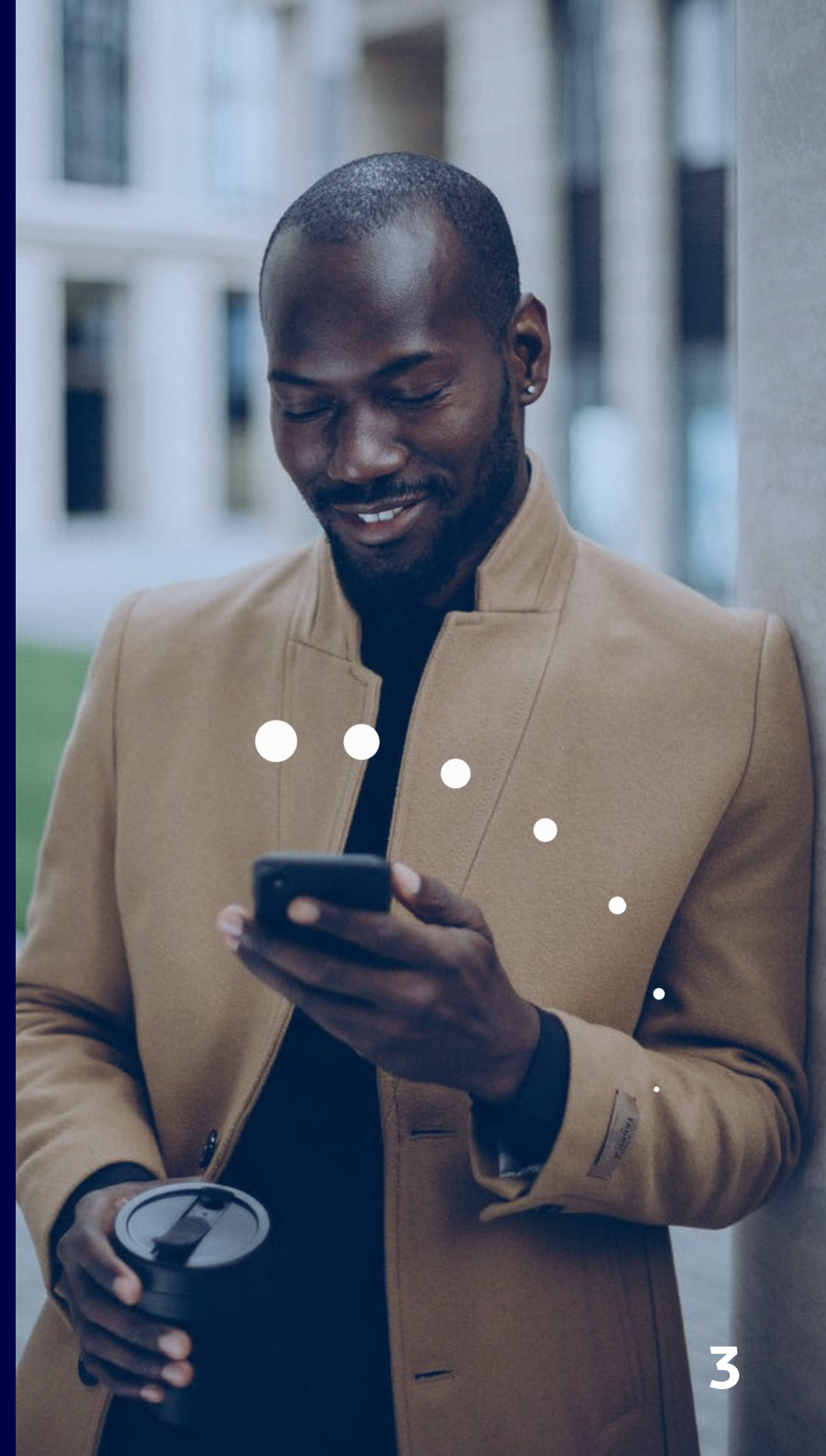
# Social Media

Engaging with social media gets your research noticed, today. Using social media effectively will help you reach your target audience, while also exposing your work to new readership.

It's best to find a platform that suits you and that you're comfortable using. Often you'll find certain research fields are more active on specific platforms, so determine which sites will be most beneficial to you. You don't need to be active on all of them.

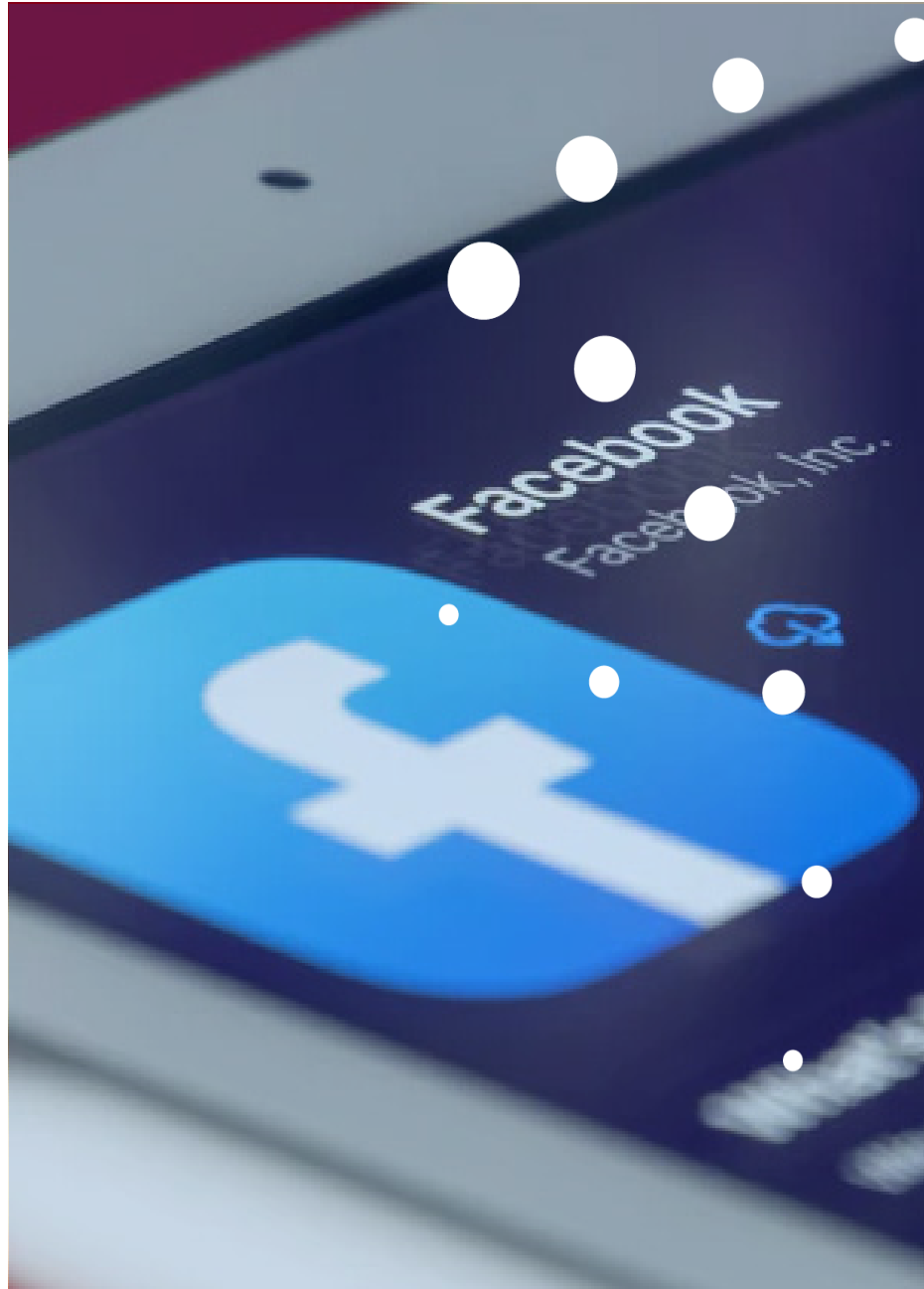
## Advantages of social media

- Facilitates short, succinct messages.
- Increases readership of your publication.
- Increases visibility, which means a greater likelihood of getting cited.
- Gives exposure to key points of your research.
- Builds conversations around your content.
- Cultivates a stronger reputation and wider recognition.
- Connects you with other researchers.
- Widens your network on a global scale.
- Helps identify new areas of interest/research for yourself and others.





# Facebook



With so many of us engaged on Facebook globally, the platform allows for the easy dissemination of written, visual, and auditory material.

## Tips for using Facebook

1. **Create a separate Author Page.** This allows you to establish a professional presence on Facebook and create a space that can be used exclusively for the promotion, dissemination, and sharing of your work.
2. **Use visual aids.** Profile picture, cover photo, and images accompanying posts are often the first point of reference readers have for your work, so it is important to provide a visual representation that encapsulates your work.
3. **Create a communication plan:** Plan how you intend to release your content. Don't release everything all at once, and post regularly (once or twice a week).
4. **Include links** to your latest and past articles.
5. Share links to **other publications** you're reading or post engaging multimedia material (videos, tutorials, images) related to your field.
6. **Post about your research activities**, for example conferences, talks, Calls for Papers.
7. **Don't forget to regularly respond** to comments/questions left on your page (generally within 24 hours).
8. Optimal messages are **50 characters or less**.
9. **Join existing groups.** One of the benefits of Facebook is preexisting online communities. There are multiple groups that will allow you to actively engage in discussion with people involved in similar research areas. Being active in these groups will help drive traffic to your personal page.
10. **Engage** in debates and discussions.
11. **Ask for feedback** on research ideas.
12. **Invite** fellow researchers to your page.

# Twitter

## Smarter Tweeting

Twitter is a great short messaging platform, a type of micro blogging, and can be very useful for sharing links to your work and related items. It's an easy way to drive traffic to your publication and also stay up to date with other researchers.

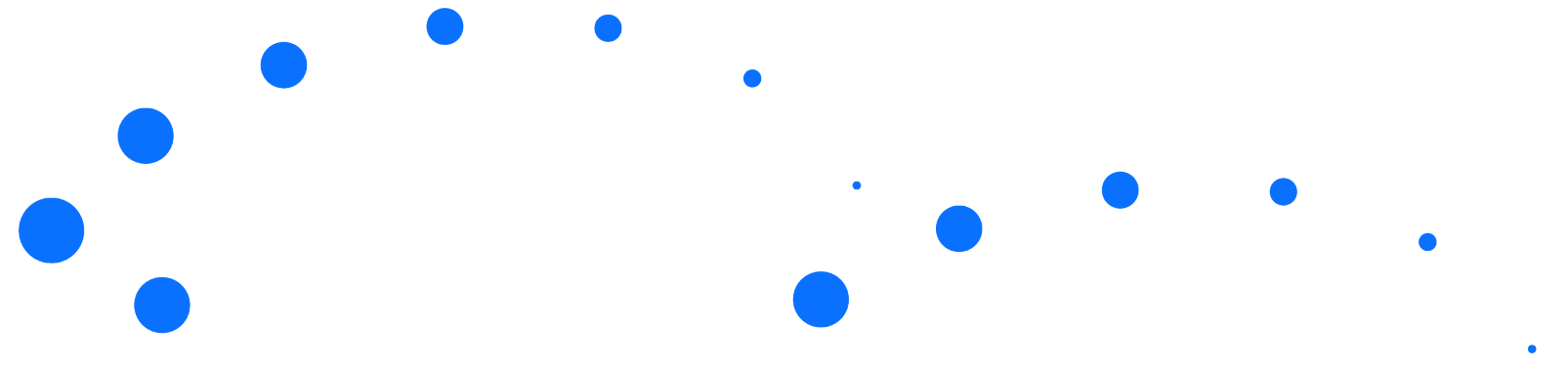
### Top Twitter tips

- Follow researchers, universities, institutions.
- Tweet interesting articles.
- Attending a workshop, conference or other event? Tweet about it using the event's hashtag.
- Share your ideas.
- Share videos and tutorials related to your field.
- Post links to your content.
- Retweet – promoting other research community members also promotes your own profile.
- Use hashtags for better findability.
- Tag people whose work you come across and engage with.
- Post regularly – Twitter has a high signal-to-noise ratio. In other words, you're competing to be heard. Therefore, three to five tweets per day are most effective in contrast to Facebook or blogging (where posting once or twice a week is recommended).



Make sure to tag IOS Press ([@IOSPress\\_STM](#)) so we can amplify the reach of your post by retweeting, reposting, and liking.

# Other Social Media



## LinkedIn



LinkedIn is a professional networking site and a good place to contact other researchers in your field. It is used by 65% of professional researchers and can assist with building your reputation online. Use your profile to promote yourself and your work. Create a profile and the highlights of your career like you would in a resume.

**Post regularly, engage with other members, and follow groups of interest to your field.**

## Blogs



Blogs are proven to be an effective promotional platform. You can prompt in-depth conversation, build credibility, and showcase your research endeavors. It also allows you to write in a different tone to your academic papers, providing readers with more accessible entry into your academic work.

**Popular blogging platforms are WordPress, Medium, and Blogger. You can link your other social networking pages to your blog.**

# Other Social Media (China)

## WEIBO



Known as “Chinese Twitter,” Weibo is one of the most popular social networking sites in China. It has a similar reach to Twitter in the United States. Using this platform, you can share thoughts on your current research, add links and pictures to your articles, and talk about your publications. If you want to reach the Chinese scientific community, Weibo is a good platform to use.

## WeChat



Similar to Weibo, WeChat is a popular social media messaging tool in China. With a large amount of active users, it can be used to share images and videos and for video conferencing.



# Press Releases

## Do the findings of the study

- Impact a broad audience?
- Present novel findings?
- Generate interest, excitement?
- Evoke a strong response?

## If your article has one or more of these attributes,

then it may be suitable for a press release. Press releases are sent globally to science media through various international newswire services.



Contact your institution's publicity staff or the IOS Press marketing department ([market@iospress.nl](mailto:market@iospress.nl)) for more information.



# Conferences

Conferences provide an excellent opportunity to talk about your current and previous work, when making a formal presentation, presenting a poster, or during informal networking.

You can support these efforts by alerting your colleagues and peers prior to the conference via listservs, newsgroups, email, and social media. If you have a Twitter account, check if people are talking about the conference on this platform and join the conversation.

# Email

Add your latest article to your email signature and use the DOI (digital object identifier) link. Ensure you're taking advantage of email newsletters relevant to your work sent out through your institution or other society/organization that you are a member of.

# Institutional Recognition

Regularly submit your article citations, including the DOI, for posting on your institution's website. If your institution has a media relations department or newsletter, make sure to suggest your article for inclusion.

# Speak to your Librarian

Encourage your institution to subscribe to the journal or buy the book (series) in which you've published. If you're teaching a course, include your article or book in the course reading list.

# Search Engine Optimization (SEO)

**The search engine is the first point of call for most readers. Top tips to help your article appear closer to the top of search engine results:**

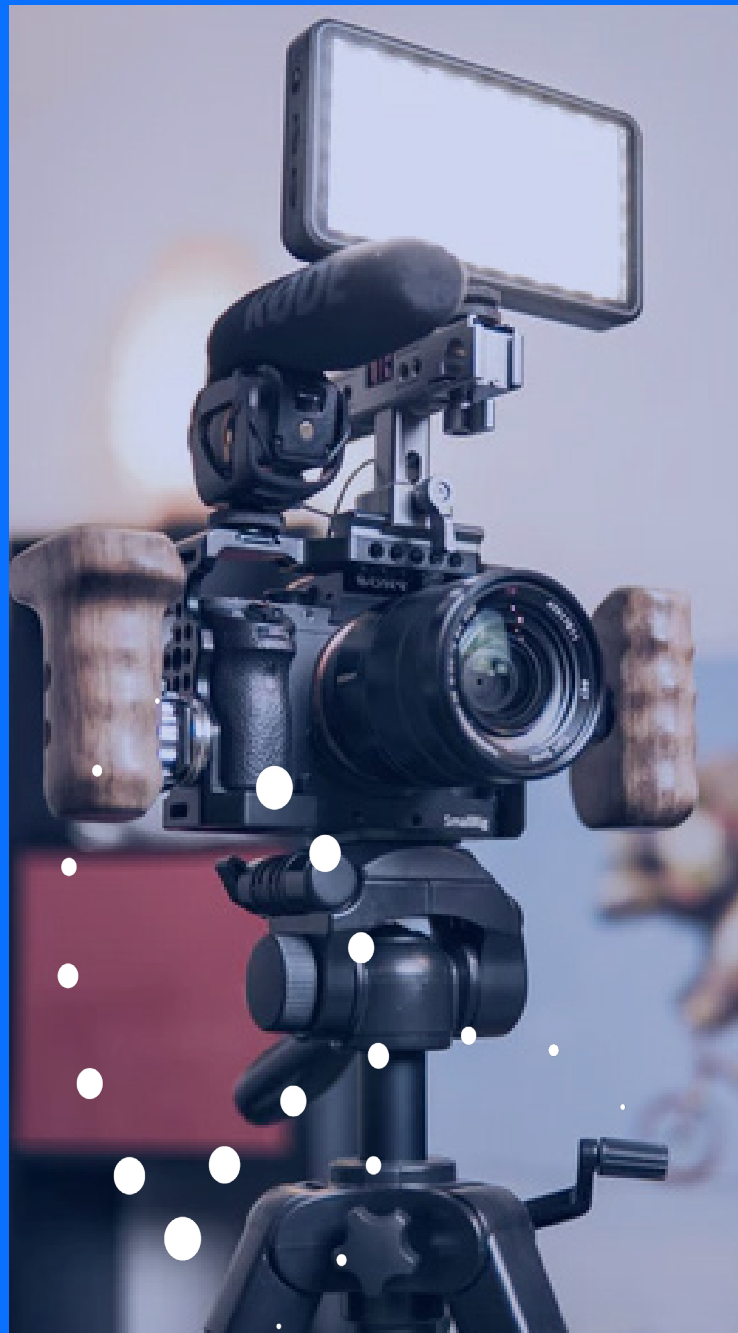
- Short title.
- Keywords in title and abstract.
- Keywords in subtitles.
- Keywords in captions for figures, graphs, tables, photographs.
- Wikipedia: One of the first places many people go to for substantive information is Wikipedia. Add content and link your article as a reference to a related Wikipedia page.
- Link Building: Google ranking tends to be higher for links that come from institutional websites. Link to your content from your profile page on your institution's website by using the DOI.



**Encourage other members of your academic community to link to your content, and do the same for them.**

# Multimedia

Multimedia content typically appears in separate search results than text articles, and thus provides a new avenue of discoverability for your work. This makes these types of content great tools for attracting and engaging readers.



## Options Include

- **2–5 Minute webcast-style video** explaining your research. Combining PDF, PowerPoint slides and voice-over using a tool like Slideshare – you can create an engaging multimedia item to share online. Slideshare is a social media outlet that also allows you to share your videos and search for/view other people's presentations. Post your video on YouTube and make sure to include as many keywords as possible in the description.
- **Podcast** conveying the key points from your research. This can be shared online and posted on iTunes for free dissemination. Alternatively, take part in an existing podcast.
- **Images** are powerful. Extracting an image from your article or sharing one associated with your study, particularly in color, makes your posts more visible and makes people more likely to share and read your article. Media outlets often include images with their coverage, and don't forget to supply image credits.
- Perhaps your article would benefit from a **graphical abstract or infographic**? These are a single, concise visual image that summarize your work. Tools to make graphical abstracts and infographics include Powerpoint, Adobe Illustrator and ChemDraw.



# Measuring your Impact

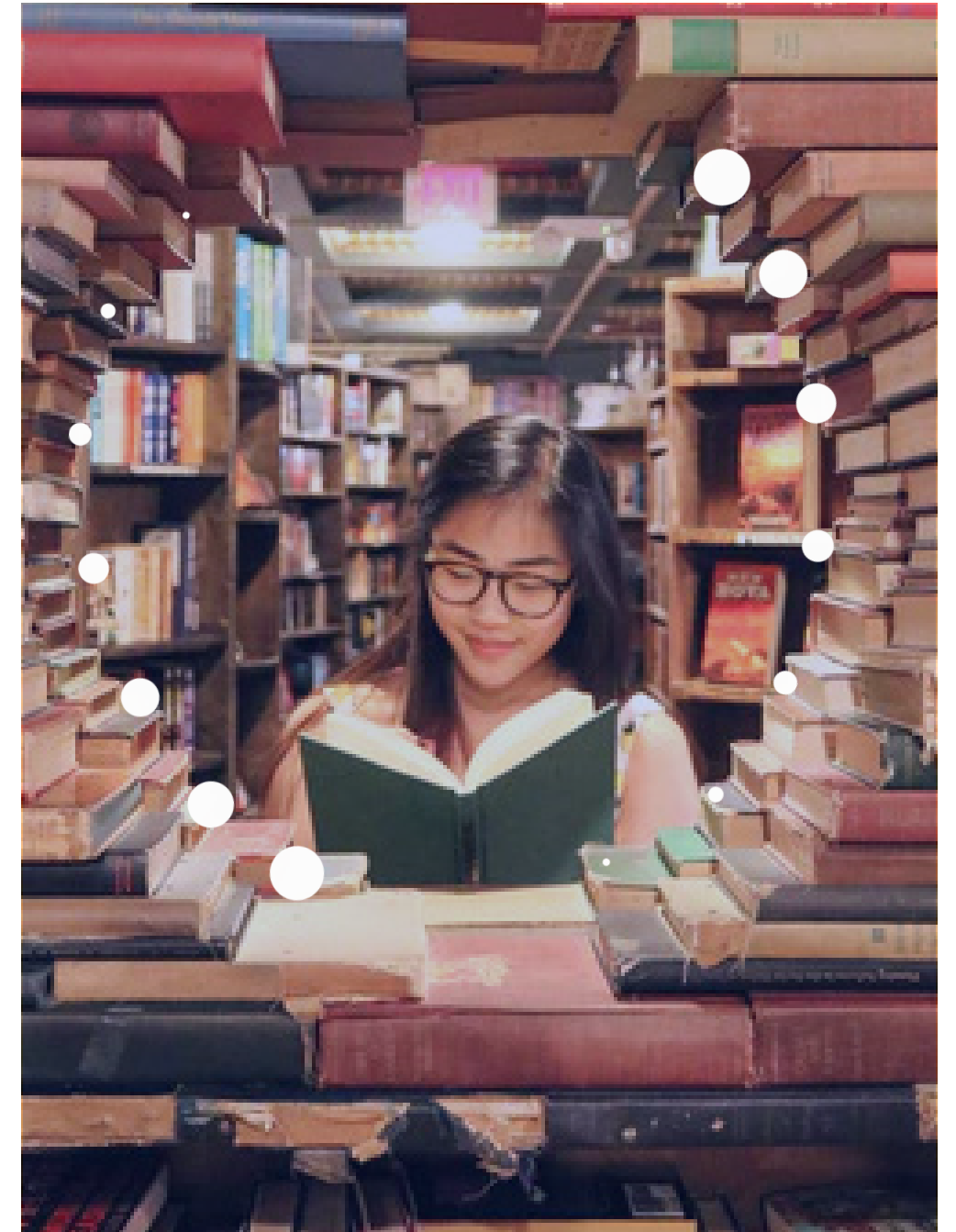
## Who is reading your published journal or book articles?

Metrics on the individuals who are most actively engaging with your work provide valuable information. You can find out the number of views and where those individuals are located. The results can be surprising, and the information can be used to steer your future publications, guide funding applications, and help you to better target your audience. There are numerous ways in which you as an author can try to measure the impact of your research.

## Book Citations

You can find the citations of your book in multiple places:

- **Scopus (Elsevier):** You can use Scopus to find how many times an author has been cited.
- **Google Scholar:** To find articles that have cited you in Google Scholar.
- **Book Citation Index (Web of Science):** Over 60,000 editorially selected books in the sciences, social sciences and humanities are indexed, with 10,000 new books added each year
- **Conference Proceedings Citation Index (Web of Science):** Fully indexes over 160,000 journal and book-based proceedings in science and social sciences and humanities, across 256 disciplines.



# Journal Metrics

**Journal Impact Factor (JIF)**, also commonly known as the **Impact Factor (IF)**, of an academic journal is a scientometric index calculated by Clarivate Analytics that reflects the yearly average number of citations of articles published in the last two years in a given journal. To receive a JIF, the journal needs to be in either SCIE (Science Citation Index Expanded), SSCI (Social Science Citation Index), or AHCI (Arts & Humanities Citation Index).

**CiteScores**, generated by Scopus, reflect the citation impact of a journal's research-based contributions. It uses the number of citations received by a journal in one year to documents published in the three previous years, divided by the number of documents indexed in Scopus published in those same three years.

The **Scimago Journal Rank (SJR)** is based on the average number of weighted citations received in a year divided by the number of documents published in the previous three years.



The **H-Index** is an author-level metric that measures both the productivity and citation impact of the publications of a scientist or scholar. The H-Index correlates with obvious success indicators such as winning the Nobel Prize, being accepted for research fellowships and holding positions at top universities. The index is based on the set of the scientist's most cited papers and the number of citations that they have received in other publications. The H-Index of an author can be found in three places: Google Scholar, Scopus, or Web of Science.

The company **Altmetric (Digital Science)** is one of the primary aggregators of altmetrics data. Altmetrics are non-traditional bibliometrics proposed as an alternative or complement to more traditional citation impact metrics, such as JIF and H-Index. Although altmetrics are often thought of as metrics about articles, they can be applied to people, journals, books, data sets, presentations, videos, source code repositories, web pages, etc.

# Other Helpful Links

## Kudos

IOS Press has partnered with Kudos, a service that helps researchers maximize the impact and visibility of their research.

Discover more at [iospress.com/promote-your-work](https://iospress.com/promote-your-work)

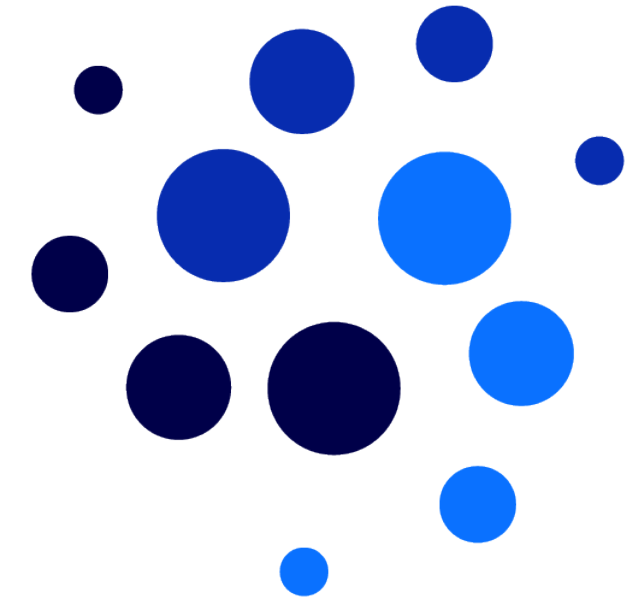
## PlumX

Gathers and brings together research metrics for all types of scholarly research output. It categorizes metrics into five groups: usage, captures, mentions, social media, and citations.

## ORCID

If you register and use your open researcher and contributor ID (ORCID) then all your professional activities will be linked

- directly back to you. Institutions, societies, and funders can easily identify you, and it is easy to track your activities each time you
- produce new work. This is a unique identifier that distinguishes researchers from each other, and you can create an online
- record of all your research publications.



# IOS Press

**To further discuss promotion of  
your publication, please contact  
[market@iospress.nl](mailto:market@iospress.nl)**